



## **DOCUMENTARY CHANNEL® SELECTS BROADVIEW Integrates Cable, VOD for Unique Multiplatform Distribution**

**TORONTO, ON – August 22, 2008** – Documentary Channel®, the nation's first 24/7 channel dedicated to documentaries, has selected BroadView Software's traffic and programming software as the information infrastructure for its operations. Initially, BroadView's integrated database will handle programming, scheduling, logs, and ad contracts for the combination satellite/VOD service. The new system will launch in fall 2008 following data conversion of legacy information from multiple existing software systems, including a well-known competitor's traffic system.

BroadView's next-generation IT-based system, designed to share information about programming, scheduling and revenue management across multiple platforms, enables a variety of emerging business models beyond established broadcast, cable and satellite media. Documentary Channel's innovative media mix is a showcase for BroadView's versatile and powerful capabilities. Traditional broadcast systems are challenged by the idiosyncratic program lengths characteristic of the documentaries featured. With BroadView, managing programming that does not come in neat 30-60-120 minute packages is simple.

"Documentary Channel's adoption of BroadView Software marks an important milestone for us as we pursue new opportunities in the dynamic media marketplace," said Tom Neff, CEO and Founder of Documentary Channel. "Our business approach, like the documentaries we feature, is innovative and fresh and fully utilizes current technology. BroadView provides great flexibility that allows us to develop our business without worrying whether our technical infrastructure can accommodate us."

BroadView's solution for Documentary Channel puts programming and traffic on the same information infrastructure while seamlessly interfacing with existing systems. This unified architecture is the hallmark of BroadView's highly customizable modular approach. Clients enjoy the power of a custom-designed system with the economy of an off-the-shelf package. Also,

customers receive updates to the latest revisions to the product. As new features and modules become available, they are able to quickly implement the latest capabilities as needed.

“Documentary Channel is a leading innovator in the fast-evolving media marketplace and BroadView provides a solid foundation for the current operation without tying them down to it,” said Michael Atkin, BroadView Founding Partner and President. “We are in the business of providing highly configurable, modular systems that meet the vast variety of needs in what was once known as the broadcast marketplace. With BroadView, the clients’ needs define the technology – not vice-versa.”

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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 get up and running 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](http://www.BroadViewSoftware.com)

### **About Documentary Channel®**

Documentary Channel® (DOC) is the USA's first 24-hour television network exclusively devoted to documentary films and is the Voice of the Independent Documentary Filmmaker. DOC seeks out and showcases independent, cutting-edge and international non-fiction programming rarely seen in the U.S., and often then only in film festivals or other special venues. DOC is the television viewer's round-the-clock opportunity to see fascinating, eclectic and award-winning documentary films of all lengths and genres, from classics to cutting-edge.

Headquartered in Nashville, Tenn., with offices in New York and Los Angeles, Documentary Channel was founded by CEO and Oscar®-nominated documentary filmmaker Tom Neff. DOC launched on DISH Network (Channel 197) in January 2006, and now reaches over 21 million homes nationwide. DOC is carried by several broadcast stations in major television markets including NYC TV (Channel 25) throughout the greater New York metropolitan area. DOC's Web site is located at [www.documentarychannel.com](http://www.documentarychannel.com)

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