

IMD UPDATE SEPTEMBER 2008

Well, summer's almost over, the new football season has kicked off and Team GB has returned home from the Beijing Olympics with our largest-ever cache of medals. At IMD we've been pretty busy ourselves. Here are a few highlights of our own winning summer:

IMD leads in TV delivery

IMD has overtaken the competition to become the UK's leading TV commercials delivery outfit. Moving television content is IMD's biggest game and we handled 60% of all digital deliveries received by C4, Viacom and Sky in the first half of 2008.



Do you feel the need... the need for speed?

IMD has launched a 60 minute express digital delivery service for TV ads. This service is now twice as fast as the next best out there. Make those last minute copy changes but avoid late copy charges. No need to miss valuable airtime deadlines any more!



Keep it together with INDEX

IMD has launched INDEX, where you can store all your TV and radio ads together with all the associated metadata (scripts, rotation instructions, estimates and more) in one secure, easy to use place.



Bienvenidos, Willkommen, Bienvenue!

We're moving around the globe with three new international offices opened in Madrid, Munich and Paris. Jean Gaillard has joined as Directeur France, Sonia Garcia is Country Manager, Spain and Ralph Hekmat is her counterpart in Germany.



Subtitling goes digital

IMD has partnered with BEAM.TV to launch adtext, a much faster, fully digital subtitling workflow service that takes us all that big step closer to doing away with tapes.



New technology platform takes off

96.4 Eagle FM is the first UK radio station to pilot IMD's new technology platform for the delivery of radio commercials and it has been a great success. Eagle is delighted at the rapid transfer into its playout system, combined with the familiar IMD Pro interface.

