

ABOUT BROADWAY SYSTEMS

Broadway Systems is the only end-to-end, contemporary and proven software platform dedicated to serving the cable networks' advertising business.

Broadway offers an enterprise-wide media planning and management system—from sales, traffic and stewardship through to billing and collections. Broadway Systems' software has been engineered since 2002, is used by three of the top 15 ad-revenue-generating cable networks, managing over *\$2 billion* in advertising revenues across news, sports, music and entertainment content.

Broadway Systems' mission is to provide solutions that help networks:

- *Better serve their advertiser and agency clients;*
- *Maximize yield on traditional, secondary and non-linear advertising;*
- *Manage their operation in a cost-effective manner;*
- *Maintain compliance with Sarbanes-Oxley and company policies.*

Broadway offers cable networks a strategic alternative—to existing vendors—that is dedicated solely to their business and keeps pace with the changing needs of this dynamic industry.

THE BROADWAY DIFFERENCE

End-to-End

Manages your entire advertising process

Contemporary

Engineered in the last 5 years using next-generation technologies, architectures and development methods

Proven

\$2 Billion in advertising sold, trafficked, stewarded, billed and collected across News, Sports, Music and Entertainment content

Dedicated

Exclusive focus on cable networks



QUICK FACTS

- Privately held by the Lenfest family, pioneers in the cable industry who founded Suburban Cable and sold to Comcast for \$7 Billion.
- Offices in New York City and Michigan.
- Software deployed to manage over *\$2 billion* in advertising revenues across news, sports, music and entertainment networks.
- Leadership and delivery team that averages 15 years experience developing and deploying complex software to the media industry.
- Comprehensive and fully-integrated software to manage the ad sales, traffic operations, program scheduling and finance for cable network's advertising businesses.
- Engineered from the industry's most agile and technically advanced platform, based on an N-Tier architecture and using next-generation technologies, including Microsoft® .NET and SQL Server 2005.

CONTACT US

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