

July 20th 2005. FOR IMMEDIATE RELEASE

**BSkyB signs IMD and offers complete digital delivery solution for TV commercials**

BSkyB, operator of the UK's leading digital television service has recently installed IMD's digital TV commercial delivery system and deliveries commence with immediate effect.

IMD will be offering the service with the incentive of late copy charges waived until the end of September.

Based in Isleworth, West London and their offices in Dublin, Ireland, BSkyB is the latest broadcasting group to choose to receive its commercials via IMD's dedicated digital network and joins an increasing network of UK and Irish broadcasters including Viacom, Channel Four, GMTV, Ascent Media, Inmedia, RTE, and UTV.

Broadcasters benefit from a more efficient delivery system by moving to IMD, while advertisers and agencies gain from increased flexibility, accountability, speed and considerable cost savings.

Steve Hutchinson, Head of Commercial Traffic at BSkyB approved the installation of IMD equipment and said, "We wanted to offer all our advertisers and agencies a complete digital delivery service as it is quicker, less expensive and more flexible than traditional methods...".

Adam Poulter, CEO at IMD, commented, "BSkyB is a significant addition to our digital network and represents a major step forward to digital content delivery to every broadcaster in the UK and beyond ". He continued, "IMD's digital VPN is rapidly becoming the standard means of distribution for agencies and post production houses. It is a better value and more efficient successor to tape for our advertisers and broadcaster clients. We look forward to speeding up BSkyB's flow of commercials."

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## About IMD plc

IMD is an independent company providing a digital delivery service for transmission quality radio and TV commercials, music and music video to broadcasters of every type. With 8 years of digital advertising distribution experience, IMD is the premier distributor of broadcast quality radio advertising to UK and Ireland with 98% market penetration. IMD was the first company to deliver digital, broadcast quality commercials and music video to TV broadcasters in the UK and Eire. For more information visit [www.imdplc.com](http://www.imdplc.com)

## About BSkyB

BSkyB is the operator of the leading multichannel television platform in the UK and Ireland. Around 20 million viewers in 7.7 million households enjoy an unprecedented choice of movies, news, entertainment and sports channels and interactive services on Sky digital, the UK and Ireland's first and most popular digital television platform. BSkyB's channels are available in a further 8.5 million cable and digital terrestrial households. For more information, visit [www.sky.com/corporate](http://www.sky.com/corporate).