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media release

TVO CONTINUES ITS EVOLUTION AS A MULTI-PLATFORM MEDIA ORGANIZATION

- New team merges Digital Strategy, Business Development, Revenue and Marketing

Toronto, September 23, 2009 – TVO today announced the creation of a new team, the Business Development, Revenue and Marketing division. The new group merges two key business areas at TVO, and it represents another step in the broadcaster's digital evolution.

TVO's transformation for the digital world means that new technology now affects everything TVO does, from content creation to distribution to the development of new revenue streams. TVO's Chief Executive Officer Lisa de Wilde, has led Ontario's public educational broadcaster into the digital age, and says it makes sense to fully blend digital into marketing, communications and revenue efforts.

"Digital is now an integral part of the business and permeates everything we do," said Ms. de Wilde. "This re-organization supports our focus on building self-generated revenues, integrating digital into all areas of our business and building the TVO brand across all platforms."

The new division will oversee the functions of Marketing/Communications, Corporate Sponsorships, Donations, Research and Digital Strategy and Business Development.

Winnie Wong, VP of Digital Strategy and Business Development, will lead the new Business Development, Revenue and Marketing division. Ms. Wong joined TVO two years ago to build its strategic digital partnerships and business development capacity. She has played a leadership role in driving the development and launches of key distribution partnerships for TVO including YouTube, Apple (iTunes), Yahoo! Canada and Joost.

"I'm looking forward to this challenge," said Ms. Wong. "It's a great opportunity to help TVO present our unique programming to potential audiences, donors, sponsors and distribution/revenue partners."

Winnie Wong Bio (photo below)

As a seasoned international business executive, Winnie brings to TVO a professional track record of close to 20 years in integrated marketing, communications, business development and revenue generation in the consumer packaged goods, software, finance, media and music industries. She has held key management and leadership positions at Microsoft, Intel, American Express, Ogilvy Worldwide, ABC/Disney, eBay and A&M Records/Polygram. Winnie's expertise includes corporate strategy, developing and managing strategic partnerships, integrated marketing communications and brand building, and generating customer acquisition and loyalty. Winnie holds an M.B.A. from the J.L. Kellogg School of Management at Northwestern University and a Bachelor of Commerce and Economics from the University of Toronto (Trinity College).

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. For more information, visit tvo.org.

Where to find TVO

Cable channel 2 (channel may vary in some areas), Bell TV channel 265, Star Choice channel 353. For more information, visit tvo.org.

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