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media release

FOR IMMEDIATE RELEASE:

TVO first Canadian broadcaster for Adobe Media Player Launch

TORONTO--May 30, 2008--TVO is the first Canadian broadcaster to make its programs available through the newly released Adobe® Media Player, a customizable, cross-platform media player that provides new ways for viewers to discover videos and TV shows, while offering revenue and brand-building opportunities for content publishers.

Building on its success with Adobe Flash technology, TVO is looking to Adobe Media Player to help expand the reach of its unique educational programs and web resources to an ever-growing global audience.

"Adobe Media Player is an exciting new distribution platform that will attract new viewers and generate increased awareness for TVO content," says TVO's Chief Executive Officer Lisa de Wilde. "It also provides the added benefit of driving traffic back to our own web site, tvo.org."

Full-show editions of *The Agenda with Steve Paikin* (TVO's flagship current affairs program) and *Allan Gregg in Conversation* are available directly through Adobe Media Player, with additional TVO programming being considered for future inclusion. (Adobe Media Player can be downloaded at <http://get.adobe.com/amp/>)

"As a trusted source of educational media, TVO offers viewers a wide array of informative and inspirational programming," said Ashley Still, senior product manager for Adobe Media Player. "We're pleased to collaborate with TVO and incorporate their thought-provoking content in Adobe Media Player."

"TVO is creating real impact in the digital space, as witnessed by the huge growth in demand for downloadable versions of our distinctive current affairs programs" says de Wilde, adding "in the first quarter of 2008 alone there were 790,000 downloads of TVO-produced content, a number that is certain to increase with Adobe Media Player."

Making its programming available through Adobe Media Player is the latest development in TVO's digital strategy to engage a wider audience across multiple platforms. The educational media organization also has a mobile distribution deal with QuickPlay Media for its children's programs and web activities, and recently cemented a partnership with Yahoo! Canada, bringing TVO's unique resources for parents of school-age children to a potential audience of millions.

About TVO

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires, and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media.

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