



LATV IMPLEMENTS BROADVIEW TO MANAGE OPERATIONS AS IT EXPANDS INTO NATIONAL NETWORK

Integrated Traffic/Programming Management Optimizes Workflow and Efficiency

LOS ANGELES, CA; TORONTO, ON – April 9, 2007 – LATV, the nation's first bilingual music/entertainment network distributed via digital multicast, has implemented BroadView Software's global broadcast system to manage the broadcaster's programming and traffic software needs as it expands to establish a national presence.

LATV selected BroadView to advance its technical infrastructure as part of a strategic plan to grow beyond its success in the Los Angeles market. In January, it signed a multi-city affiliation deal with Post-Newsweek Stations, Inc. to multicast the 24-hour network on a digital channel at four of the six Post-Newsweek stations located in Miami and Orlando as well as in Houston and San Antonio. The Network has recently added additional stations in Las Vegas, Fresno, Visalia, Tucson, Midland, Odessa and Amarillo. LATV will be on the affiliates' digital spectrum lineup as a standard-definition channel. The bilingual network will also be carried on basic cable through its affiliates and in Los Angeles on KJLA via cable, broadcast and DBS. At launch, LATV will reach over eight million cable and broadcast homes. The national launch is scheduled for April 23.

"A key issue in implementing our national rollout was managing the increased complexity in operations. After extensive research and testing, a fully integrated solution combining BroadView with one of the latest, highly advanced automation/master control systems won out. It provided the most efficient and effective means to achieve near-term growth goals as well as to be set for further expansion," said Howard Bolter, president and COO, LATV. "The power and flexibility that Broadview provides goes well beyond traditional traffic and programming software. As a next-generation, end-to-end solution that has been created from the ground-up for the IT-based environment, it lets us multiply the markets we're reaching and helps us manage them effectively."

BroadView – Ready for Multiplatform Distribution

The LATV system represents the full realization of the “station in a box” broadcast engineering concept. BroadView serves as the common, unified interface for a broad range of functions that once required dozens of standalone systems, interfaces and operators. BroadView works in tandem with the automation/master control hardware to manage the entire core of traditional broadcast operations while adding advanced graphics, digital video effects, bugs, crawls and a host of other functions. This technical infrastructure can also advance and evolve to create a complete multiplatform distribution system. Video on Demand, podcasts and the whole wealth of on-demand content delivery opportunities can be added as needed.

“LATV appreciated that utilizing yesterday’s standalone traffic and programming systems was not the way to go to manage their environment. BroadView reaches across department lines to streamline its operations, improve workflow and increase accuracy,” said Michael Atkin, BroadView founding partner and president.

More importantly, the BroadView approach opens opportunities for today and tomorrow including multiplatform distribution to promote and enhance the LATV brand.

“Our initial national rollout is just the first phase in what we expect will be a period of rapid growth and recognition for LATV and the LATV brand,” said Mr. Bolter. “Given our focus on music and entertainment, we expect to reach out to our audience across many of the new distribution modes including VOD and online avenues that are coming forward. Our audience is constantly seeking the latest in entertainment and BroadView is there for us to manage these opportunities however we grow.”

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About LATV

Headquartered in Los Angeles, LATV is the nation’s first bilingual music/entertainment network distributed via digital multicast. A pioneer in bicultural youth broadcasting, LATV has been on the air in the Los Angeles market since 2001. The network offers an array of programming that is original, exclusive and live featuring top performers in the Latin music world. Targeting the 16- to 34-year-old Latino, LATV’s programming bouquet offers a range of content that includes multi-genre music, lifestyle and entertainment.

LATV is owned by LATV, LLC. For more information, visit LATV online at www.latv.com or www.myspace.com/latv_.

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>.

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