



## BroadView Software invites Attendees at IBC 2024 to take **ADVANTAGE** of its Most Impressive Software Solution to Date

*BroadView Software will be showcasing its latest software enhancement - The BroadView Advantage - at IBC 2024; providing growing broadcast operators with an unprecedented trifecta of benefits.*

Toronto, ON – September 4, 2024 - BroadView Software, the industry-leading broadcast software tech firm focused on media management solutions, will be highlighting its much-heralded web application, BroadView Advantage, a wholly unique broadcast scheduling solution, at IBC this year.

BroadView's developers have been working alongside customers to design a powerful web-based solution that seamlessly integrates with internal workflows and grows with their expanding operations.

Coined a 'triple threat' by early adopters, BroadView Advantage is a best-of-breed, web-based scheduling solution that proudly differentiates itself as an outstanding product for broadcasters looking for a secure single-tenant, fully-managed, open-source application that allows users to expand their operations at a fixed cost, by offering:

### The BroadView Advantage



1. **Single-Tenant Security** - offering unparalleled security to ensure privacy and the integrity of your operations, this fully secure application recognizes client-specific security requirements and SOX specs while providing an agile solution tailored to each client's needs. Its enabling technology allows the incremental delivery of BroadView's next generation product, giving users access to each new feature and each updated, web-enabled module as it becomes available.
2. **Fully Managed Solution** - BroadView's experts are proactively working, monitoring, and maintaining the platform and are available 24/7, giving you the peace of mind to focus on the business of your operations while allowing your users to spend their time being productive.
3. **Cost of Ownership Synergy** - as an Open Source product, broadcasters and CFOs can rest assured that when they adopt BroadView Advantage, they are getting an 'all-in-cost' that includes licencing, tech and underlying costs; their fixed cost doesn't increase or vary with the number of users or seats required. By embracing an open-source solution, BroadView provides secondary benefits, including unlimited scalability, and allows users to capitalize on new tech release cycles quickly and easily.

On why he's confident in stating that BroadView Advantage is *the* most advantageous and client-centred product on the market, CEO Michael Atkin offers: "The way costs of solutions are positioned is a funny thing. It is easy for a vendor to quote the cost of a module or a seat or even the product, but too often, the additional costs, which can greatly change the Total Cost of Ownership (TCO) are left out. That means that items like database license fees and service contracts, per seat costs, additional charges for UAT and Training environments, and IT and tech staff can significantly change the TCO, sometimes even

double it. BroadView is extremely proud that we focus on the TCO and work hard to minimize any costs above product costs, thus minimizing your spend while providing great value.”

To learn about how you can reap the benefits of the BroadView Advantage in your operations, you are invited to visit our booth ([Hall 2 - Stand 2.B45](#)) or [set up an appointment](#) with our sales team while attending IBC. For more information about [our products](#), please visit our website:

<https://broadviewsoftware.com>

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**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.

