



## **Rogers Television Automates With BroadView Combines Multi-Channel BroadView Traffic and Scheduling Software With a New Sundance Digital Automation System**

**TORONTO, ON – July 6, 2006** – Rogers Television, a community television operation serving 2.2 million customers, has launched BroadView's traffic and scheduling software in combination with a newly automated master control facility.

The new, centralized, multi-channel facility in Moncton, New Brunswick, generates nine individual channels of highly localized content for the many towns and cities of the region. The nine broadcast streams also include both English and French channels. The multi-channel facility had previously been manual but by automating, Rogers plans to significantly increase operational efficiencies.

"Using an integrated traffic and scheduling tool in combination with our new Sundance Digital automation system will boost our efficiency and accuracy enormously," according to Pierre Fortin, National Manager, Production Engineering for Rogers Television. Previously, users needed to print very complex multi-channel traffic logs and hand them over to master control operators for manual control of VTRs and other equipment. Fortin added, "Now, the logs for nine channels flow seamlessly from BroadView to automation. This makes everything simpler, reduces on-air mistakes and improves our overall on-air presentation."

BroadView's advanced secondary event abilities and strong integration with Sundance were also important in the process. With BroadView, Rogers can schedule all their secondary events such as IDs, bugs, "coming-ups" and more. The channels even use animated bugs which users can schedule in BroadView and are then ultimately driven by an Inscriber RTX device.

"Once again, we are demonstrating how BroadView's advanced traffic features and strong integration with automation make an unbeatable combination for television operators of all kinds to improve efficiency and

save valuable resources,” added Michael Atkin, President of BroadView Software.

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### **About Rogers Television**

Rogers Television provides local programming about your world right now. Every year, our stations produce over 12,000 hours of informative local programming, reinforcing Rogers Cable's commitment to the communities we serve. Rogers Television is a service available exclusively to cable customers as part of the basic service of Rogers Cable Communications Inc., Canada's largest cable company, delivering high quality entertainment, information and communication services to 2.2 million customers in Ontario, New Brunswick and Newfoundland. For more information, visit [www.rogerstelevision.com](http://www.rogerstelevision.com)

### **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>.

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