



## **MAJOR NEW PAY TELEVISION CHANNEL CHOOSES BROADVIEW**

### **Canada's Only National HD Pay TV Network Launches**

**TORONTO, ON and EDMONTON, AB – Nov. 5, 2007** – Canada's newest pay television network Super Channel launched November 2<sup>nd</sup> using BroadView Software's integrated programming and traffic suite. Starting with four standard definition and two high definition channels, Super Channel will rely on BroadView to help achieve the new network's ambitious programming strategy.

Super Channel will showcase an exciting selection of edgy, award-winning and critically acclaimed programs - movies, documentaries, series, extreme sports and music from around the world. The six new channels – two HD and four SD - offer something for everyone, including Bollywood Saturday Night, sci-fi, and premium programming shot and produced in Canada.

"BroadView's tools play a key role in achieving Super Channel's goal of offering an innovative programming mix, which requires sophisticated capabilities to manage complicated content arrangements and the resulting payment, rights and scheduling challenges," said Malcolm Knox, Super Channel President and COO.

"We are especially pleased to be working with Super Channel to help enable them to achieve their goal of becoming a premiere venue for Canadian content," said Michael Atkin, BroadView Founding Partner and President. "Unlike existing facilities that must reengineer, Super Channel is creating a model for the industry that will set new benchmarks for what is possible with the emerging IT-based broadcast infrastructure."

BroadView's organizing, packaging and tracking tools enable Super Channel to connect with its audience across multiple platforms including Video On Demand (VOD).

One of the challenges in offering VOD is the need to manage all rights and program metadata associated with their content. BroadView's ability to easily handle metadata allows Super Channel to leverage the power of the information while minimizing the investment of time and resources.

Another challenge is the need to coordinate both SD and HD channels. Using BroadView's unique Network Module, SD programming is mirrored to the primary HD channel, automatically scheduling the HD version. This dynamic linkage between SD and HD channels keeps programming in sync with the right version and media for each channel. The result is significant time saving for programming staff.

### **Meeting Super Channels Needs Today and Tomorrow**

As the system comes on-line, Super Channel will benefit from the easy-to-use navigation interface that controls BroadView's fully-integrated VOD, programming and traffic tools, making their go-live as streamlined as possible. BroadView's scalability and the option of adding new capabilities through fully integrated modules will ensure a solid information management infrastructure as the operation expands and matures.

"BroadView allows us to start out with what we need, yet not sacrifice capabilities down the line," said Knox. "We are ready at launch and will see long-term returns as the system grows with us."

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### **About Super Channel**

Super Channel is Canada's only national pay television network, consisting of two new HD channels, four new SD channels, and an SVOD platform, giving viewers what they want, when they want. Super Channel's vision is to reinvent Pay TV in Canada by offering a broad range of movies and series never seen before on Canadian television. Super Channel is owned by Allarco Entertainment, an Edmonton-based media company. [www.superchannel.ca](http://www.superchannel.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 two decades. Clients use BroadView to meet their needs in television, radio, VOD and other multi-platform delivery channels, and in Canada to meet complex CRTC obligations. 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.  
[www.BroadViewSoftware.com](http://www.BroadViewSoftware.com).

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