



makes you think

2180 Yonge Street
P.O. Box 200, Station Q
Toronto, ON
Canada M4T 2T1

tvo.org

Media Release

Educational media and digital technology a perfect fit for TVO

TORONTO, Dec. 3, 2007: TVO, a trusted provider of public educational television for over 35 years, is well on its way to becoming an equally valued source of unique, multi-platform digital media content. TVO is nearly a year into an extensive technological transformation which includes a rebuild of its Toronto-based studios to a fully digital HD-ready production facility, and an ambitious introduction to a state of the art Digital Asset Management (DAM) system.

"Like all media organizations that are based on a broadcast model, TVO is greatly interested in expanding our reach and our impact through digital media," says Lisa de Wilde, Chief Executive Officer. "What sets TVO apart is that we exist to serve the public good. Our job is to use our content assets to empower people to be engaged citizens, and going digital enables us to become more relevant and responsive to today's audiences."

Backed by special government funding, TVO's digital rebuild reflects a significant investment in equipment, training and business process re-engineering to position the organization and its employees for success in the digital future. TVO's new production studios, home to in-house programming such as *TVOKids*, the online webcast *Your Voice* and *The Agenda with Steve Paikin*, will be fully operational by early 2008. Augmented by state of the art digital field cameras and post-production facilities, "we will in short order be producing our content entirely in digital format," says de Wilde.

Along with new production facilities, a key component of TVO's digital strategy will be its ability to archive and manage digital content. As de Wilde notes, "with Digital Asset Management capabilities, we will have the ability to open up access to content from our vast media archives – consisting of over 35 years of educational media - from both inside TVO, as well as to users outside the organization." This digital archive will greatly simplify searching, retrieving, re-versioning, translating and organizing all TVO content. "Over the next 18 months, consumers will begin to be able to build their own TVO 'experience' from our inventory of educational in-house content: video clips, curriculum-based kids' web games and activities, research articles – almost anything we've produced can be made available," says de Wilde.

In the meantime, TVO has begun actively pursuing new business development opportunities to make its content accessible via alternative web-based distribution channels. "Transforming TVO into a multi-platform digital media organization will enable us to get our unique content to more people in more ways, while strengthening our business model," says de Wilde.

Background

TVO Goes Digital

TVO has been transforming its operations to a fully-digital production, archiving and distribution facility. With this "Going Digital" strategy underway, TVO has already achieved significant success in multi-platform content distribution:

- With a view to testing new distribution and revenue models, TVO signed a revenue sharing agreement with QuickPlay Media in 2006, enabling TVO to offer *TVOKids* programs on **mobile devices**.
- TVO is among a small group of Canadian broadcasters participating in an **IPTV** (Internet Protocol TV) pilot project at the University of Waterloo, with INUK Networks.
- TVO has long been a leader in educational media, having pioneered the integration of broadcast and online content a decade ago with *TVOKids* and TVOKids.com. With more than **150 curriculum-based games** and activities, TVOKids.com continues to be a trusted source of interactive learning for young minds.
- TVO is home to the first and only **interactive online show** for parents, *Your Voice*, webcast live every Tuesday afternoon or available for streaming 24-7 on TVOParents.com. *Your Voice* provides parents with unique access to world renowned experts in children's education issues.
- All of TVO's in-house programs for adults are available as **Podcasts**. Over the last year, the lecture-based series *Big Ideas* has consistently been among the top three Podcast downloads in the Higher Education category of iTunes.
- TVO's flagship show *The Agenda with Steve Paikin* offers a rich online resource centre at tvu.org to actively engage viewers in the complex current affairs issues of our time: featuring producer and **citizen blogs**, interactive viewer discussion forums, video, research, and supplementary downloadable resources.
- In partnership with Kensington Communications (the independent producer from whom TVO commissioned the documentary *Diamond Road*), we created *Diamond Road Online*, offering viewers an intense and immersive **user-driven online exploration** of the international diamond trade.

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. We are committed to empowering people to be engaged citizens through educational media.

-30

Media Contact:

Jill Javet

416-484-2630 (office)

416-230-6869 (mobile)

jjavet@tvo.org