



WHYY: BROADVIEW AS THE FUTURE FACE OF PUBLIC BROADCASTING

Integrated Traffic/Programming Management Optimizes Workflow & Efficiency

TORONTO, ON and PHILADELPHIA, PA – July 11, 2006 – WHYY, the leading public broadcast station in the Greater Philadelphia region, southern New Jersey and Delaware, is implementing BroadView Software's unified traffic and programming solution. BroadView is part of the ACE IT-based multi-component broadcast model developed by PBS for member stations. WHYY is using BroadView to streamline workflow and realize new efficiencies across multiple analog and digital broadcast television channels.

BroadView provides command and control for the new IT-based broadcast engineering infrastructure and serves as a comprehensive database for all of WHYY's content. Its ability to bring all operations under a unified, easy to access graphical user interface marks a fundamental advance in broadcast information management. BroadView is helping WHYY expand to a digital and multicasting media company by allowing current programming staff to manage multiple program streams.

WHYY's implementation of BroadView and the ACE system, in time for the 50th anniversary of WHYY-TV in 2007, provides the station with new capabilities to carry out its mission in the community beyond the traditional broadcast boundaries.

"BroadView is a key technology in WHYY's digital transformation, allowing the station to deliver an even greater quantity of quality programming to meet the needs of our growing audience," said William J. Marrazzo, WHYY's President and Chief Executive Officer. "Digital multicast is opening up new worlds for our viewers to explore across multiple platforms, and BroadView gives us the tools to make the best use of each channel."

Opening Access Across the Enterprise

The arrival of these new tools comes at a crucial moment in the transformation of the broadcast landscape according to Bill Weber, WHY Y's Vice President for Content Distribution & Chief Technology Officer. Traditionally, access to traffic and programming information has been limited to a handful of specialists, who responded to queries from across the organization about programming, program rights management, underwriting and other related functions. With the arrival of digital multicasting, this outmoded workflow presented a stifling bottleneck. BroadView streamlines the traffic and programming process, by allowing enterprise-wide access to information. This represents an advance in broadcast information management, akin to the revolution in corporate IT when centralized MIS functions gave way to decentralized desktop access.

"BroadView serves as a common interdepartmental communication tool so we can now work together closely using live data," said Weber. "It used to be challenging to distribute information about programming and underwriting to a large number of people at once. Now, because everyone has access and can see the programming logs and even view a proxy of the actual stream, we are able to unify efforts and handle the increased demand brought by multicasting."

BroadView went "live" at WHY Y in late June following extensive training and parallel operation with the existing system to be sure that the transition proceeded smoothly. Over the next few months, other elements of the ACE system will be put in place to achieve full integration transforming every aspect of broadcast operations.

"We have nothing but kudos for BroadView," said Weber. "They are to be commended for the great care and respect they have demonstrated along with a full understanding for the needs of public broadcasting. It is an enormous challenge to bring a whole organization over into a new way of doing business, and BroadView handled this deftly. They even finished their work ahead of schedule giving us extra breathing room for the switchover."

A Roadmap to the Future

Weber sees the significance of WHY Y's implementation of BroadView extending beyond ACE towards the horizons for IT-based broadcast technology. As the media for public broadcasting extend past traditional TV and radio into multicast, video-on-demand, and online venues, WHY Y's long-held role as a trusted provider of educational and informational content in the community becomes even greater.

"BroadView is a comprehensive, easy to operate tool for executing the programming, traffic and underwriting functions in today's public television

environment,” said Weber. “It also serves as the interface of the emerging public broadcast IT platform.”

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About WHYY

WHYY is what a diverse community has in common. WHYY, through television, radio and other communications services, makes our region a better place, connecting each of us to the world’s richest ideas and all of us to each other.

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>.

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