

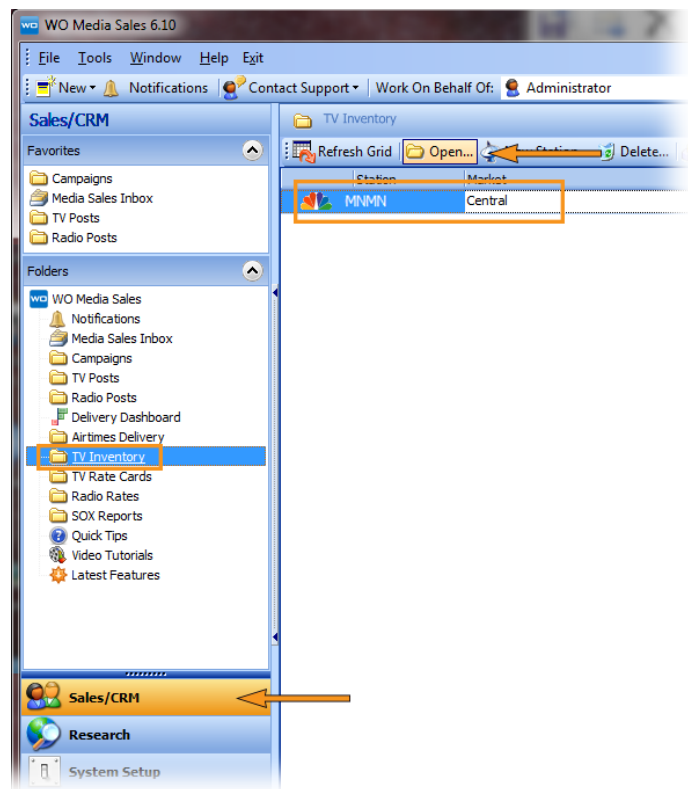
## Enhanced Integrations

### Mapping WO Traffic Inventory to WO Media Sales Inventory for TV

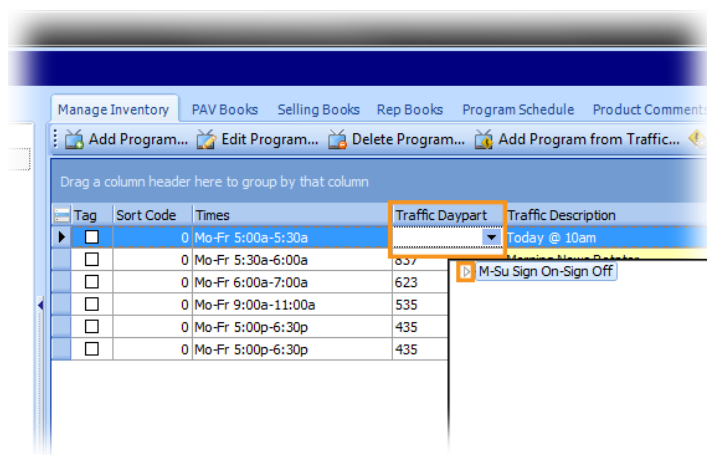
WO Media Sales users with inventory management rights can now easily map WideOrbit Traffic Inventory to WO Media Sales inventory.

By mapping Inventory to WO Traffic, orders created in WO Media Sales will contain the WO Traffic daypart/inventory codes associated with each line of Inventory that was mapped. This allows an AE to electronically send it to traffic (EC) with little or no time wasted in defining these codes in WO Traffic. Remember that after mapping Inventory, you should **Publish** the Inventory.

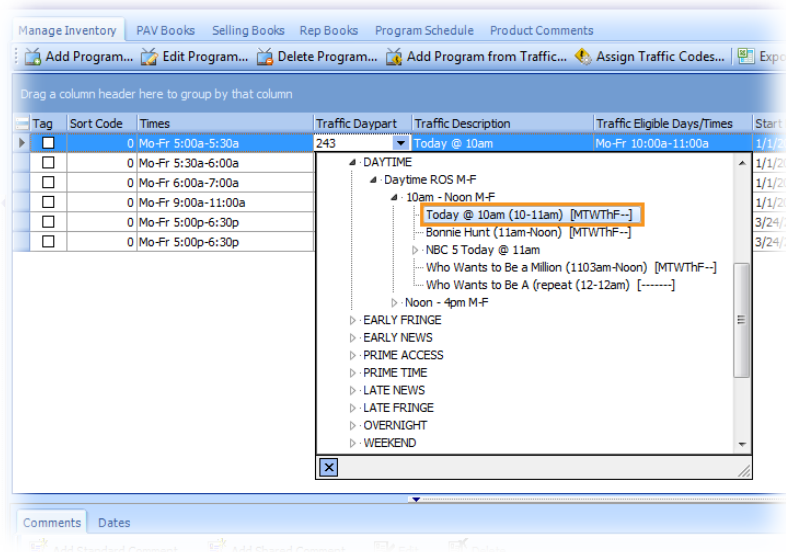
**To use this feature:** From the left navigation pane, make sure **Sales/CRM** is selected then click **TV Inventory**. Select a market from the **TV Inventory** results grid. Double-click or highlight the line and click **Open**.



