



## **WOWTV UTILIZES BROADVIEW FOR TELEVISION LAUNCH Optimizes Workflow for Unique Chinese Language Media Startup**

**TORONTO, ON – September 21, 2009** – WOWtv, a Canada-based Chinese-language television operation, has implemented BroadView Software's integrated broadcast management system. The highly configurable suite of traffic, sales and programming fits the organization's unique needs for efficiency, economy and scalability.

BroadView Client Service consultants worked closely with WOWtv management to craft a solution that fit within that startup's budget, yet could be scaled to add features and capabilities as the organization establishes itself and expands. Also, the ground-up implementation allowed for utilizing the latest approaches to optimizing workflow. For example, account executives enter sales information directly into the system for review and approval by management.

"BroadView has delivered a tightly integrated system that delivers the power of a custom system but for the price of an off-the-shelf package," said Ken Hon, Vice President of WOWtv. "By getting our core information infrastructure set on a solid foundation from the start, we are able to meet our needs for today while working towards realizing our plans for the future."

BroadView seamlessly creates a unified database that contains all program and schedule data and is shared by many different systems in the group. Sharing data between the systems creates tremendous efficiency gains from having to repurpose data manually between systems. For example, programming data can be drawn for use online to create a programming guide for viewers without having to re-key data.

For Michael Atkin, BroadView Founding Partner and President, establishing a unified broadcast management system for WOWtv shows the power of the new IT-based broadcast infrastructure.

"In the past, startups like WOWtv typically had to commit a great deal of investment capital to get systems right, or to settle for starter systems that would have to be replaced later. Now, BroadView's modular, highly configurable architecture gives economy and flexibility to innovative companies now entering the television marketplace," said Atkin.

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### **About BroadView Software**

BroadView Software Inc. is a leading North American developer of broadcast information-management solutions. For more than two decades, noted radio, TV broadcast and cable network clients have come to rely on BroadView's integrated systems to manage all their needs in programming, traffic and sales. Built on an advanced information infrastructure to deliver workflow gains, it is flexible and customizable. It is also suited for rapid deployment, allowing clients to launch quickly regardless of the complexity of their needs. BroadView's innovative, fully-integrated approach yields efficiencies that translate into substantial savings in staff time and ongoing operational benefits, month after month.

Visit: [www.BroadViewSoftware.com](http://www.BroadViewSoftware.com).

### **About WOWtv**

WOWtv, a division of the Canadian Chinese Media Network, located in Toronto, Ontario, is the most advanced 24-hour Chinese television broadcasting station. Distribution goes beyond cable TV (Rogers 808). It includes IPTV services, online streaming and archives as well as podcasts for mobile downloads and subscriptions. Offering programming in the Cantonese, Mandarin and Vietnamese languages, the service features a variety of shows in HD format which include live breakfast talk shows; local and global news; entertainment and lifestyle; business and finance; health and wellness; dramas and youth programs, and much more. Program characteristics of real and interactive nature are of interest and relevance to the Canadian Chinese and Vietnamese audiences.

Visit: [www.wow1.tv](http://www.wow1.tv)

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