



TELETOON RETRO BACK TO THE FUTURE WITH BROADVIEW

Multi-Channel Functionality Enables Targeting New Audiences

TORONTO, ON – October 4, 2007 – TELETOON, the Canadian animation network, continues to work with BroadView Software's suite of broadcast management systems. Now, the addition of TELETOON Retro, a new channel connecting adults with their childhood by featuring classic cartoons such as *Tom & Jerry*, *Rocky and Bullwinkle*, and *Fat Albert*, shows the power, versatility and scalability of the BroadView platform.

By leveraging BroadView's multi-channel functionality, TELETOON is able to expand into this rich, wide-appeal market without a major infrastructure investment. Adding a channel at the cable network is vastly simplified since BroadView's integrated program scheduling, rights management, traffic and billing plus media library capabilities is designed with this in mind. Traditional methodologies might require an entirely new, standalone operation simply to add a channel. With BroadView, TELETOON is able to scale its operation and leverage its brand while staying focused on programming and marketing instead of technical infrastructure.

Launching TELETOON Retro from the ground up with traditional broadcast management tools would be an expensive and exhausting project. However, TELETOON, a longstanding Broadview client available in over 7.2 million homes and generating revenues that top \$90 million, was able to open this new opportunity and audience with relative ease.

Smoothly executing the implementation of TELETOON Retro, BroadView quickly integrated the needs of the new channel to the other broadcast technologies in place at master control. TELETOON also wanted good quality sales reporting that would allow team members to easily view all sales and pacing figures for each network individually as well as combined in a "roll up" fashion.

"TELETOON's addition of TELETOON Retro demonstrates BroadView's ability to scale seamlessly and allow any size of organization to add channels easily," said Michael Atkin, BroadView Founding Partner and President.

“Today’s emerging multiplatform marketplace requires flexibility for media companies to pursue opportunities as they arise.”

TELETOON first implemented the Broadview platform almost a decade ago and has grown significantly since that time to become one of the largest cable networks – all the while using BroadView’s programming, traffic and sales tools to help in their growth.

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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 two decades. Its products provide television operations with an integrated solution to meet all their needs in program acquisitions, ad sales, program scheduling, traffic, media, 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>.

About TELETOON

TELETOON Canada brings kids, youth and adults the best in animated entertainment with three nationwide specialty television channels, TELETOON, TÉLÉTOON, and TELETOON Retro. Founded in 1997, TELETOON Canada inc. is owned by Astral Media (50%) and Corus Entertainment (50%).

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