

BroadView Software Welcomes Jim Bottoms to their European Operations



Toronto, ON – January 2024 - BroadView Software, the industry-leading broadcast software tech firm for media management solutions, is delighted to announce the addition of experienced industry executive, Jim Bottoms, to their team.

Jim is joining BroadView Software to support their existing European Business, and to meet increasing demand for their highly-anticipated new web-based solution. Jim's legacy in the broadcast and media industry is legendary; providing strategic business consulting support to the industry for almost four decades, working alongside organisations around the globe. For much of this period, his close relationships at the highest levels, has seen him drive major strategy projects involving acquisitions and geographic expansion, as well as new product, technology, format and service releases.

Jim's attraction to BroadView can be credited to their highly-regarded Web application. BroadView Software's evolution from Windows to Web technology has been revolutionary to their product suite, offering broadcasters expanding into new markets with multiplatform streaming, a solution that helps staff manage increasingly complex global licencing and rights considerations. With a progressive, fast-release implementation, it can furnish clients with the latest feature sets and enhancements with little to no disruption to daily activities.

"The marketplace is telling us they need our solution in Europe." says Michael Atkin, CEO and Founder of BroadView Software, "We are learning the unique needs and cultural considerations that European broadcasters deserve to have from their broadcast tech partners. This is why Jim is an exceptional addition to help our team expand; he recognizes the priority we place on being client-centred."

When asked why he chose BroadView Software to hang his hat on, Jim shared that, " I am so impressed with the BroadView commercial approach and client focussed ethos, which completely aligns with my own. The company's highly configurable Broadcast Management solution is already deployed in over 30 countries, across more than 6,000 channels, and is a proven winner! You can understand why I am so energized and excited about the year ahead."

To learn about how BroadView Web can help streamline your broadcast operations and market expansion, please visit our website: <https://broadviewsoftware.com>

- 30 -

About BroadView Software:

BroadView Software Inc. is a leading choice of Broadcast Operators for management solutions in today's multi-platform media environment. BroadView's comprehensive toolset for programming, traffic and sales operates seamlessly across online, OnDemand, broadcast and cable. The core system's highly configurable architecture makes it a cost-effective fit for most. For enterprises with custom needs, BroadView is a well-established technology partner for scheduling, workflow, and content and media management. BroadView's eighth generation technology provides powerful functionality with ease-of-use. This, combined with expertise in integrations, training and support, maximizes value and increases profitability for our clients.

For media inquiries, please contact:

Rania Walker
416-258-8953
Rania@FrontDoorPR.com

For sales and product inquiries, please contact:

BroadView Software Inc.
Sales@BroadViewSoftware.com
647-255-3513