



## **See BroadView Software at NAB2005, Booth C6217**

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## **For Immediate Release**

## **BroadView Helps Multi-Channel Broadcasters Address New FCC Requirements for Children's Programming**

**TORONTO — Feb. 22, 2005** — BroadView Software Inc. announced today that its integrated traffic and programming software now addresses the stringent requirements for children's programming newly imposed by the FCC. The new regulations for children's programming were released in response to the realities of digital television — that is, the ability to multicast up to six channels rather than just one has, in effect, obsoleted previous regulations that required stations to air just three hours of kid-friendly programming each week.

With the move to digital and the rise in multicasting, the FCC now requires broadcasters that transmit multiple digital channels to show three hours of children's programming for each channel that goes to air. For example, a broadcaster that multicasts five channels must air 15 hours of children's programming. The programming can be aired on just one of its channels or divided between the channels. With hundreds of broadcasters currently multicasting, the ramifications of purchasing, amortizing, managing, and tracking play counts for these programs are enormous.

"BroadView's integrated programming and traffic system is an ideal way to manage the new challenges accompanying the shift to digital broadcasting," said Michael Atkin, president of BroadView Software. "BroadView allows programmers to create their program schedules, and then traffic users can complete the logs without having to re-enter any data. By working with an integrated system, users also can easily manage multiple channels and logs with minimal effort. This

capability is critical to the seamless playout of programming within today's increasingly complex multicasting environments."

In addition to providing a simple grid displaying on-air schedules for each channel, BroadView's programming tools allow users to assign attributes (e.g., Children's Program, Requires Special Bug, etc.) to programs and then track the hours accumulated over time. BroadView also gives users powerful search capabilities that help identify programs with specific themes, audiences, topics, etc. The software's pre-airing analysis tools help verify that a schedule meets the new requirements, and powerful, easy-to-use reporting capabilities help users isolate the information they need. Finally, BroadView enables users to track payments and amortization relating to the purchase of their programming content.

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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>.