



FREE SPEECH TV FREES RESOURCES WITH BROADVIEW

Innovative Public Broadcaster Optimizes Operations with Integrated Traffic/Programming Solution

TORONTO, ON and DENVER, CO – July 16, 2007 – Free Speech TV, a public, not-for-profit, Denver-based broadcaster that distributes programming on both cable access channels and DISH Network, has implemented BroadView Software's unified traffic and programming package to run its operations.

Until now, Free Speech TV relied on mostly manual methods aided by general-purpose spreadsheet and database programs. They selected BroadView's integrated, expandable solution to optimize operations and achieve efficiencies. Free Speech TV's non-traditional approach would typically require significant custom coding with traditional broadcast solutions. With BroadView, its specific needs have been met simply and economically without end-user customization.

"We had grown past the basic methods that had been in place since we first launched, and BroadView provides an easy way for us to increase capabilities and optimize operations. In addition, BroadView will serve our new distribution initiatives, such as online video streaming and podcasting," said Jon Stout, General Manager Free Speech TV. "We searched the market and found that BroadView offers an ideal combination of features and expandability. Best of all, the increased efficiency means that the system pays for itself and allows us to focus our resources on better serving our audiences and on fulfilling our social change mission."

Free Speech TV has an innovative programming structure organizing content into programming blocks rather than discrete programs. News programs purchased from independent producers dominate its offerings. Much of this can be of unusual length. BroadView easily mixes and matches these with other programming elements such as promos and IDs so that the programming blocks are a uniform length.

"What we offer is unique, and so we've come to expect that we have to craft our own solutions to make things work for us. We are pleased and surprised to discover that BroadView is flexible and customizable to meet our needs exactly," said Stout.

Michael Atkin, President of BroadView Software added, "Free Speech TV is just one more example of how our scalable technology handles a variety of management needs in programming, traffic and media. Our customer list ranges from broadcast organizations with several hundred users all the way to smaller, non-profit broadcasters with equally important voices."

#

About Free Speech TV

Free Speech TV is a publicly-supported, independent, non-profit TV channel that is a project of Public Communicators, Inc., a 501(c)3 non-profit, tax-exempt organization. Working with activists and artists, Free Speech TV uses electronic media to cultivate an informed and active citizenry in order to advance progressive social change. Reaching 30 million U.S. homes, it is available nationally, 24/7, on DISH Network. Selected programs are available on over 170 community access cable stations in 34 states. Free Speech TV's website (www.freespeech.org) hosts one of the Internet's largest archives of progressive media, and it hosts an online community serving audiences and organizers.

About BroadView Software

BroadView Software Inc. is a leading North American software developer that has specialized in broadcast information management solutions for more than two decades. Its products provide television operations with an integrated solution to meet all their needs in program acquisitions, ad sales, program scheduling, traffic, media, 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>.

For further information, please contact:

Arthur Drevnig, P. Eng.
Director of Sales & Marketing
BroadView Software Inc.
Arthur@BroadViewSoftware.com
+1-416-778-0623 x233 (phone)
www.BroadViewSoftware.com