



BroadView Software Going Bigger, Bolder and FASTER at NAB 2023

BroadView Software invites attendees to visit them at NAB 2023 to learn more about the future of broadcast operations, including the latest trends, product updates and FAST talk dominating this year's show.

Toronto, ON – April, 2023 - BroadView Software, the industry-leading broadcast software tech firm focused on media management solutions invites attendees who are curious about how they can improve their broadcast operations, and monetize their existing content library, to visit their booth in the West Hall (W2143).

One of this year's hottest topics is [FAST](#) (Free Ad-Supported Streaming Television) Channels. BroadView has been at the forefront of this ingenious streaming option that allows broadcasters to leverage and further monetize their robust content libraries; BroadView has helped their clients set up more than 100 of these channels globally over the past year. CEO Michael Atkin will be on hand to discuss how broadcasters can easily generate additional revenue from their existing content library to create more branded channels without a lot of time or overhead.

BroadView Software's team will be on-site to help broadcasters learn how to realize the full potential of their content libraries, while also offering one-on-one demos of new features, their new web-based solution, and show how their broadcast management solutions can be seamlessly integrated with their existing sales, traffic and programming software.

Attendees will want to ask about:

- Why the BroadView you might have seen in the past continues to powerhouse our way into new functionality with full end-to-end broadcast management functionality that now includes sales functionality;
- Why we do NOT use multi-tenant and how our products already address and protect against most security concerns;
- How we continuously improve, respond to client input, stay current in the market, and forward-thinking in our innovation.
- Why your teams will love the look, feel, and ease of our new web-based solution;

Come and join the list of those who've had a sneak peek at what's new with BroadView.

To learn about how the BroadView suite of software can help streamline your broadcast operations while at NAB, you can set up a meeting with our sales team. For more information about [our products](#), please visit our website: <https://broadviewsoftware.com>

About BroadView Software:

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

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