

Press Release

6th December 2011



Clearcast streamlines the TV media buying process from an entire day down to forty minutes with the new CARIA® Agency Link.

Clearcast has worked with IMD Optimad to create a campaign export facility from CARIA®, which can be used to import booking information directly into agency systems, such as Donovan Data Systems (DDS). Agency users of DDS can now load campaign details directly into MediaExplorer thanks to DDS's new CASPEX import facility, automating a previously manual process which involved time consuming and error prone re-keying of information.

The first phase of the pilot for the CARIA® Agency Link began in September with media agencies and they are excited by the results. OMD UK's TV research manager, Peter King, has no doubt that things have improved: "The way we did it before, re-keying the same details in to DDS, was needlessly time consuming: with this integration, what used to take our buyers a whole day now takes only 40 minutes."

Jason Smith, TV Manager at Carat, says: "This is a much more efficient way to organise the budget approval process for TV campaigns and it benefits everyone. We love it."

James Morgan-Yates, CTO at Clearcast says, "The link reduces the time taken and eliminates the risks associated with re-keying campaign information when transferring data from CARIA® to agency systems. This helps simplify the process of getting advertising to air, and that's what we're all about."

Clearcast would like to involve a third agency in the second phase of the pilot in early January 2012 and ideally a fourth agency in February. The pilot should be complete by the end of March 2012, when the link will be fully available. Agencies interested in taking part in the second phase should contact James at Clearcast (james.morgan-yates@clearcast.co.uk) before 16th December.

"We're always looking for opportunities to deliver to our clients the automation of manual tasks. Our integration with the CARIA® Agency Link does just that" says Liam Plowman, Media Director of DDS, "making the TV buying workflow more efficient and less prone to costly data errors."

CARIA® is the cross-industry campaign management portal for TV and all AV media in use in the UK since 2003, connecting agencies with sales houses. Owned and operated by Optimad Media Systems (part of the IMD group) on behalf of Clearcast, CARIA® streamlines complex and time consuming airtime booking and copy administration workflows.

"It's another major time saver for agencies and their sales counterparts, which massively reduces the chance of accounts queries or invoicing errors," comments Dan Shawcross, Director of Client Services at IMD.

Notes to editors

Clearcast was founded in 2008 by Britain's eight largest commercial broadcasters to simplify the process of getting advertising to air. Incorporating the BACC, we're building on over fifty years of experience of being a partner in the creative process for TV advertising.

The services that we provide are based on our core strengths:

- Compliance. We have 50 years expertise in ensuring that television advertising complies with [BCAP codes](#).
- Advertising processes. We are uniquely positioned to streamline the advertising copy chain to the benefit of everyone that advertises on TV and wider audiovisual media.
- Metadata. We hold a range of metadata related to commercials ranging from artists and music featured to advertising restrictions.

For more info please visit www.clearcast.co.uk or call Ellie Bonnet on 020 7339 4700 or email press.enquiries@clearcast.co.uk