



DLA IMPLEMENTS BROADVIEW Brings Linear and VOD Operations into Unified IT Infrastructure

TORONTO, ON / Miami, FL – January 5, 2009 – DLA has selected BroadView Software to meet its needs for large-scale distribution of VOD and PPV (pay-per-view) content in the Latin America region. With BroadView's powerful scheduling and VOD tools, DLA is able to fulfill its goal of using cutting-edge technology to become more efficient in delivering its mandate.

"DLA has enjoyed phenomenal success since its launch eight years ago, and implementing BroadView Software's broadcast management solution consolidates gains while making room for new opportunities" said Eduardo Donatelli, VP of Technology, DLA. "Utilizing technological innovation to create the greatest value proposition is one of our core strategies, and BroadView's integrated IT-based approach is a major leap ahead."

BroadView replaces DLA's in-house system that had been in place since 2004. The homegrown solution had patched together various ad-hoc approaches to keep up with the market demands and DLA's service offerings, however with DLA's success, managing a growing tape library with thousands of programs in multiple languages became increasingly cumbersome. This, combined with the complexity of distributing such content across 40+ channels, plus VOD, made it imperative to find a top-to-bottom solution. With BroadView, DLA is set to manage current needs more efficiently and economically, while establishing a firm foundation for future growth. As a further benefit, BroadView's data conversion and training made the switchover from the legacy system simple and cost-effective.

"Our work with DLA has been especially pleasing because of the enormous gains we are able to bring by taking its technical infrastructure to the next level," said Michael Atkin, BroadView Founding Partner and President. "They require the power, flexibility and adaptability that BroadView Software offers for innovative media companies. We look forward to working closely with them as they provide a unique service to clients."

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About BroadView Software

BroadView Software Inc. is a leading North American developer of broadcast information-management solutions. For more than two decades, noted radio, TV broadcast and cable network clients have come to rely on BroadView's integrated systems to manage all their needs in programming, traffic and sales. Built on an advanced information infrastructure to deliver workflow gains, it is flexible and customizable. It is also suited for rapid deployment, allowing clients to launch quickly regardless of the complexity of their needs. BroadView's innovative, fully-integrated approach yields efficiencies that translate into substantial savings in staff time and ongoing operational benefits, month after month. Visit:

www.BroadViewSoftware.com.

About Digital Latin America

DLA is the leading provider of PPV and VOD services in Latin America, and the only company that offers a unique and complete VOD solution in the region, ranging from licensing rights to programming, processing and delivery. DLA's effective structure and extensive presence in the market have resulted in the best deal of product possible, lower operational costs and shorter delivery times for affiliates. Currently, DLA provides thousands of hours of programming events per year, completely tailored to clients' specifications and the marketing needs of affiliates. DLA is present in 23 countries in Latin America and the Caribbean, and has offices in the United States, Argentina and Brazil. For more information, please visit

www.dlatv.com or vod.dlatv.com.

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