WideOrbit unveils new focus and strategy underpinning its Wider role in the media landscape

SAN FRANCISCO, May 13, 2020 — WideOrbit, the platform that makes it easier to buy and sell advertising, is expanding its product solutions to help clients drive more revenue and reduce expenses. Remaining true to the company’s original vision — to make it easier to buy and sell advertising — the breadth and depth of the company’s commitment is expanding to meet the needs of its clients through its comprehensive suite of products, as well as its rich history of trust, reliability, and innovation.

“Media companies have typically looked to a variety of technology partners to help navigate today’s increasingly complex media landscape,” says Eric Mathewson, WideOrbit Founder and CEO, “In the face of so many micro-point solutions, WideOrbit had to take a bigger-picture approach to address the overall complexity and truly help clients. With strategic partnerships and tight integrations, our suite of products provides the broadest end-to-end solution in the industry. Our ‘Wider World’ messaging reflects that work and WideOrbit’s future solutions for our clients.”

A ‘Wider-World’ approach means three things:

• **Broader capabilities** that simplify complexity and maximize efficiencies with tools to unify all media buying and selling efforts within a unified platform.

• **Bigger insights** to make smarter business decisions with a holistic view of data across all channels, markets, and platforms – from sales to finance to third parties.

• **Better connections** to maximize revenue with strategic integrations that aggregate all demand sources, optimize inventory, and streamline workflows between disparate systems.

WideOrbit is highlighting a selection of products that illustrate their Wider-World approach:

**W0 PAYMENTS SUITE**
Say hello to on-time payments, improved cash flow, and automated accounts receivable. The only A/R management software purpose-built for the media industry, so you can go from invoice-to-cash faster.

**UNIFIED SALES SUITE**
Say hello to local spot ad sales that are faster, easier, and automated. A powerful set of workflow optimization tools that aggregates and compares multiple ad demand sources, both direct and programmatic, to open new revenue streams and maximize yield.

**DIGITAL AD SOLUTION**
Widen your world – from broadcast-to-streaming-to-podcast. A comprehensive suite of products to help streamline operations for the distribution and monetization of digital audio and video content.

**WO AUTOMATION FOR RADIO**
Say hello to simplified radio automation that’s centralized, scalable, and remotely accessible. Simplified workflows help broadcasters of any size deliver compelling programming more easily and more cost-effectively.
All these products integrate seamlessly with WideOrbit’s core traffic platforms, WO Traffic and WO Network, with each other, and with third-party systems through partnerships and tight integrations. A single-purpose solution might be cutting-edge but if it doesn’t work well with others, it becomes a small-world answer to a big-picture problem. Only WideOrbit brings you the broader capabilities, bigger insights, and better connections you need, so you can say hello to a Wider World.

WideOrbit looks forward to introducing customers and prospects to a Wider World at NAB Show Express. As a presenting sponsor, we’ve recorded conversations between members of the WideOrbit executive team and some of our clients about creative solutions to challenges currently facing the media industry. Visit the NAB Show Express Marketplace to view our latest on-demand video content: WideOrbit Speaks with Industry Leaders on Finding Wider-World Solutions: How to Make Money, Manage Money, and Get Paid in Challenging Times.

ABOUT WIDEORBIT

WideOrbit helps media companies do more business by making it easier to complete more sales. It’s the one platform that ties everything together, so you can say hello to a wider world — from programmatic selling with the Unified Sales Suite, to digital ad sales with our Digital Ad Solution, to simplified cash-in-advance with WO Payments Suite. In a rapidly evolving media landscape, doing more business means doing less paper-chasing, less chair-swiveling, and less data re-re-entry. Only WideOrbit brings a wider-world approach, providing the broader capabilities, bigger insights, and better connections media companies need. That’s why so many industry leaders — from AMC to Meredith to Entercom — have partnered with us since 1999.

WideOrbit is headquartered in San Francisco with offices worldwide. Customers include NBCUniversal, Viacom/CBS, Fox, Entercom Communications, Nexstar, Hearst, Univision, Gray Television, TEGNA, DirecTV and many other major media companies around the world. Learn more at wideorbit.com.

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