



Knowledge Network Works Smarter with BroadView

British Columbia's public educational television station purchases BroadView as step in moving to digital broadcast environment

TORONTO – March 27, 2006 – BroadView Software Inc. announced today that Knowledge Network, the public educational broadcaster of British Columbia has purchased BroadView to manage all their program inventory, rights management, scheduling, traffic, media and reporting needs. BroadView's product won out and was chosen over a list of vendors who participated in the group's formal Request for Proposal process.

Knowledge Network, which is celebrating its 25th anniversary this year, was looking to upgrade from its custom built traffic system designed and implemented in the 1980's. The system was built using technology that was up-to-date at the time but was becoming inefficient at managing modern broadcast needs and was cumbersome to maintain and upgrade. The group was looking for a solution that could grow with them as they move towards implementing a leading-edge, completely digital broadcast environment over the next few years and decided BroadView provided a great foundation for making this transition.

The conventional broadcaster, located near Vancouver, reaches an average of 1.4 million viewers weekly and provides educational programming from such diverse areas as arts and music, social and political issues, science and technology, nature and environment, history and culture, dramas, and children and youth programming. Well known shows include National Geographic Specials and hit children's programming such as Dora the Explorer and The Koala Brothers. In fact, with an annual schedule of over 6,000 programs, Knowledge Network needed a solution that could help catalogue programs, manage rights, schedule and easily report on its complex programming inventory. Furthermore, while not a commercial broadcaster, the group also had detailed traffic requirements and was looking for an easy-to-use, PC-based traffic system with features such as advanced sorting, drag and drop capabilities and the ability to export schedules to TV listings sources and web sites as well as to interface with

their chosen automation system. BroadView met or exceeded all their needs in these areas.

"We were looking for an innovative, new system that could help us with all our scheduling, rights management and traffic needs" said John Reid, Associate Director of Business Operations, Knowledge Network. Michael Atkin, President of BroadView Software added, "We are excited to work with Knowledge Network – a group so well known and regarded in educational television. We are continually expanding our customer base of non-profit broadcasters and know that BroadView will be a great fit for Knowledge Network. We look forward to helping them grow and be more efficient at reaching their audience."

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About Knowledge Network

As British Columbia's public educational broadcaster, Knowledge Network delivers high quality, relevant, and compelling programming to all British Columbians on TV and the Internet. Funded by the provincial government and more than 23,000 individual donors, it produces over 50 hours of original programming per year. On average, 1.4 million viewers, or more than one-third of BC's population, tune in each week to enjoy Knowledge Network's premium shows (Fall 2005 BBM Canada). Exciting and new learning opportunities continue to enrich viewer experiences on the enhanced website at <http://www.knowledgenetwork.ca>.

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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