

BROADWAY SYSTEMS APPOINTS INDUSTRY VETERAN JOHN SORENSEN TO LEAD THE COMPANY

GRAND RAPIDS, MICHIGAN – Broadway Systems, a provider of media management solutions for cable networks, announces the appointment of John Sorensen as President. Sorensen was formerly President of Encoda Systems where he had responsibility for 14 offices, 28 software solutions and \$124M in revenue worldwide. Sorensen led Encoda Systems up to its acquisition by Harris Corporation.



Sorensen comes to Broadway Systems with a track record of launching innovative solutions for the broadcast/cable market and success at building customer focused and profitable businesses. “This is a return to my roots. I’ve built a business from the ground up and then managed it to the number one position,” explained Sorensen. “I joined Broadway because I am convinced the company is poised to be a leader in providing sophisticated advertising management solutions to cable networks.”

Broadway provides cable networks with a contemporary software platform to manage their sales, planning, programming, traffic and billing operations all from a single integrated database. Broadway is specifically designed to meet the complexities involved with managing cable network advertising, enabling the most efficient revenue generation for its network clientele.

“When I canvassed the market I heard a fairly consistent message. Cable networks are changing at a dramatic pace and this change is adding to an already complex cable network ad sales environment. There is concern that existing software, focused primarily on broadcast stations or based on legacy code, will not keep pace with or worse will collapse under the weight of these demands,” said Sorensen. “When I looked at Broadway, I felt the company was in a great position. The company had an integrated platform that had been engineered since 2002 and focused exclusively on the needs of cable networks. Broadway has a fantastic customer base, including three of the Top 20-rated cable networks, a great team and strong financial backing. It’s an exciting opportunity and I am delighted to be leading the business.”

About Broadway Systems

Broadway has collaborated with companies such as Fox News, the Scripps Networks and College Sports Television (CSTV)—a division of CBS Sports—to engineer a contemporary and fully integrated programming, sales, traffic, stewardship and billing system. Today this platform is used by 3 of the top 20 cable networks and managing over \$1.5 billion in advertising revenues across news, sports, music and entertainment content.

Broadway Systems offers cable networks a strategic alternative to existing vendors, one that is dedicated to their business and able to keep pace with the changing needs of this dynamic industry.

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