



## PRESS RELEASE

FOR IMMEDIATE RELEASE

### **IMD & BEAM.TV TO LAUNCH UK'S FIRST INTEGRATED COMMERCIALS SUBTITLING UNIT**

**London, 6th May 2008** – IMD and BEAM.TV today announced the launch of AdText, a digitally streamlined subtitling operation that will fully integrate broadcast standard subtitling with IMD and BEAM.TV's distribution services. AdText is due to be operational in August and will be staffed by a dedicated and experienced team ensuring first class customer service and the highest quality subtitling.

To coincide with the launch of AdText, BEAM.TV has recruited June Johnson as Sales Director. June has a thorough understanding of the pressures that advertising clients face with complex campaigns being distributed correctly to broadcasters and against demanding deadlines. June will join BEAM.TV in August and will head up AdText later in the year as part of a wide-ranging business development role within BEAM.TV. In the meantime, the new service will be overseen by Noreen Connolly, BEAM.TV Director of Broadcast.

In announcing the launch of AdText, Connolly said: "The time available to turn around a broadcast campaign is constantly shrinking as clients take advantage of digital workflows. TV campaigns can be highly reactive and need to meet on-air deadlines that were unimaginable a year or two ago. As part of this development it is vital that critical services like subtitling are fully integrated into the digital distribution process. With the creation of AdText, IMD and BEAM.TV are uniquely placed to provide the fastest, highest quality and most efficient service to their advertising clients."

#### **Contacts:**

**Noreen Connolly**  
Director of Broadcast, BEAM.TV  
+44 (0)20 7208 8058 | Direct Line  
+44 (0)7775 794555 | Mobile  
email: [noreen@beam.tv](mailto:noreen@beam.tv)

**Shelby Akosa**  
Director of Sales, IMD  
+44 (0)20 7468 6892 | Direct Line  
+44 (0)7765 256070 | Mobile  
email: [shelby@imdplc.com](mailto:shelby@imdplc.com)

**Lucy Milner**  
**Acting Head of Sales IMD**  
**+44 (0)20 7468 6617 | Direct Line**  
**+44 (0)7920 148 072 | Mobile**  
**email: [lucym@imdplc.com](mailto:lucym@imdplc.com)**

## **NOTES TO EDITORS**

Press Contacts:

Sam O'Brien  
+44 (0)20 7208 8170 / +44 (0)7971 998440  
[sam@beam.tv](mailto:sam@beam.tv)

Tracey Milham  
+44 (0)20 7392 1992 / +44 (0)7951 789 938  
[tracey@ing-media.com](mailto:tracey@ing-media.com)

Rosa Vaquero  
+44 (0)20 7392 1994 / +44 (0)7724 221 179  
[rosa@ing-media.com](mailto:rosa@ing-media.com)

### About BEAM.TV

BEAM.TV is the world leading digital advertising distribution network. BEAM.TV transforms the way advertisers create, distribute and use content in a digital environment; an online library that serves the global advertising industry. BEAM.TV helped pioneer the digital asset management industry and has since become the world's leading choice for online distribution, archiving and delivery. A sister company of Oscar winning visual effects company The Mill, BEAM.TV was established in 2000 and saves agencies, global networks, production companies and advertisers time and money by eliminating the need for videotapes and shipping. BEAM.TV currently has 14 international offices and over 150 partners worldwide.

### 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 ads aired (via its 'industry standard' CARIA™ system); and IMD Fastrax distributes nearly all the UK's music videos to TV channels. IMD also operates IMD TV and CARIA™ in the Republic of Ireland and has recently launched IMD TV in Germany.