

## WO STREAMING

### Digital audio management and monetization

The abundance of 24/7 connected mobile devices has streaming digital audio growing fast. It's hard for publishers to capture these expanding audiences at their desks and on-the-go and generate profits.

WO Streaming helps broadcasters monetize streaming digital audiences via publisher direct sold campaigns, our ad sales partners and our programmatic digital audio platform. Our solution makes it simple to drive revenue, expand listenership and extend content from linear broadcasting to digital listening platforms.



## BENEFITS



### Amplify digital audio revenue

Increase CPM with advanced targeting, dynamic ad insertion and Nielsen-compatible simulcasting. Grow ad dollars with our Programmatic Digital Audio solution.



### Provide a great listening experience

Ensure fast, reliable, high-quality streaming from our cloud-based solution. Reach listeners on popular devices, including iOS and Android smartphones and tablets.



### Easily extend broadcast operations to digital streaming

Sell spot- or impression-based ads on industry standard audience metrics, including Nielsen stats. Auto-generate podcasts from streamed content.

## FEATURES

Advanced Targeting • Audience Analytics & Reporting • Audio Ad Server • Audio Stream Management • Media Player • Programmatic Ad Marketplace • WO Traffic Integration

Learn more about our offerings today

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## CONTACT US

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