

Enhanced Integrations

WO MEDIA SALES

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.

Integration

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.

Tag	Sort Code	Times	Traff	c Daypart	Traffic Description	Traffic Eligible Days/Times	Sta
	0	Mo-Fr 5:00a-5:30a	243	-	Today @ 10am	Mo-Fr 10:00a-11:00a	1/
	0	Mo-Fr 5:30a-6:00a					^ 1/
	0	Mo-Fr 6:00a-7:00a		⊿ Day	ime ROS M-F		1/
	0	Mo-Fr 9:00a-11:00a		4.	Taday @ 10am (10.1)	(and DATIATIAN 1	1/1
	0	Mo-Fr 5:00p-6:30p			Roppie Hupt (11am-N	ann) [MTWThF]	3/2
	0	Mo-Fr 5:00p-6:30p			NBC 5 Today @ 11am	bony [minutini]	3/2
					Who Wants to Be a M	illion (1103am-Noon) [MTWThE]	-
					Who Wants to Be A (r	epeat (12-12am) []	
				Þ	Noon - 4pm M-F		
				▷ · EARLY F	RINGE		=
				▷ · EARLY N	EWS		
				▷ · PRIME A	CCESS		
				▷ • PRIME T	IME	l.	
				▷ LATE NE	WS		
				▷ LATE FR ▷ OVEDNIE	INGE		
				D WEEVEN			
				VILLALI	0		*
			X				11

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



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**.

e Inventory				
	Manage Inventory PAV Books Selling Books	Rep Books Program Schedule Product	Comments	
EARLY MORNING	🗄 🕍 Add Program 📸 Edit Program 📸 De	iete Program 🙀 Add Program from Tra	ffic 🕙 Assign Traffic Codes 🖳	
DAYTIME EARLY FRINGE	Drag a column header here to group by that column			
NEWS ACCESS	Tag Sort Code Times 0 Mo-Fr 4:00p-5:00p 0 0 Mo-Fr 5:00p-5:30p 0	WD WO Media Sales	Traffic Description	_ 0 _X
PRIME LATE FRINGE OVERNIGHT WEEKEND	 0 Mo-Fr 5:30p-6:00p 	Assign Tra	iffic Codes	
		Products		
		Select the products for which you we	uld like to assign traffic codes.	
			WOMN Products EARLY FRINGE Product All Products	
			Next >	Cancel

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.

wo Media Sales									
There is not an exact match for: Program Name	Start Time	End Time							
Please select the desired Traffic Code.	17:00:00	17:30:00							
Traffic Code Description		Show Name	Start Time	End Time	*				
Il News @ 5pm Sports SPO Il Il In News @ 5pm Sports SPO Il In In	N	5pm Sports Sponsors	5:00:00 PM	5:30:00 PM	=				
C 🔖 273 News @ 5pm News CRAV	VL	5pm News Crawl	5:00:00 PM	5:30:00 PM					
C 🔖 10 News @ 5pm Traffic SPO	N	5pm Traffic Sponsors	5:00:00 PM	5:30:00 PM	-				
•	۲								
Skip This Program			<u>N</u> ext >	Cancel					

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.

Program	m Name		Start Time	End Time		
İ .	BCC NITEL	YNWS	17:30:00	18:00:00		
Please	select the	desired Traffic Code.				
Traffic	Code	Description		Show Name	Start Time	End Time
e (210	Nightly News @ 5::	30pm M-F	Nightly News @5:30	5:30:00 PM	6:00:00 PM
cha	a This Deep	r 300			Newt 2	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**.

				WIDEORB
g Sort Code	Times	Traffic Daypart	WO Media Sales	X Date So
]	0 Mo-Fr 4:00p-5:00p	727		015
]	0 Mo-Fr 5:00p-5:30p	273	Add Program from Traffic 🦰	015
]	0 Mo-Fr 5:30p-6:00p	210	Select the program from the inventory tree.	015
ments Date Add Standard /Edir/Delate Cr ment Name	Comment 🗟 Add Sha meret for NBC5 151 GFD Type Conv	red Comment 🔐 Ed UR Jäton Start Dat	MSJ Sign Chr-Sign Off M-SL Sign Chr-Sign Off M-SL Sign Chr-Sign Off Morring Rotation M-Sun (12-12am) [] DATTPle LARLY FRINGE 4 - H-Sign Sign Off 4 - TVSC Hears & dyn 4 - TVSC Hears Sign Off 4 - TVSC Hears Sign Office 4 - T	

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.

dd Inventory Progra	am					×
Program Details Enter the desired	d program information fo	or the new program.				
General						
Name	4pm Sports Ticker			Program Type	Sports	
Time Start Date	Mo-Fr 4:00p-5:00p	End Date 12/31/2036			C 🤯 Movies C 🚳 News	
Dayparts	CDE 1AP 2NLWSXKOIV		•• 🝝		C 🚮 Children's Programming	
Spot Lengths Traffic Mapping	ALL 728	✓ 4om Sports Ticker	•		Live Telecast	
	✓ Is Active					
					ок	ancel

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.

	and the second se	
		🔒 Publish
	roduct Comments	
	om Traffic 🚸 Assign Traffic Codes 🖭 Export To Excel 🔻 📔 Cr	eate Backup File
WO Media Sales	X	WIDEORBIT
Publish Inventory Select the stations which you would like to publish.	Ŵ	es Start Date Source 1/1/2015 1/1/2015 1/1/2015 5/00010
Station Market	Select All Utselect All) 2/ 2016
	Publish Cancel	

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

WO Media Sales Support: 415.675.6775 Option 2, 1 sales-support@wideorbit.com