



IMD Optimad wins major TV Industry tender for Attribution service

IMD Optimad, previously known as Optimad Media Systems, the software and systems specialist recently acquired by IMD Plc.

JULY 2007 - The Board of TV Eye, a resources management group comprising of senior executives from ITV, C4, five and GMTV has appointed IMD Optimad to operate the TV industry database service known as Attributions.net with immediate effect.

Attributions.net is used by all TV sales, agencies and data bureaux for the correct attribution of client, product and agency source names, a vital data management function and critical to the ongoing accuracy of BARB reported information.

IMD Optimad already operates CARIA™, the UK standard TV industry web based platform for the exchange of media booking and creative copy instructions data between media/creative agencies and all TV sales houses. The CARIA™ system was launched in the UK in 2003 and recently extended to Ireland. The system is endorsed by the IPA and IAPI.

IMD Optimad plans to enhance the service by linking data from the CARIA™ and Attribution systems for the first time, providing more accurate data earlier to subscribers.

Helen Stevens, Director of Broadcast Resources for ITV who co-ordinated the tender process said, "IMD Optimad impressed us with its expertise in operating the CARIA™ service, its clear understanding of the importance of Attributions.net and its vision for developing the information to make it more widely useable. This is another major stride forward in joining up vital TV data across the industry. TV is now further ahead of rival media, in its commitment to making administration associated with running campaigns with us easier and quicker".

Andy Troullides, Chief Media Officer of IMD Plc added, "This is a golden opportunity to make all data more easily accessible between the BACC's copy clearance system and Attribution. It will help reduce issues including: errors, omissions and any need to duplicate data entry for everyone involved. We are very excited at the prospect of this new enhanced service and how much it will benefit the TV industry".

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Editor's Notes

IMD Plc (Independent Media Distribution) acquired Optimad Media Systems in December 2006.

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About IMD

IMD is the definitive electronic postman and campaign data exchange for TV and radio advertising. The company, founded in 1996, is AIM listed.

IMD is unique. Simply put - no one connects online more components of the UK's advertising & media community. Or delivers more finished ad content electronically from production source to broadcast. Or exchanges more campaign info. IMD calls all of this 'Media Logistics' and it is Europe's number one in this market. It is also the longest established and growing fast. IMD is already active in online TV and is HD-ready.

There's a reason why the world's largest brand owners trust their media logistics to IMD.

IMD's media solutions are operated through four businesses: IMD TV and IMD Radio delivering over half of the ads aired across the UK; IMD Optimad administering over 85% by value of all UK TV ads aired with CARIA™; and IMD Fastrax distributing music videos and audio files to TV channels and radio stations.

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