



BET UPGRADES PROGRAMMING MANAGEMENT WITH BROADVIEW

BroadView Enhances Major Network's Control of Content Management

TORONTO, ON and WASHINGTON, DC – June 16, 2006 – BET Networks, the leading African-American multi-media entertainment company, has added BroadView Software's programming module to enhance its ability to manage schedules, rights and reports for an expanding library of content on its flagship BET cable channel. This content includes both acquired and in-house produced programs, specials and movies.

BET historically has relied on a mix of systems from older programming software vendors as well as spreadsheets in its programming department. Rather than replace this solution piecemeal, BET selected BroadView Software's tools for scheduling, rights management, amortization and generating comprehensive reports for all members of the programming staff. With it, BET received a turnkey means to fully leverage the value of its acquired programming to maximize profitability.

"BroadView Software offered us a simple, cost-effective way to make a major advance in the way we manage acquired programming," said Veronica Hutchinson, BET Vice President of Programming. "Our success has brought us to a point where we had outgrown our methods. BroadView Software allows the entire programming staff to work more closely and effectively with our media assets by making information immediately accessible with minimal training."

Opening a New Era for Programming

Fortunately, a demonstration of BroadView Software at a tradeshow proved to be a pleasant surprise for the BET programming staff. The programming module incorporated all the functionality that was required and offered new approaches and opportunities. More importantly, this system could do more than get current operations up-to-date. BroadView's commitment to a full understanding of broadcast programming issues allowed for a major advance in business practices.

Another surprise for Hutchinson was the ease of data conversion, integration and implementation of the new system. Suppliers, payment schedules, payment tracking, program rights and amortization schedules were easy to input. Staff

training to do their daily tasks and to generate and export financial reports took only a week.

"We've seen payback from the start and the significance of the benefits this system brings is fundamental. It's hard to imagine how we managed to survive before BroadView," added Hutchinson.

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About BET Networks

BET Networks, a subsidiary of Viacom, Inc. (NYSE: VIA and VIA.B), is the nation's leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 80 million households according to Nielsen media research, and can be seen in the United States, Canada and the Caribbean. BET is the dominant African-American consumer brand with a diverse group of businesses extensions: BET.com, the Number 1 Internet portal for African Americans; BET Digital Networks – BET J, BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Event Productions, a full-scale event management and production company; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; and BET Mobile, a service venture into the lucrative world of ring tones, games and video content for wireless devices.

About BroadView Software

BroadView Software Inc. is a leading North American software developer that has specialized in broadcast information-management solutions for more than a decade. Its products provide television stations with an integrated solution to meet all their needs in program acquisition, ad sales, program scheduling, traffic, master control automation interfacing, and reporting. Its flexibility and history of providing customizations and enhancements for customers have made BroadView a leader in its field. BroadView's innovative, fully integrated approach also means substantial savings in staff time, which translates directly into ongoing operational benefits, month after month. For more information, please visit <http://www.BroadViewSoftware.com>.

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