



## **TVW UPGRADES OPERATIONS WITH BROADVIEW**

### **State Public Affairs Network Achieves Efficiencies with Integrated Traffic/Programming Solution**

**TORONTO, ON and OLYMPIA, WA – March 17, 2008** – TVW, the Washington State Public Affairs Network, has begun managing its operations with BroadView Software's suite of traffic and programming solutions. The BroadView implementation is part of an overall IT-based technology upgrade including station automation and server-based video storage and playout.

Adopting BroadView's unified broadcast management package marks a significant advance in TVW's technical infrastructure. Since its founding in 1993, TVW has grown to cover the entire state reaching almost all of the cable households with over 2,000 hours of new original programming each year. BroadView's arrival advances the organization's ability to manage and maintain the operation to achieve new efficiencies.

"BroadView links all of our information together so that we are able to easily keep a close watch across our entire organization," said Scott Freeman, Director of Information Technology. "When we started out, we came up with different ways to manage each part of the operation. Now, our new IT-based broadcast infrastructure must be matched with a management system that ties all the elements together. BroadView brings out the power of the new technology combining ease of use with accuracy and efficiency."

TVW's 24/7 programming provides in depth coverage of the state's three branches of government - legislative, executive, and judicial - as well as public policy events of statewide significance. Typically, legislative sessions, state agency hearings and court cases are recorded live then played repeatedly through the news cycle. A fresh assortment of promos and other interstitials are inserted to prompt viewers of upcoming events. Prior to BroadView's arrival, traffic and programming chores have been handled with homegrown solutions requiring extensive manual intervention. Now,

information about programs, scheduling and the like are entered once and can be leveraged throughout the organization across departments. Furthermore, during the implementation, BroadView was called upon to develop a custom integration with the main existing legislative scheduling system. The group was able to construct this so that today, data now moves between this system and BroadView at the push of a button. This integration has simplified the flow of information and eliminated any risk of data entry errors.

“TVW has made the move forward into the emerging IT-based broadcast infrastructure, and BroadView provides the tools to make the most of these technologies. Implementing our traffic and programming modules provided the opportunity to think through workflow issues to maximize resources,” said Michael Atkin, BroadView Founding Partner and President. Atkin also noted that TVW’s BroadView implementation is designed to expand to meet future plans for the organization including possible Video on Demand capabilities.

“Our initial BroadView implementation is designed to serve as a foundation that will serve us through many years ahead. Our first step is to simply optimize what we already had in place. We will build on this to extend and expand our mission through new opportunities to communicate with our audience in the months and years ahead,” said Freeman.

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### **About TVW**

TVW is the Washington State Public Affairs Network providing coverage of the state legislature, Supreme Court and executive branch boards and commissions to over 98% of the cabled households in Washington. Programming also includes public policy events and specialty programs such as Inside Olympia and Legislative Review which offer viewers access to the rich cultural life of the state. For more information, visit [www.tvw.org](http://www.tvw.org).

### **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>.

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