



PBS Purchases BroadView

Major US Broadcaster Signs on to Use BroadView Software's Television Broadcasting Software

Toronto, Canada – January 5, 2004 – BroadView Software Inc. announced today they have signed a deal with the Public Broadcasting Service's corporate headquarters located in Alexandria, Virginia, to provide full-service television management software. BroadView's software will be used to broadcast up to 20 outgoing feeds to air starting Spring, 2004. The software will provide PBS with the ability to manage its contracts, media library, schedules and detailed traffic logs, insert promotions and interstitials, handle national underwriting contracts and interface with their automation systems.

"Our product is fully integrated and has been designed for the wide array of needs of today's broadcasters," said Michael Atkin, President of BroadView Software. "It's a perfect fit for anyone who needs more than just a traffic solution."

PBS serves as an interconnection hub for 349 member stations nationwide. All nationally acquired content is aggregated and distributed to the local PBS member stations by way of the 20 outgoing feeds. Some of these feeds are fully packaged and operational 24 hours-a-day by 7 days-a-week and are designed to be passed through directly to home viewers, cable head-ends, and DBS providers. Other feeds are designed to allow member stations to record programs for non-real-time play out on a future date. Both types of feeds are structured in a way to help member stations "localize" their channels to the communities they serve. BroadView will be used for the management and scheduling of all PBS feeds.

"We evaluated numerous software solutions and BroadView is the only package that could handle most of our needs out of the box," said André Mendes, Chief Technology Integration Officer for PBS. "We also like

BroadView's ability to handle large multi-station broadcast networks where portions of schedules can automatically be replicated onto the schedules for other stations. We were searching for 'Enterprise Resource Planning-like' integration to fit our operations. All-in-all we truly believe we've found a great match" he added.

Along with providing software to PBS, BroadView is also working to improve efficiency at the 349 PBS member stations by providing advanced new technologies and equipment. Member stations that participate gain their own BroadView installation which links to the BroadView system at PBS in order to be assured of up to date schedule and content information.

About PBS

PBS, headquartered in Alexandria, Virginia, is a private, nonprofit media enterprise owned and operated by the nation's 349 public television stations. Serving nearly 90 million people each week, PBS enriches the lives of all Americans through quality programs and education services on noncommercial television, the Internet and other media. More information about PBS is available at www.pbs.org, the leading dot-org Web site on the Internet.

About BroadView Software

BroadView Software Inc. is a leading North American software developer that specializes in television broadcast management solutions. Its products provide television stations with an integrated software 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 it a leader in the 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>.

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