



For IMMEDIATE RELEASE

## **Newly Established iMedia Software Inc. Acquires OMT (All Winnipeg Assets)**

Las Vegas, USA – April 5, 2025 – In a strategic move to expand its footprint in North America’s broadcast technology market, the newly established iMedia Software Inc. proudly announces the acquisition of OMT (all Winnipeg assets). This acquisition marks a significant step in reshaping the landscape of radio and television automation across English-speaking Canada and the United States.

Under this agreement, iMedia Software Inc. becomes the exclusive representative and distributor of the entire software suite across English Canada and the United States, including all future developments and commercial engagements in these territories. Meanwhile, Win-OMT will continue to operate and serve all existing and future customers covering all French and Spanish-speaking markets outside United States.

Stephane Tesoriere, President of Win-Group Software, commented:

“This transfer aligns with our long-term strategy to strengthen our presence across the Americas. We are confident in iMedia’s ability to grow the OMT legacy, while continuing to collaborate closely through white-label and strategic technology partnerships.”

Alex Schmitt, now leading iMedia Software Inc., brings a strong track record in community broadcasting and governance.

“By acquiring the Winnipeg assets of OMT, we’re not just gaining a proven suite of broadcast automation tools—we’re building a foundation to serve the English-speaking markets with agility and innovation,” said Schmitt. “Our partnership with WinMedia allows us to offer scalable, end-to-end broadcast solutions tailored to North American broadcasters.”

iMedia Software Inc. is now uniquely positioned to offer next-generation broadcast automation tools, combining the legacy of OMT with the technology roadmap of WinMedia.

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