



PBS Affiliate on Schedule For Digital Era with BroadView

Colorado Public Television's KBDI Selects Integrated Software for Multicast Rollout

TORONTO, ON and DENVER, CO – February 7, 2006 – KBDI-TV, Colorado's "World View – Community Voice" in public television is implementing BroadView Software's integrated traffic and programming solution as a key element in its transition to digital multicasting.

A deciding factor in selecting BroadView is its powerful features and easy to use interface as well as agility in handling content from non-PBS sources. The installation marks the penultimate step in KBDI's six-phase transition-to-digital master plan and will enable a broad range of new programming options as well as help create a new model for public television service.

"For a quarter century, KBDI has taken a leading role in community-oriented public television, and BroadView Software is key for carrying us forward into the digital multicast era," said Willard D. "Wick" Rowland, Jr., KBDI's President & General Manager. "The traditional tools are not designed for the new environment, and BroadView empowers us to elegantly and effectively manage the content and underwriters that our multicast is introducing to pubcasting."

Mark Seewald, KBDI's Operations Manager, said that the decision to choose BroadView's unified solution came unexpectedly. The existing traffic and programming system in place for their analog programming was to be adapted to operate the two new programming streams made possible by multicasting. Because of the familiarity of the legacy package and its widespread acceptance by PBS affiliates, the conventional wisdom was to stick with it even in the non-traditional multicast environment.

"Last Spring, we were literally within days of opting for this other package when we took a second look at Broadview," said Seewald. "We had been introduced to it before, but now had a much better sense of the limitations

of the legacy system for multicasting. It's not easy making an about-face in such a mission-critical decision, but BroadView was worth it."

Though Seewald has had a long association with KBDI going back to the station's origins 25 years ago, the core of his career since has been in commercial broadcast. In 2003, he left a senior management position at DirectTV intrigued by the chance to pioneer digital multicast television at KBDI. He saw this as an opportunity to draw on his understanding and experience in both commercial and public broadcast to bring forward a new concept for public service broadcasting. At times, there has been some concern about what is initially perceived as an intrusion of commercial sensibilities.

"The inevitable apprehension over some of Broadview's commercial terminology was quickly overcome by an appreciation of its ability to manage multiple program providers efficiently. Also, the underwriting modules give us an amazing tool to plan, track and streamline our revenue processes," said Seewald.

For Seewald, the ultimate aim of leveraging the new multicast streams with Broadview's managerial capabilities is to enable KBDI to create a new model of programming and financial independence.

"Digital multicast is uncharted territory, and Broadview provides us the tools needed to map out where we are, where we're going and the best way to get there," he said.

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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, please visit <http://www.BroadViewSoftware.com>.

About KBDI

KBDI-TV/12 (Colorado Public Television) is a unique civic resource that began broadcasting in 1980 as one of the country's first alternative public television services. During its first quarter-century, KBDI has grown to be a significant media voice in Colorado and a distinct model for community-oriented public television nationwide.

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