



## **TELETOON launches new services with BroadView's VOD Content-on-Demand solution**

**TORONTO, ON – May 8, 2007** BroadView Software Inc. today announced that it will be a key partner for TELETOON, Canada's animation network, as they plan to utilize BroadView's fully-integrated VOD product line in making the network's content available across a variety of digital platforms.

The BroadView VOD system provides a simple, seamless way for specialty channels and cable networks to program and repurpose content for distribution to VOD/SVOD, mobile and web. The product has been developed as a module for BroadView's integrated traffic, programming and sales solution and brings the ease and power for which BroadView is known to the multiplatform challenges faced by today's broadcaster.

Available as a standalone solution for cable networks and Cable companies, BroadView VOD will be deployed at TELETOON as an addition to the full BroadView solution in use there for the past nine years.

"We've anticipated for some time that re-purposing assets held by broadcasters, i.e. program content, would be the next level of competition for eyeballs in this industry," said Michael Atkin, President of BroadView. "Our product has been designed from this perspective, which in turn allows broadcasters to achieve new forms of delivery made possible by today's broadband and digital technology."

TELETOON will be using BroadView to support its new Video-on-Demand and mobile TV services across Canada. TELETOON programs are already available to Shaw Digital Television subscribers and Rogers Digital Cable customers. In May, TELETOON will be made available as a Mobile TV service to TELUS wireless customers. The services will be expanded beyond these in the coming months, including the provision of exclusive web content through teletoon.com.

“We’re excited about the possibilities these new platforms present for clients such as TELETOON,” continued Michael Atkin. “And we look forward to helping them take advantage of the On-Demand opportunities.”

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### **About TELETOON**

TELETOON is where cartoons live – all day, every day. Available in both English and French in over 7 million Canadian homes, TELETOON brings kids, youth and adults the best in animated entertainment. Founded in 1997, TELETOON is owned by Canada’s Astral Media Inc. (50%), and Corus Entertainment Inc. (50%).

### **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](http://www.BroadViewSoftware.com).

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