

# Buffalo•Toronto Public Media



## MEDIA NEWS

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## STREAM LOCAL AND BEYOND

### *Buffalo Toronto Public Media Launches BTPM+*

Introducing BTPM+, the brand-new, FREE streaming service from Buffalo Toronto Public Media — created with Western New York and Southern Ontario communities in mind. Designed to be simple and accessible, BTPM+ puts award-winning programs from PBS and BTPM right in people's pockets.

BTPM+ offers access to thousands of additional dramas, documentaries and more on BTPM+ with PBS Passport. Most importantly, BTPM+ is a platform focused on featuring local producers and content creators.

“We are positioning ourselves as a local streaming service that can stand out in a competitive market while offering both high-quality local and the national content people love,” said BTPM CEO and President Tom Calderone. “BTPM+ also strengthens the community’s connection with all we do to serve Western New York and our neighbors to the north.”

BTPM+’s primary strength is that it offers a level of personalization and customization that enhances the watcher’s experience. PBS app recommendations and trends are from a national lens, but BTPM+ showcases carousels based on our local audience’s needs and interests.

It's public media streaming with you in mind.

BTPM members can log in to BTPM+ using their PBS account credentials. But anyone can access BTPM+ on any device where it is available, including most TV streaming devices, smart TVs, phones and tablets. For more information about BTPM+ visit our [website](#).

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#### **About Buffalo Toronto Public Media**

Buffalo Toronto Public Media engages with our communities through exploration and entertainment – everywhere. Our member-supported services include BTPM PBS, BTPM NPR (88.7 in Buffalo, 91.3 in Olean, 88.1 in Jamestown), BTPM Classical (94.5 in Buffalo, 89.7 WNJA in Jamestown), BTPM The Bridge (88.7 HD2 and 94.5 HD2 in Buffalo), BTPM Radio Bilingüe (88.7 HD3), BTPM Create, PBS KIDS, and the BTPM YouTube channel (<https://www.youtube.com/c/BuffaloTorontoPublicMedia>). Additional information about Buffalo Toronto Public Media can be found at [btpm.org](http://btpm.org).