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## **Independent Media Distribution plc**

### **Campaign Magazine's Agency Rankings put IMD "Top of the Polls"**

Independent Media Distribution PLC ([www.imdplc.com](http://www.imdplc.com), "IMD") is Europe's leading 'media logistics' specialist for online digital delivery of finished TV and radio commercials and music videos and 'industry level' advertising campaign data management.

Campaign, the advertising industry's foremost magazine, recently published its annual advertising agency leader-board for 2009, which confirmed IMD as the number one media logistics supplier to the top ranked agencies.

Having won three top 10 advertising agency clients last year, IMD is now the preferred supplier for delivering finished TV commercials for six out of Campaign's top 10 ranked advertising agencies (based on 2009 billings). That's three times IMD's rivals who are preferred by only two top 10 advertising agencies each. IMD is also the preferred supplier for delivering TV and radio commercials for 10 out of the top 20 advertising agencies.

As well as being the leading media logistics delivery company, IMD provides industry level campaign management services via its proprietary service CARIA® (through IMD Optimad) to all of the top 20 advertising agencies listed in the 2009 Campaign rankings.

#### **Commenting, David Haynes, Chairman said:**

"I am delighted that our recent client wins have now been reflected in the 2009 Campaign rankings and that IMD can now be clearly recognised as the industry leader for delivering finished TV and radio commercials."

**- ENDS -**

#### **About IMD**

Founded in 1996 and working with all of the UK's top creative and media advertising agencies, post production houses, TV and radio broadcasters and a growing number of digital media companies, IMD connects more components of the UK's advertising and media community than anyone else.

**IMD's media logistics solutions** operate in two areas:

- **Content distribution:** For example, **IMD TV** and **IMD Radio** deliver around half of the commercials aired across the UK into TV channels and radio stations;
- **Data administration:** Services for TV advertising including IMD's 'industry standard' **CARIA®** system which administers over 85% by value of all UK TV advertising bookings.

IMD also operates several of these services in Ireland, Germany and France. And IMD's new **IMD World** service is able to deliver TV commercials to over 90 countries worldwide.

**IMD is at the forefront of a structural change** that is taking place in the media logistics sector, as the market migrates to online digital delivery and data administration from traditional methods, such as tapes, couriers, emails and faxes. This substitution of 'new for old' creates rapidly growing new markets for IMD.