

IMD agrees digital ad payout with ITV

IMD has agreed terms with ITV for the implementation of its digital advertising delivery service into both of ITV's transmission centres: London and Leeds.

Installation is already well underway.

ITV is the latest significant broadcaster to choose to receive its commercials via IMD's bespoke digital VPN. ITV constitutes the final strategic addition for IMD in providing national coverage of the UK and Irish TV networks, which includes BSkyB, Viacom, Channel Four, Channel 5, Flextech, UTV, RTE and Inmedia.

A spokesperson for ITV said "ITV is moving up to a new digital payout standard and it is important that we work with the right partners to achieve a successful, customer focused solution. After close examination we are confident that IMD is one company that can provide this. We have been impressed with the integrity of their technical solution and the company's client focus on advertising agency and post production house customers."

Adam Poulter, CEO at IMD commented; "We are obviously delighted to have satisfied ITV's exacting standards". "It goes without saying that we are equally pleased to be realising a complete national network. Ours and ITV's advertising customers will benefit enormously from this advancement"

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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 was the first company to deliver digital, broadcast quality commercials and music video to TV broadcasters in the UK and Eire. IMD is the premier distributor of broadcast quality radio advertising to UK and Ireland with 98% market penetration.

For more information visit www.imdplc.com

About ITV Plc

ITV1

ITV1 is the UK's biggest commercial television network watched on average by 45m people in a typical week. It is a public service broadcaster available free-to-air, providing programming across all genres including drama, entertainment, current affairs, news, film and sport.

ITV2

ITV2 is ITV's younger entertainment channel available in over 14 million homes (over 55% of all UK homes) on Freeview, Sky Digital and Cable. ITV2 offers brand extensions of ITV1's best-loved programmes, exciting original commissions, top US programming, blockbuster movies and premium sport.

ITV3

ITV3 offers quality drama to around 14 million homes (over 55% of all UK homes) via all digital platforms throughout the UK. The channel broadcasts a unique collection of classic and contemporary dramas, movies, narrative repeats of ITV1 programmes such as The Bill, unique commissions and top US series.