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Sssh! IMD helps broadcasters with ad loudness

Advertising distribution service provider IMD has been signed up by ITV, Channel 4 and MTV to help meet new rules on the loudness of advertising.



As the Broadcast Committee on Advertising Practice (BCAP) introduces new guidelines regarding the loudness of television advertising, IMD, is providing those UK broadcasters with automated loudness control.

Using IMD's automated process, commercials delivered digitally, as files, to broadcasters can have their audio set to bespoke values, including the BCAP recommended specification, automatically eliminating the occurrence of "noisy" ads.

BCAP's new guidelines on sound levels, which came into practice on Monday 7 July, urge broadcasters to use a loudness meter – rather than volume settings - to reduce the effect to viewers of excessively loud or strident advertising.

In 2007, the Advertising Standards Authority (ASA) received more than 100 complaints from viewers who claimed the adverts were too loud.

IMD has been working with ITV for the last two years on the control of its advertising audio output. This way of working is now being rolled out to other broadcasters.

Simon Cox, chief executive of IMD said: "Any move toward an industry standard for loudness and a recognition that it is loudness and not simply volume that matters has got to be positive.

"We have been working on loudness metering with ITV for a long time and have developed a successful system to help broadcasters meet the new guidelines. Our systems will ensure that all advertising delivered by IMD is at the same perceived loudness."

[Independent Media Distribution](#) (IMD) is a distributor of broadcast quality advertising and new music to the UK and Ireland's radio and TV stations.



IMD automates ad loudness

Thursday, 10 July 2008

Commercials distribution company introduces new system in wake of Broadcast Committee on Advertising Practice (BCAP) guidelines.

BCAP's new guidelines on sound levels, which come into practice today, urge broadcasters to use a loudness meter to reduce the effect to consumers of excessively loud or strident advertising. In 2007, the Advertising Standards Authority (ASA) received more than 100 complaints from viewers who claimed the adverts were too loud.

Using IMD's automated process, commercials delivered digitally, as files, to broadcasters can have their audio set to bespoke values, including the BCAP recommended specification, automatically eliminating the occurrence of noisy ads.

IMD, which delivers over 50% of all digitally delivered commercials in the UK, has been working with ITV for the last two years on the control of its advertising audio output. This solution is now being rolled out to other broadcasters.

Simon Cox, CEO of IMD commented: "The debate surrounding the loudness of advertising has been a long one and any move toward an industry standard for loudness and a recognition that it is loudness and not simply volume that matters has got to be positive. We have been working on loudness metering with ITV for a long time and have developed a successful system to help broadcasters meet the new guidelines. Our systems will ensure that all advertising delivered by IMD is at the same perceived loudness level which will help viewers to enjoy not only their favourite shows - but also the adverts!"