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## **MediaVest USA Moves to Protect Client Cable Investments and Builds the First Full-Scale, Automated Cable Transaction System**

*Pioneering system allows for automated cable inventory management; early stages yield promising results*

January 10, 2005 – New York City, NY- In an unprecedented move by a media services agency, MediaVest USA builds the first, full-scale automated cable transaction system, providing a much-needed IT solution to today's dynamic and inventory-heavy cable buying market. The 'middleware' called Media In Motion® (MIM), allows for regular transactions and adjustments to cable schedules through an automated, electronic platform that synchronizes all inventory, thereby eliminating dependency on paper and fax communications.

MIM is expected to significantly streamline how cable inventory is transacted, monitored, and invoiced.

"The media landscape is changing at lightning speed and with these changes come challenges. With increases in cable volume, the burden of managing the inventory has overwhelmed the old processes," said Laura Desmond, CEO of MediaVest USA. "We are committed to changing and developing new technology that will arm us with the right solution to ensure that our clients' dollars are invested as intended."

MIM is an in-house system that sits between cable network systems and DDS. MIM allows MediaVest and cable vendors to load and analyze cable inventory changes, receive and route invoices properly and in combination, reduce discrepancies widely associated with large-scale cable buys.

Currently twenty-five networks are in the MIM system. MIM will be rolled out to all MediaVest clients and networks beginning second quarter, 2005.

"A solution did not exist," adds Donna Speciale, President of Broadcast and Programming. "MediaVest, working closely with our cable partners, developed our own. Early stages suggest that Media In Motion will yield significant savings and results we can build on. I'm confident that it will revolutionize how we steward our clients' cable buys."

### **About MediaVest**

MediaVest, a division of the Starcom MediaVest Group (SMG), a subsidiary of Paris-based Publicis Groupe, is one of the leading, full-service media specialist companies offering brand-building results and business solutions. Heralded as one of the first media companies to consistently deliver innovation that works and industry-first initiatives and products, MediaVest's long-standing client partnerships include some of the world's leading marketers including Capital One, Kraft, Masterfoods, P&G, and The Coca-Cola Company.