



Sohonet and IMD Add 100th Broadcaster to UK's First and Largest High Bandwidth Secure Content Network

Network continues to expand as broadcasters adopt secure tapeless delivery of content

LONDON, JULY 2007 - Sohonet and IMD, two of the most established and trusted companies in the fast-growing world of digital distribution for the entertainment industry, have added Setanta as their 100th broadcaster.

The two companies together provide the UK's first and largest commercially available Secure Content Network, delivering TV & radio advertising content and music video from Post Production Facilities Houses to major Broadcasters in the UK.

Sohonet provides a digital media network that enables IMD to deliver short form material as a digital file, at a fraction of the speed and cost of a video line by using a dedicated fibre network.

IMD and Sohonet have been working closely together for over three years to rollout this unique network in the UK, with plans to expand into other European markets. Major broadcasters currently using the service include ITV, Channel 4, Channel 5, Sky TV, Nickelodeon, SCI-FI, Red Bee Media and MTV, as well as all the radio networks in the UK and Ireland.

"IMD has spearheaded the move into file transfer based delivery of broadcast quality video, and have captured the leading position in the market for short-form delivery to Broadcasters," commented Dave Scammell, Sohonet CEO "We are pleased to provide them with a digital media network and infrastructure that matches the demands of both IMD and their clients."

Simon Cox, CEO of IMD added, "Sohonet with its extensive network, terrific service levels and unrivalled experience in this field is a natural partner for IMD. Having built a successful working relationship with Sohonet we are now collaborating on exciting steps for expansion of these services, such as upgrading the network's capacity to handle HD and longer form content."

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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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About Sohonet

Sohonet is the first and largest high bandwidth connector for the global entertainment industry, providing a fast and advanced digital media network that links a range of companies within the film, broadcast, advertising and multimedia industries. As Experts on high speed secure bandwidth, with a global networking service spanning three continents, Sohonet is the pre-eminent resource for end-to-end consultation on all matters of connectivity.

Along with the transmission of vast amounts of data, audio and moving imagery, Sohonet also provides fast and flexible Internet access, e-mail and fully managed security solutions. The world's leading production studios, post-production houses and advertising agencies rely on Sohonet's experience, professionalism and security for their digital media networking needs. Recent projects handled by Sohonet include "Harry Potter and the Goblet of Fire," "Batman Begins," "Charlie and The Chocolate Factory," HBO's series, "ROME," and "Superman Returns." Sohonet is an independently owned company with offices in London, Los Angeles and Sydney. Sohonet is the world's surest path for transferring digital content.

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