



## **KBTC Goes Live With BroadView**

### **Becomes the First PBS Station to Use The New Traffic, Programming and Underwriting Software System**

**TORONTO and TACOMA – September 27, 2004** – BroadView Software Inc. announced today that KBTC - the PBS member station in Tacoma, Washington has commenced using "BroadView" to manage all of its traffic, programming, underwriting and library management needs. The station serves 2.8 million viewers in Western and Southwestern Washington and is owned and operated by Bates Technical College. KBTC is the first of at least 16 PBS member stations expected to go live on BroadView over the next 18 months.

The station prides itself on its dedication to children's programming, dramas, science and nature programming and documentaries as well as the continuing education needs of the community. With respect to these continuing education responsibilities, KBTC operates a dedicated educational cable station called CollegeVision which provides community college telecourses and adult literacy programs. This channel has also converted its operations to BroadView.

BroadView allows television broadcasters of all types to manage their day-to-day traffic, programming, underwriting and operational needs. For a PBS member station like KBTC, it provides a sophisticated yet simple-to-use way to perform all the above-mentioned tasks. In addition, since PBS network headquarters in Alexandria, Virginia is also deploying BroadView, KBTC will soon gain the ability to easily view master PBS network schedules and copy programs to their own local schedule with the click of a mouse. This new feature will make scheduling even easier and increase station efficiency.

KBTC had previously been using an older package shared with another station and needed to deploy its own system. "We were looking for something that could help us with our basic logs and the placement of our promos, interstitials and ID's but at the same time we wanted something that had good underwriting and sales tools," according to Paul Jackson, station manager for KBTC. "We also wanted something with a good, Windows-based GUI."

The station also had over 1GB of data from its older system that required conversion prior to going live on BroadView. Data included information on its

schedules, its media library and its play rights and play history info. This information was all converted into BroadView during the implementation phase.

“This continues BroadView’s strategy of helping television broadcasters of all types improve the efficiencies of their operations,” said Michael Atkin, president of BroadView Software. “We are extremely pleased to welcome KBTC as the first US public broadcaster to utilize BroadView.”

### **About KBTC**

KBTC, in Tacoma, Washington, is the PBS member station serving 2.8 million viewers in the Southern and Southwestern areas of Washington state. The service can be seen in Redmond, Bellevue, Seattle, Tacoma, Olympia and Bremerton. The station is owned and operated by Bates Technical College.

### **About Bates Technical College**

Bates is Washington state’s largest technical college, serving some 5,600 full-time students in guaranteed career training programs that include college-level academics, continuing education, business and management training, home and family life programs, and apprenticeship training. The college offers 45 Associate of Technology degrees and provides job training for nearly 350 areas. For more information, go to [http:// www.bates.ctc.edu](http://www.bates.ctc.edu), or call 1-253-680-7000.

### **About BroadView Software**

BroadView Software Inc. is a leading North American software developer that has specialized in broadcast information management solutions for over a decade. Its products provide television stations with an integrated solution to meet all their needs in program acquisitions, 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>.

### **For further information, please contact:**

Arthur Drevnig, P. Eng.  
Director of Sales & Marketing  
BroadView Software Inc.  
[Arthur@BroadViewSoftware.com](mailto:Arthur@BroadViewSoftware.com)  
416-778-0623 x233 (phone)  
For additional information,  
[www.BroadViewSoftware.com](http://www.BroadViewSoftware.com)

Paul Jackson  
Station Manager  
KBTC  
[pjackson@kbtc.org](mailto:pjackson@kbtc.org)  
253-680-7704 (phone)  
For additional information,  
[www.kbtc.org](http://www.kbtc.org)