



BROADVIEW UNVEILS COMPREHENSIVE VOD MANAGEMENT SOLUTION

Opens New Horizons for Broadcasters Without Major Entry Barriers

LAS VEGAS, Nevada – April 16, 2007 – BroadView Software today unveiled its Video on Demand (VOD) solution which will be on display at the 2007 NAB Conference. The new system is tailored to fit the needs of a wide range of broadcasters seeking the capabilities needed to take advantage of the emerging world of multiplatform distribution. It allows station staff a simple and efficient means to repurpose content for on-demand cable and new media distribution by automating scheduling, rights management, and metadata authoring. It can operate as a standalone system, as part of BroadView's comprehensive broadcast management package integrating programming, traffic and sales, or in concert with any other broadcast management system.

The BroadView VOD system is the result of extensive experience that began in the 1980's developing pay-per-view systems and more recently through hands-on development work in tandem with several broadcast clients to create custom VOD solutions to meet specific needs. These systems have opened new horizons, markets and revenue streams to the involved parties.

"The traditional broadcast audience is fast moving away from the legacy linear programming model and is coming to expect the kind of flexibility made possible with multiplatform, on-demand content distribution," said Michael Atkin, BroadView founding partner and president. "For stations, networks, content creators and content providers, the BroadView VOD system leverages additional value from investments in programming by offering new ways to serve audiences what they want and how they want it."

Automates Process of Turning Broadcast Content into VOD

The BroadView VOD system carries out all the functions required to repurpose broadcast content for multiplatform delivery. Key elements of this processing include:

- VOD Scheduling (What content should be on the video server and when)
- Rights Management (When am I actually allowed to show this content?)
- Analytics (How many titles/hours have I scheduled in this week?)
- Creating Navigation Trees (The tree structure that a VOD end-user sees onscreen.)
- Metadata Management (Duration, prices, talent, genres, warnings)
- Industry-Standard Support (CableLabs-compliant exports)

Besides helping content owners and cable networks manage their VOD needs with cable operator MSOs, the software can be extended to any VOD platform such as web-based VOD, cellphone VOD and any other new-media-centric on demand platform.

Demonstrations of the new BroadView VOD solution as well as the company's fully integrated broadcast management package are available throughout the NAB conference at booth #N2538.

VOD and the Rise of Media Fabric Management

Atkin noted that the new system is part of a larger strategic vision to realize what is becoming the industry's first "Media Fabric Management (MFM)" solution that encompasses both traditional mass media programming as well as the emerging micro media market as seen in the sudden rise of YouTube. Key to this vision is a new understanding of the expanding role metadata plays in weaving together the tapestry that MFM draws together.

Atkin will be speaking on the emergence of VOD and the evolution towards MFM at the NAB2007 Broadcast Engineering Conference session *Media Asset Management for TV* scheduled at 9:00 AM on Tuesday, April 17, 2007.

###

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. BroadView provides command and control for the new IT-based broadcast engineering infrastructure. Its ability to bring all operations under a unified, easy to access graphical user interface marks a fundamental advance in broadcast information management enabling workflow efficiencies. BroadView's innovative, fully integrated approach also means substantial savings in staff time, which translates directly into ongoing operational benefits, month after month. Visit 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