



NUEVO MUNDO TELEVISION SELECTS BROADVIEW FOR END-TO-END BROADCAST MANAGEMENT

Montreal-Based International Hispanic Network Utilizes Fully Integrated Programming, Traffic and Sales Capabilities

TORONTO, ON, MONTREAL, QC – May, 2007 – Nuevo Mundo Television (NMTV), an international Hispanic broadcast network based in Montreal, Canada, launched operations in April with BroadView Software's end-to-end broadcast management package integrating programming, traffic and sales capabilities while providing the ability for expansion into multiplatform content distribution. The system provides complete command and control of today's IT-based broadcast engineering infrastructure and opens the door to tomorrow's emerging media landscape.

The new network broadcasts exclusively in Spanish with most programming produced in Canada. At first, the slate of news, special reports, youth programs, feature stories, and documentaries as well as language courses and Spanish productions targets new Hispanic immigrants to Canada and to Canadians who are attracted to this particular culture. As it grows, plans include reaching out across North America and beyond through both traditional broadcast venues as well as additional content delivery platforms. Given this, BroadView's power and flexibility made it a standout for what promises to be a highly dynamic operation.

"Given the changing technology, there are innumerable options for how to build from the ground-up, but we found that BroadView provides the best of what's needed today while positioning us to expand and evolve," said Maria Theresa Calderon, NMTV's president. "We have made mastering this system central to our strategic plan because it allows us to leverage the incredibly efficient workflows now possible with IT-based broadcast technology."

NMTV's BroadView system encompasses programming, traffic, sales and media management capabilities. Also, its regulatory reporting capabilities are ideal for maintaining full and accurate records for compliance, while freeing staff time from what is typically a laborious and time-consuming task.

"Like many ambitious startups, NMTV needed to carefully allocate resources to carry out initial needs without skimping and sacrificing future opportunities and we have been able to tailor the right package for them to achieve that goal," said Michael Atkin, BroadView Founding Partner and President. "The key to the BroadView design is providing a solid foundation that is scalable and adaptable and so however NMTV grows, the system can support that growth including new programming platforms such as VOD and the Internet."

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About NMTV

Nuevo Mundo TV is the first Canadian channel to carry 90% Spanish-language programming, 24 hours a day, 7 days a week. The channel is now available free of charge for three months on Videotron's illico Digital TV service and on CCAP and will progressively be distributed across the country. For more information, please visit <http://www.nuevomundotv.com>.

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, and 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>.

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