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media release

For Immediate Release
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TVO Channels YouTube

New content distribution partnership allows for easier access and sharing of TVO's unique educational media

Toronto, November 13, 2008 – TVO, Ontario's public educational media organization and YouTube, the leading online video community, are pleased to announce a new Premium Content Partnership that will bring TVO's issues and ideas-focused programs and resources to a dedicated YouTube channel hub page.

TVO, Canada's largest public educational media organization, offers unique thought-provoking programming and Web resources that enable people to become engaged and informed citizens. Current plans are for TVO's YouTube channel hub to feature a number of distinctive TVO-produced programs, including the interactive parents-and-education themed *Your Voice*, and TVO's flagship current affairs program *The Agenda with Steve Paikin*.

"This exciting partnership with YouTube lifts TVO's strategy in the digital space to a whole new level," says Lisa de Wilde, TVO's Chief Executive Officer. "It significantly extends the impact and reach of our innovative content, allowing a global audience to discover that TVO is unmatched when it comes to stimulating thought and starting smart conversations. At the same time, having a dedicated space on YouTube opens up new and incremental revenue streams for TVO."

As part of the agreement, TVO will share revenues with YouTube from advertising on their channel hub. Exploring new revenue streams is part of TVO's overall strategy to build a sustainable financial model that allows for innovation and growth.

TVO's presence on YouTube (scheduled to launch in early 2009) will be in the form of an easily-accessed "channel hub", allowing for the creation of brand pages for specific programs. Completely programmed by TVO, the channel hub will enable users to access different content streams, subscribe to their favourite TVO-produced programs, and play and share content from selected playlists.

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This is the latest in a series of major steps TVO has undertaken as part of its transformation from a traditional broadcaster to a fully digital, multi-platform educational media organization. TVO has also developed distribution arrangements with such noted online content providers as Yahoo! Canada and Joost.

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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