



## **INSIGHT SPORTS GROWS WITH BROADVIEW**

### **Leading Sports & Entertainment Company Adds WFN HD Channel with BroadView's Scalable Information Management System**

**TORONTO, ON – July 31, 2008** – Insight Sports, with the help of BroadView Software, has launched WFN: World Fishing Network HD. WFN is North America's only 24-hour fishing channel, and takes its place alongside Insight Sports' portfolio of sports and entertainment content distributed internationally across multiple platforms.

Since 2005, Insight Sports has utilized the BroadView broadcast management system. Now, this information system has allowed the speedy addition of the new channel without a significant increase in management infrastructure. BroadView was able to meet the new needs on short notice by making quick remote configuration changes over the Internet to turn on the additional channel. The new channel will be carried in North America on DISH Network as part of the satellite television company's roster of HD offerings.

"The ability of BroadView to respond quickly to our needs was a key component of our successful transition to high-definition programming," said Corey Russell, Vice President of Programming and Production for Insight Sports. "Broadview's upgrade technology and multiplatform capabilities continue to allow us to maintain a strategic advantage as we grow and expand our programming portfolio."

BroadView's next-generation technology continues to be an industry leader since its initial implementation at Insight Sports. A key factor is BroadView's upgrade policy. Existing customers are automatically advanced to the latest revisions of the product. This assures the latest advances in the system's ability to share information about programming, scheduling and revenue management across multiple platforms.

"Insight Sports is a prime example of innovative media companies that are able to leverage strategic advantages over competitors by utilizing our integrated broadcast information management tools," said Michael Atkin, BroadView Founding Partner and President. "We are in this with our clients

for the long haul, and this shows the importance of our ongoing upgrade policy. By having BroadView's latest release, Insight Sports was best prepared for adding this new offering."

Atkin added that whether making the transition to HD, adding VOD capabilities or exploring and exploiting emerging distribution platforms, BroadView offers media management tools capable of realizing whatever opportunities arise today and tomorrow.

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### **About Insight Sports Ltd.**

Insight Sports Ltd. is a leading sports media and entertainment company which creates and distributes sports and entertainment content across multiple platforms, including broadcast television, events, on-line, mobile, in-arena and video on-demand. In addition to WFN: World Fishing Network in the U.S. and Canada, Insight Sports also operates GoITV, a 24-hour soccer channel and GameTV. The company also holds a significant interest in the NHL Network, a 24-hour hockey channel. Principal shareholders in Insight Sports are Larry Tanenbaum (Kilmer Enterprises, Inc.) and MWI Partners. Visit [www.insightsports.com](http://www.insightsports.com).

### **About BroadView Software**

BroadView Software Inc. is a leading developer of broadcast software. 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 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. For more information, please visit [www.BroadViewSoftware.com](http://www.BroadViewSoftware.com)

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