



For immediate release on Friday 11th September 2009

IMD sees digital HD TV commercial deliveries starting

IMD, the leading distribution company for the delivery of TV commercials to TV stations, has started to make deliveries of commercials in High Definition (“HD”) formats using an entirely file based workflow.

IMD has local operations in the UK, Republic of Ireland, Germany and France and also delivers to all other TV markets globally with its IMD World service. Until recently, all these deliveries have been at Standard Definition or “SD”. Now with the gradual introduction of HD TV channels in certain markets, especially the US, there is a small but growing requirement to deliver in HD.

IMD has recently made its first file based HD deliveries into the US for a major global advertiser. IMD has also conducted fully file based test deliveries in the UK.

Markets where NTSC is the TV standard are tending to shift to HD first as it gives viewers a significantly better viewing experience – this includes the US, Japan, Canada and Taiwan. There is also movement to HD in certain PAL territories like the UK and Germany.

For more information contact:-

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About IMD

Founded in 1996 and working with all of the UK’s top creative advertising and media agencies, post production houses and broadcasters, AIM listed IMD connects more components of the UK’s advertising and media community than anyone else.

IMD’s media solutions are operated through four businesses: **IMD TV** and **IMD Radio** deliver the majority of the ads aired across the UK; **IMD Optimad** administers over 85% by value of all UK TV bookings via its “industry standard” CARIA[®] system; and **IMD Fastrax** distributes nearly all the music videos to UK TV channels.

IMD also operates IMD TV and CARIA[®] in the Republic of Ireland and IMD TV in Germany and France. www.imdplc.com