



makes you think

## media release

### FOR IMMEDIATE RELEASE:

#### TVO is JOOST!

#### *Ontario educational network will offer free, on-demand documentaries to launch dedicated web-based TV channel*

**TORONTO - June 18, 2008** - TVO, Ontario's public educational media organization, announced today that it is bringing its acclaimed, thought-provoking programming to Joost™ ([www.joost.com](http://www.joost.com)), the world's first broadcast-quality Internet television service.

"Partnering with Joost offers TVO new potential to expand our audience and increase the impact of our unique content in the borderless digital space," said Lisa de Wilde, TVO's Chief Executive Officer. "Now more and more people in Canada will be able to discover, on demand, just how true we are to our vision of empowering citizens through educational media, and to our promise that TVO 'makes you think'."

Long known for its brave, bold and provocative documentaries, TVO will fittingly launch its Joost video channel with a sampling from its wide-ranging library of powerful documentary films. Viewers will be able to watch, share and interact with full-length offerings such as the Juno award-winning *Escarpment Blues*, *Vienna 1900*, and *Canada's War in Colour*. New titles will be added monthly, and will be available for viewing to Joost.com users in Canada. Plans are also underway to introduce more TVO content to Joost in the future.

#### 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.

#### About Joost

Founded by Janus Friis and Niklas Zennström, Joost brings video and social interaction together online. All of video on Joost is professionally produced and streams on-demand to people around the world for free in a high-quality format. Today, Joost has more than 30,000 program elements, including more than 400 television series and 1,200 movie and short film titles.

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