In the **Manage Inventory** window, find the line item to be mapped and click in its **Traffic Daypart** cell. Click the drop-down arrow and then click the right facing arrow in the resulting pop-up window to expand the WO Traffic inventory tree.



Identify the inventory item that most closely matches the inventory line item from *WO Media Sales*. Select it by double-clicking that line.

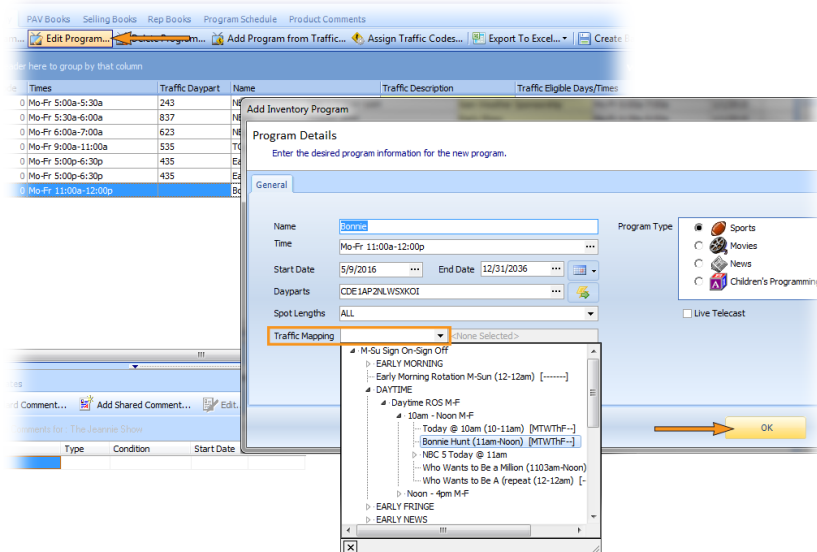


The **Traffic Code**, **Traffic Description**, and **Traffic Eligible Days/Times** cells are instantly populated. Continue this process for each line to be mapped in **Station Inventory**.



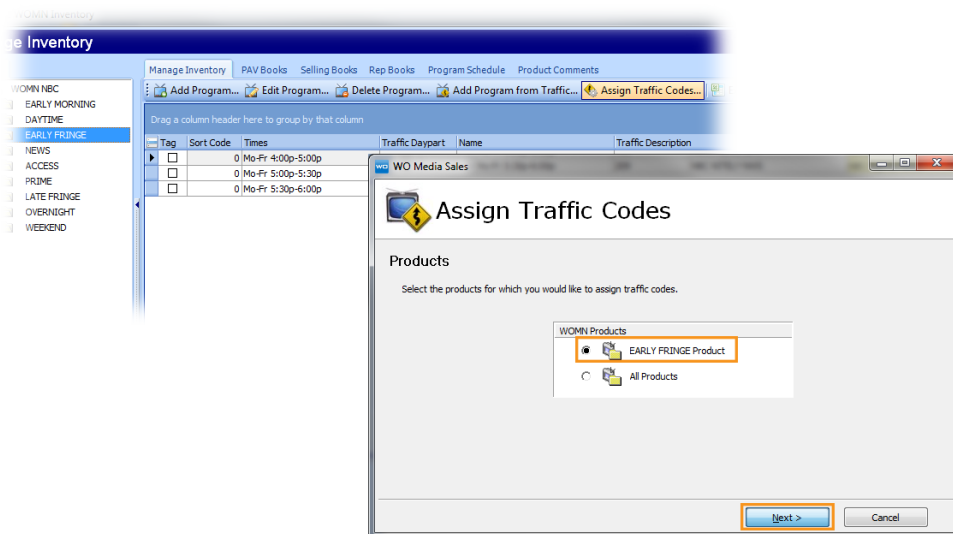
**Caution:** If the chosen station has no inventory code, contact *WO Media Sales* support.

Inventory items can be mapped another way. Highlight the inventory line and click the **Edit Program** button. When the **Add Inventory Program** dialog opens, click the drop-down arrow in the **Traffic Mapping** cell. In the **Inventory Tree** expand the appropriate category and double-click the match, then click **OK**. The program is mapped.

