



FOR IMMEDIATE RELEASE

The Fred Rogers Company Names Northplains to Manage New and Archival Assets

*Leading Digital Asset Management Provider to Improve Content Accessibility
for Award-Winning Children's Entertainment Company*

Toronto, ON – Dec. 5, 2017 – [Northplains](#), the leading digital asset and content lifecycle management technology provider, has been tapped by [The Fred Rogers Company](#), the innovative and award-winning children's entertainment company, to supply video archive and production management technology for all of its historical, current and future TV series, online content and supporting materials. [The Fred Rogers Company](#) is home to some of the most beloved kids' series in the U.S. and around the world, including *Daniel Tiger's Neighborhood*, *Peg + Cat*, and *Odd Squad*, as well as *Mister Rogers' Neighborhood*.

"A digital asset management system is a big investment, and we spent a lot of time carefully researching solutions," said Kevin Morrison, Chief Operating Officer for The Fred Rogers Company. "We chose Northplains both for the power of its software as well as for the added value the company brings to system design, expert assistance with installation and implementation, and its outstanding customer service and support."

The Fred Rogers Company will utilize Northplains' technology to rapidly ingest, store, find and distribute thousands of hours of digitized video and static content to support

internal teams, external partners and global networks. The company estimates that the Northplains solution will help reduce video search and share times from an hour to just minutes.

“Demand for tools that support the rapidly changing use of content is at an all-time high. Technology, such as content lifecycle management, that accelerates speed to market is no longer a luxury, but a business requirement which allows teams like The Fred Rogers Company to focus on creating quality programming – not searching for it,” said Hassan Kotob, CEO, Northplains. “We are honored to support the efforts of this iconic children’s entertainment company.”

About The Fred Rogers Company

The Company was founded by Fred Rogers in 1971 as the non-profit producer of MISTER ROGERS’ NEIGHBORHOOD for PBS. In the years that followed, it not only created hundreds of episodes of this much-loved program, but also extended Fred’s values and approach to other efforts in promoting children’s social, emotional, and behavioral health and supporting parents, caregivers, teachers, and other professionals in their work with children. Today, The Fred Rogers Company continues to build on Fred’s legacy in innovative ways through a wide variety of media, and engaging new generations of children and families with his timeless wisdom. The company’s highly-rated, award-winning children’s series include DANIEL TIGER’S NEIGHBORHOOD, PEG + CAT, and ODD SQUAD. For more information, visit www.fredrogers.org or follow us on [Facebook](#) and [Twitter](#).

About Northplains

Northplains is the leader in digital asset management and content lifecycle solutions, offering end-to-end asset management from production through distribution. Streamlining asset production, workflow design, collaboration, governance, security and measurement, Northplains helps global organizations deliver unified brand campaigns

and connect more effectively with their audiences. Headquartered in Toronto with offices in the US and Europe, Northplains is committed to continuous innovation and support for its world-class clients. For more information visit www.northplains.com.