

Going for Broke

Two Canadian entrepreneurs are reinventing the TV business

TORONTO, ON (November 25, 2008) – This past summer, Jeffrey Elliott and Raja Khanna, Co-CEOs of GlassBox Television, decided to take TV outside the box by offering their content online and streaming shows to cellphones. As the Internet continues to lure television viewers, GlassBox's Bite TV differs from the sea of specialty channels by filling in the gap between YouTube and the big networks. This new kind of grassroots television takes advantage of interactive technology and produces raw, low-budget productions made by viewers for viewers. With a second channel, Aux TV – geared towards garage bands starved for attention set to launch next November, Elliott and Khanna are beating the odds with a little help from some of broadcasting's biggest names. Find out where the future of television lies from Globe and Mail media reporter Grant Robertson in this edition of Report on [Small] Business magazine, published Wednesday, November 26, 2008, and available online at <http://www.reportonbusiness.com/rosbmagazine>.

The December issue of Report on [Small] Business magazine also features:

Breaking through – As the market spirals down, what happens when your small company has hit a boom instead of a bust? Expansion into a new market, a cash infusion and hiring a key executive can help catapult any small company into an accelerated state of growth. Poorly managed growth can have severe consequences. Entrepreneurs need to prepare for unexpected changes and take advantage of opportunities. Globe and Mail writer John Lorinc shares five destiny-changing events and how to safely navigate them.

Bloopers and Blunders – It's okay to make mistakes but if you don't learn from them you're in trouble. From an eco-friendly car wash that lost control of their start-up budget and declared bankruptcy to a Toronto based toy company who failed to manage its foreign supplier properly, some bloopers can definitely bring the company behind them toppling down. Writer Nick Rockel reveals some blunders and the lessons from six Canadian companies that managed to turn things around.

The Globe and Mail's small business web site and Report on [Small] Business magazine focus on the fastest growing segment of the economy: entrepreneurs. In the next five years, more than 100,000 new businesses will launch in Canada. The Globe and Mail serves the unique needs of these businesses with a wealth of online resources and dedicated coverage of small business issues and stories at reportonbusiness.com/smallbusiness. The magazine is distributed to members of the Canadian Federation of Independent Business, via select home delivery issues of the Globe and Mail and online at reportonbusiness.com/rosbmagazine.

The Globe and Mail, Canada's national newspaper, is a division of CTVglobemedia, a dynamic multimedia company, which also owns CTV Inc., Canada's number-one private broadcaster.

-TGAM-

Interview opportunities available. For further information, please contact:
Teresa Pagnutti, 416-969-2721 or tpagnutti@environicspr.com
Sheryl So, 416-969-2725 or sso@environicspr.com