

MEDIA RELEASE

For Immediate Release

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VIEWERS SET TO TUNE IN TO EXCITING NEW TV LANDSCAPE IN BRITISH COLUMBIA

Ownership changes, new stations bring additional programming choices

Vancouver, B.C. – British Columbians will tune into an exciting new TV landscape this fall. As a result of ownership changes and the launch of two new television stations, new and wider programming choices will be available to viewers across the province.

On September 1, 2001, B.C.'s four major television stations will switch their network affiliations:

- **BCTV** will be re-named **Global BC**, and will carry CanWest Global programming
- **VTV** will be re-named **CTV British Columbia** and will carry CTV programming
- **Global TV** will be re-named **ckvu 13**, and will carry CHUM Television programming
- **CHEK TV** will be re-named **CH Victoria**, and carry CanWest Global programming

Two new television stations will also be introduced. **NOWTV**, with a dynamic new approach to relevancy for television audiences, will be launched by Trinity Television in September, and **CIVI Victoria** will be launched by CHUM Television on October 4.

To assist B.C. viewers in locating their favourite programs, local broadcasters have joined together to inform the public about channel and programming changes during the transition. For information about the upcoming television changes, visit www.shaw.ca, or consult your local TV listings during the week of September 1.

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MEDIA BACKGROUNDER

Driven by rapid changes in technology, consumer needs and business demands, Canada's broadcasting industry is undergoing a period of restructuring that will soon bring a number of changes to B.C.'s television landscape.

Changes in station ownership and the introduction of two new television stations will result in more choice for B.C. television viewers. On September 1, 2001, B.C.'s four major television stations will all switch their network affiliations. Two new television stations will also be launched this fall.

These changes are the result of a decision by the Canadian Radio-television Telecommunications Commission (CRTC) in July 2000, granting CanWest Global Communications Corp. permission to buy nine television stations and various other assets from Western International Communications Ltd. (WIC). Included among the WIC television stations were BCTV in Vancouver and CHEK-TV in Victoria. As of September 1, BCTV will be renamed **Global BC** and CHEK TV will be renamed **CH Victoria**. From September 1, 2001, each station will carry CanWest Global programming.

Both BCTV and CHEK TV previously carried CTV network programming. On September 1, CTV network programming in B.C. will transfer from BCTV to Vancouver Television (VTV), which will be renamed and re-branded as **CTV British Columbia**. VTV was first launched in Vancouver four years ago, as an independent station.

As a result of its decision to acquire BCTV and CHEK TV, Global announced its intention to sell CKVU. In April 2001, Toronto-based CHUM LIMITED purchased CKVU, subject to regulatory approval from the CRTC. Until the transaction is approved, CKVU will operate with a CRTC-approved trustee as an independent station. Many programs that will air on CKVU will be purchased from CHUM. On September 1, CKVU will relaunch as **ckvu 13**.

Having recently been granted a new station license, CHUM LIMITED will launch new station **CIVI Victoria** on October 4. CIVI will be a dynamic, interactive, community-focused station offering a unique, in-depth perspective on West Coast events and personalities.

In September, **NOWTV** will be launched by Trinity Television, British Columbia's newest broadcaster. NOWTV offers viewers a blend of popular entertainment and current affairs programs to explore the true relevancy of today's serious issues.

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BRITISH
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ckvu 13

CH

NOWTV

The
new
TV

ABOUT B.C.'S BROADCASTERS

CH Victoria

CH Victoria (formerly CHEK TV) provides Vancouver Island viewers with dedicated local coverage and the national programming resources of the Global Television family. Since signing on in the mid-1950's, CH Victoria has zeroed in on Vancouver Island, providing day-in, day-out local news and producing syndicated programming that has shown up all across Canada. Now, as a member of the Global Television Network, CH Victoria has stepped up its Island presence, establishing news bureaus in Port Alberni, Nanaimo, Campbell River and Cowichan. A Tofino bureau is also planned for the near future. The result is blanket coverage of Island concerns coupled with Global's superior prime time programming. For more information, visit www.globaltv.com.

CIVI

Based in Victoria, B.C., The New VI, formally known as CIVI TV, is a dynamic, community-focused television station with store-front bureaus in Victoria and Nanaimo. The New VI offers a unique and in-depth perspective on West Coast events and personalities. Local news specialists and videographers focus on issues of importance to Vancouver Island residents, from politics to arts and culture and aboriginal affairs. The New VI is owned by Toronto-based CHUM Television, which is recognized internationally for producing intimate and interactive regional programming. More information about CIVI is available at www.thenewvi.com.

ckvu 13

Now entering its 25th year on the air, ckvu 13 continues to bring viewers cutting edge programming, as well as a comprehensive news and sports package. ckvu 13 maintains its position as the station *for and about* the community, serving Canada's second largest English speaking market of over 2,300,000 people on Cable 13, Channel 10. This fall will showcase the new face of ckvu 13, as the station unveils its entirely revamped schedule with such popular and controversial programs as "Temptation Island 2", "Enterprise", "SexTV" and a blockbuster lineup of great movies, such as "The Matrix", "Fight Club", "The Green Mile", "Boys Don't Cry" and "The Perfect Storm". ckvu 13, the station to anticipate!

CTV British Columbia

CTV British Columbia successfully debuted as VTV in 1997. CTV, Canada's largest private broadcaster, offers a wide range of quality news, sports, information and entertainment programming. CTV owns 25 conventional television stations across Canada and has interests in 33 pay and specialty channels, including Canada's number one specialty channel, TSN. CTV is owned by Bell Globemedia, Canada's premiere multi-media company. More information about CTV British Columbia is available at www.ctv.ca.



Global BC

BCTV has become Global BC, meaning Canada's most watched local news is now on Canada's most watched prime time network. A vital part of the B.C. community, Global BC offers the Global Television Network's full range of programming combined with state-of-the-art newscasting facilities. As part of the Global Network, BCTV News is growing, with the late night local news expanding to a full hour. Overall, the station leads the country in turning out more than 40 hours per week of news programming, including a national news broadcast, featuring Kevin Newman, which debuts September 3. British Columbians have always had high expectations of BCTV and now, as Global BC, viewers can expect even more. The Global Television Network is owned by CanWest Global Communications Corp., Canada's premier international, integrated media company. For more information, visit www.globaltv.com

NOWTV

NOWTV offers the Lower Mainland a refreshing new vision for religious broadcasting. With a dynamic mandate to explore the true relevancy of today's serious issues, NOWTV blends popular entertainment and issue-oriented programs to create an intriguing passageway for people from all walks of life. NOWTV is owned and operated by Winnipeg's Trinity Television, a Christian broadcasting ministry headed by Willard and Betty Thiessen. The organization's anchor program, *It's A New Day* is now celebrating its 25th year and is broadcast weekday mornings across Canada. More information about NOWTV is available at www.nowtv.ca.

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