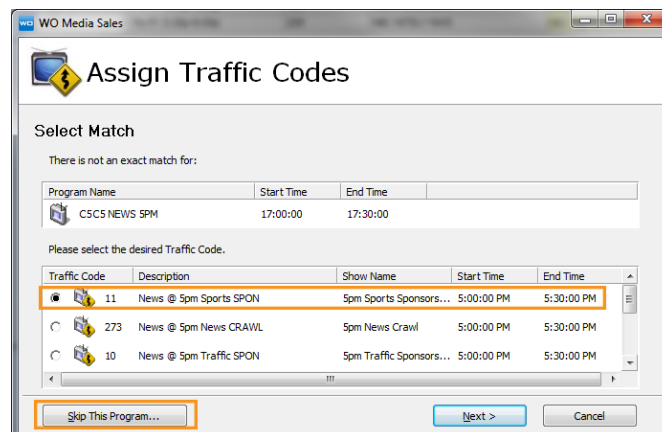


## Mapping a Sequence

Multiple lines in a sequence can also be mapped. Click the **Assign Traffic Codes** button found at the top right of **Manage Inventory**. In the resulting **Assign Traffic Codes** wizard, the current product folder is selected by default. Map all lines from the selected product category in one session or choose **All Product** and map every product in *WO Media* inventory in one session. Select one and click **Next**.



The wizard walks through the products line by line. The initial window displays the first line of inventory under **Product Name**. Below that, the products in *WO Traffic* are displayed. To pass a program by, click **Skip This Program** and the wizard will move to the next product line.



To assign a traffic code, click the option with the closest *WO Traffic* match and then click **Next**. At the last line of the programs, match and then click **Next** to complete the mapping process of all lines.

There is not an exact match for:

Program Name	Start Time	End Time
BCC NITELY NWS	17:30:00	18:00:00

Please select the desired Traffic Code.

Traffic Code	Description	Show Name	Start Time	End Time
210	Nightly News @ 5:30pm M-F	Nightly News @ 5:30...	5:30:00 PM	6:00:00 PM

Buttons: Skip This Program... Next > Cancel



**Caution:** Changes are not saved until the **Next** or **Skip Program** button is clicked on the final line. Clicking **Cancel** will not save changes.

## Add a Mapped Program

Programs can be added directly from *WO Traffic*. Click the **Add Program from Traffic** button to load the *WO Traffic* inventory tree. Expand the corresponding category and select the program to be imported into *WO Media Sales* by double-clicking on the program line or selecting and clicking **OK**.

WIDEORBIT

WO Media Sales

Add Program from Traffic

Select the program from the inventory tree.

- M-Su Sign On-Sign Off
  - EARLY MORNING
    - Early Morning Rotation M-Sun (12-12am) [-----]
  - DAYTIME
    - EARLY FRINGE
      - 4-6pm M-F
        - TVSC News @ 4pm
        - TVSC 4pm SPON
        - TVSC 4pm TIED
        - 4pm News Crawl (4-5pm) [MTWTF--]
        - 4pm Sports Ticker (4-5pm) [MTWTF--]
        - NBC First @ Four (4-5pm) [MTWTF--]
  - EARLY NEWS
  - PRIME ACCESS
  - PRIME TIME
  - LATE NEWS
  - LATE FRINGE
  - OVERNIGHT
  - WEEKEND
  - SPORTS
  - PAID PROGRAMS
  - WEB - NBCS.com (ROS)
  - Daytime/Early Evening Rotation (12-12am) [-----]

Buttons: OK Cancel

When the **Program Details** window opens, make any needed edits and click **OK** when complete. The **WO Traffic** program populates, fully mapped, into the **WO Media Sales Manage Inventory** grid.

**Add Inventory Program**

Program Details  
Enter the desired program information for the new program.

**General**

Name: 4pm Sports Ticker  
 Time: Mo-Fr 4:00p-5:00p  
 Start Date: 5/10/2016 End Date: 12/31/2036  
 Dayparts: CDE1AP2NLWSXKOIV  
 Spot Lengths: ALL  
 Traffic Mapping: 023 4pm Sports Ticker  
☒ Is Active

**Program Type**

☒ Sports  
☐ Movies  
☐ News  
☐ Children's Programming

☐ Live Telecast

**OK** **Cancel**

When mapping is complete, click **Publish** in the top right corner of the **Manage Inventory** window. Tag to select the station or stations to be published in the **Publish Inventory** window and click the **Publish** button.

**WO Media Sales** television inventory has been successfully mapped.

**WO Media Sales**

Publish Inventory  
Select the stations which you would like to publish.

Station	Market	Source
<input checked="" type="checkbox"/> MINN	Central	

**Select All**  
**Unselect All**

**Publish** **Cancel**

**WIDEORBIT**

es	Start Date	Source
	1/1/2015	
	1/1/2015	
	1/1/2015	
	5/10/2016	

If you have questions or concerns, please call or email support.

**WO Media Sales Support:**  
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