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TVO Goes Online with YAHOO! Canada

To Deliver Unique Educational Content to Parents

TORONTO, Ontario, March 24, 2008 -- [Yahoo! Canada](#), a leading Canadian online destination, and [TVO](#), a trusted provider of public educational media in Ontario for over 35 years, have today announced a deal to offer original, TVO-produced educational content coming soon to millions of parents via [www.yahoo.ca](#). This marks TVO's first deal with an online provider to extend its reach and deliver educational content in both text and video formats via the web.

According to Comscore's Top Canadian Web Rankings for January 2008, Yahoo! Canada reaches 16.5 million Canadians online monthly – a significant, untapped audience for TVO. Additionally, the same report discovered that among Canadians with Internet access, almost 40 percent use the web for educational purposes.

"The dramatic increase in demand for online content creates exciting opportunities for partnering with content providers like TVO," said Iain Wilson, Director Business Development, Yahoo! Canada. "Tapping into the web through Yahoo! Canada gives TVO the ability to greatly expand its reach and wow new audiences with fresh, innovative educational content whenever they go online."

TVO is currently implementing a "going digital" strategy with the goal of reaching new audiences using a multi-platform content distribution approach. To meet the growing needs of viewers who prefer to access their favourite programs based on their own unique daily schedules, partnering with a trusted online content provider like Yahoo! Canada made perfect sense.

"TVO is focused on increasing our impact in the digital space with our unique, educational media resources," says Lisa de Wilde, TVO's Chief Executive Officer. "Working with Yahoo! Canada aligns with TVO's digital strategy to make our content accessible to new audiences through alternative distribution channels, while exploring new revenue streams and business models."

Although TVO creates a wide range of educational resources for people of all ages, its initial efforts with Yahoo! Canada will be aimed at engaging web-savvy parents who look online for resources related to their children's learning and success in school. TVO will deliver content on subjects ranging from managing homework time to dealing with bullying, including a compilation of resources for parents of children with autism and a complete inventory of TVO's *Your Voice*, the first and only online interactive program for parents built on education issues .

“At TVO, we’re committed to empowering people through knowledge, and that includes partnering with parents in their children’s education,” says de Wilde. “By integrating our parent-focused educational content with a major online content provider like Yahoo! Canada, we can reach more people, while showcasing the relevance of our trusted brand.”

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 is committed to empowering people to be engaged citizens through educational media.

About Yahoo! Canada

Yahoo! Canada Co. is a leading Internet destination that provides online products and services to meet the needs of Canadians and offers a range of tools and marketing solutions for businesses to connect with Internet users. Yahoo! Canada services Canadians in both English and in French through its sites, www.yahoo.ca and www.qc.yahoo.com. Yahoo! Canada is headquartered in Toronto, Ontario

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