## **SoMedia Networks Partners with CHEK TV to provide On-demand News Coverage**

June 1, 2010 (Vancouver, BC) – SoMedia Networks is pleased to announce a new partnership with Victoria’s employee-owned CHEK TV to provide on-demand, local news coverage through its BBN3 network of more than 200 web-savvy videographers across the province. This promising new collaboration coincides with the launch of BBN3 News Service; offering broadcasters, newspapers and other media the power of a nimble web based virtual assignment desk and thousands of videographers who can be deployed on demand across North America.

After Canwest threatened to close CHEK TV due to declining ad revenue and the increasing costs of traditional television production, an employee-led group of investors saved the 54 year old station last fall. “As an employee-owned station, we need to control expenses. The BBN3 News Service helps enhance our coverage while keeping production costs low," says CHEK News Director Rob Germain. “We’re confident in BBN3’s scalable online platform and its network of rated and ranked videographers. BBN3 expands our newsgathering to areas we couldn’t get to otherwise.”

“This partnership and the launch of BBN3 News Service represent two huge milestones for SoMedia Networks,” says SoMedia Networks CEO, George Fleming. “The landscape for traditional news gathering has shifted, and we’ve designed BBN3 News Service to be the perfect low cost solution for integrating the needs of local broadcast news assignment desks with an online platform capable of managing thousands of videographers producing on demand news assignments across the globe.”

CHEK TV began airing BBN3 News Service content earlier this month. All content delivered by SoMedia retains the CHEK brand and is produced by vetted and managed local, up-and-coming talent who are recent film and journalism school grads or seasoned freelance professionals. Story assignments are created both by CHEK assignment editors and BBN3’s team of award-winning producers and assignment editors. The BBN3 News Service platform currently operates virtual assignment desks through 24 quality control production hubs that can deploy a network of 2500 videographers to cover news in more than 500 cities across North America. Clients access format flexible broadcast quality content bundles that include packaged stories, b-roll and extended interview footage. Global expansion is planned for late 2010.

**About CHEK TV**
CHEK TV made history in 1956 when it signed on the air as BC’s first private television station. In 2009, CHEK employees made history again by purchasing the station and saving it from closure.  CHEK is now independent and employee owned.  CHEK News produces Vancouver Island’s most watched newscasts.  Every week, CHEK generates 48 hours of original news and information programming.

**About SoMedia Networks**
SoMedia Networks is the investor-backed parent company of BBN3 News Service. SoMedia Networks’ robust technology backbone powers a quality-controlled platform where thousands of videographers across North America create the highest quality video at the lowest cost for businesses, brands and broadcasters. SoMedia videographers have produced hundreds of segments used in syndicated shows across the U.S.; news content for the likes of NBC, CHCH and CHEK; and branded content for companies such as Electronic Arts, Spring Advertising and Invoke Media. SoMedia Networks was founded in 2006 and is the parent company of BBN3 News Service, BBN3 Video and the BBN3.com network of city sites.

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