



VANCOUVER TELEVISION STATION CHANNEL M NOW USING BROADVIEW

Software will Manage all Traffic, Billing and Programming Needs

TORONTO, ON and VANCOUVER, BC – December 5, 2006 – BroadView Software announced today that channel m, a conventional broadcaster serving over three million viewers in the Vancouver area, is now using BroadView to manage its broadcast traffic and programming operations. The implementation, live as of today, will enable channel m to increase efficiency, provide better interdepartmental integration and significantly improve access to data for both internal and external users.

The installation at channel m provides an important new alternative for broadcasters in the Canadian marketplace, as it includes the launch of a new integration between BroadView's functionality and the sales proposal system provided by Marketron, both leaders in their own areas of Canadian broadcasting software for many years. This new end-to-end solution is a first for any Canadian station and through bi-directional integration allows channel m to effectively manage the sales proposal process including electronic creation of contracts in BroadView and up-to-date avails provided electronically by BroadView to Marketron RepPak.

"Having robust, efficient, fully-integrated technologies, such as BroadView's unified programming and traffic solution, are keys to a successful operation, as is their bi-directional integration with Marketron" said Art Reitmayer, President and CEO of channel m. "Beyond the product itself, what has set BroadView apart has been their professional approach to project management, implementation, data conversion and training services. During this very stressful time of converting to a new system, BroadView's customer service ideology has supported us and inspired confidence that we would be successful."

BroadView's uniquely unified solution makes use of extensive and powerful traffic, billing, scheduling and programming tools. With BroadView's integrated programming abilities, channel m can track all their program inventory, play counts and rights windows and ensure accurate schedules that can also drive web sites in real-time. Further, the programming module also generates payment schedules and amortization calculations. On the engineering side, BroadView's user-friendly method of managing and scheduling secondary events, including squeezes, push backs, overlays, bugs and snipes will save time, as will the software's bi-directional interface to channel m's Harris (Louth) automation system.

The implementation process at channel m involved a period of analyzing and integrating the client's needs into a recent product upgrade, assessing the client's workflow and training needs, and developing a plan of implementation and training that would provide as smooth a transition as possible. Communication between BroadView's project management team and channel m has ensured that details such as preparing training stations, and important pre-cursors to launch such as data conversion were done on time, and with attention to accuracy. The entire process has been designed to support a successful launch and customer experience.

"BroadView's expertise in creating integrations with other aspects of a station's systems was one of the key factors in our selection as a vendor," said Michael Atkin, president of BroadView. "Software can no longer operate as standalone islands, but instead, must integrate seamlessly across the customer's domain and support as many aspects of its workflow as possible. One of our strongest features", continued Atkin, "beyond the abilities of our software, is our dedication to understanding our clients, creating unique responses to their needs and supporting them during the critical transition phase between software systems."

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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, visit www.BroadViewSoftware.com.

About channel m

channel m is a free over-the-air television station broadcasting to three million Vancouver extended market viewers on cable 8, Express Vu 254 and on Vancouver Island/Sunshine Coast on cable 10. The locally-owned station features newscasts in Cantonese, Mandarin and Punjabi, as well as public affairs, lifestyles and entertainment programming in more than 20 different languages and 65 hours a week of top-rated English language programming.

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