



## **PRESS INFORMATION**

28<sup>th</sup> July 2005

### **Vio Helps Trinity Mirror Titles Achieve All-PDF Workflow with *adNet* Online Portal**

Trinity Mirror's UK Nationals and Sports newspapers have taken a giant leap towards their goal of an all-PDF workflow, by opening *mgn adNet*, a dedicated web portal powered by Vio, allowing advertisers to submit mono or spot-colour digital adverts direct to the publisher, free of charge.

From now on, digital ad copy will enter the MGN production department through two main channels. Vio's *AdExpress* ad delivery solution is used by volume advertisers, while the new *mgn adNet* web portal is designed to make it as easy as possible for ad hoc or infrequent advertisers to send digital files safely and in a format which can be easily handled by the newspaper publisher.

MGN Advertisement Production Manager Alan Stalker explains the company's thinking on advertisement delivery: "At MGN, we want to offer appropriate choices to advertisers, to make submitting copy to us easy, efficient and – ideally – free of transmission charges. A large volume of advertising for MGN titles, particularly in the small, recruitment and classified sections, comes from one-off or occasional advertisers.

"Until now, they have sent their ads as hard copy or digitally on CD, via ISDN or as e-mail attachments, often to our sales teams, and in a variety of formats. Most of our advertisers are happy to be guided towards PDF ad creation, so we looked to Vio to devise a simple way for them to deliver ads while simultaneously completing an electronic copy instruction."

*mgn adNet* invites advertisers to register via [www.mgnadnet.com](http://www.mgnadnet.com). They simply complete some contact information, and then select whether they want to submit adverts to the Newspaper Products (Daily Mirror, Sunday Mirror, The People, Ticket or Sunday Mirror Homes & Holidays); Magazine Products (Take it Easy, Celebs on Sunday, We Love Telly!, TV Record); or the Sports division (Racing Post, Weekender, Racing & Football Outlook, Raceform Update).

The user can download specific profiles for any title, including column width information, and they are encouraged to use these profiles to create PDFs for submission to MGN.

To submit an ad, the registered user goes to *mgn AdNet* site, and clicks on the branded icon of the destination publication. This automatically opens a Vio Job Ticket for the relevant publication title, which the user completes with basic information which will accompany the file to MGN, such as the URN (Unique Reference Number) given to them at the time of booking, the publication date, and any special instruction. The sender simply attaches the relevant PDF file (*mgn adNet* will not permit any other type of attachment, or multiple attachments on single Job Tickets) and clicks 'Send'.

The system automatically assigns the Job Ticket and accompanying file a common reference number, which is emailed to the sender. This accompanies the file on its journey via the Vio server into MGN's asset management database, where it is automatically filed according to the destination publication, meaning any file can always be readily located.

Alan Stalker adds: "With the *mgn adNet* web portal, Vio has made sending an ad to us as easy as sending an email, but with some automatic controls to help eliminate potential glitches in the production process. The solution puts us in control of format and effectively 'embeds' the copy instruction in the file."

Vio automatically directs a duplicate file to MGN's *OneVision Asura* post-flight tool, which runs a comprehensive set of interrogative PDF checks on all files, identifying font problems, adjusting image resolutions, converting RGB and L\*a\*b\* colour to CMYK, resizing, cropping out unnecessary white space and optimising file sizes to reduce the burden on MGN's network.

Deputy Advertisement Production Manager Stephen Irving explains how *mgn adNet* works in tandem with *Vio AdExpress*: "*Vio AdExpress* is a great solution for advertisers who have some level of prepress knowledge, benefit from a fully trackable solution, and send sufficient volumes of advertising to justify the software set-up and regular subscription to the database of mechanical data.

"It's by far our preferred way of receiving ad files, because it helps advertisers do their job to our standards, without penalising them for volume. Files arriving through *Vio AdExpress* pass a range of built-in pre-flight checks against our own parameters before they arrive with us, helping towards more streamlined digital prepress production. The prepress partners who handle incoming colour ads for us - Keene Repro and Icon Reproduction - send their files via *Vio AdExpress*."

Alan Stalker summarises: "With the two Vio options for incoming copy, we're making rapid progress towards our aim of an all-digital ad workflow. Of over 1200 ads coming into the department every week, over 70% are digital, and we see this building steadily. In-house origination of ads is a very small proportion of our workload now. Our longer-term vision is one of a streamlined end-to-end process, from ad booking right through to production. We're following industry initiatives like AdsML closely, and are happy to be working with a partner like Vio who is at the cutting edge of this level of process integration."

Chairman of Vio Worldwide, Richard Horwood, concludes: "The *mgn adNet* project is a good example of how Vio is leading the field in changing the way newspapers receive, channel and process digital files. As a company, Vio has an innate understanding of the newspaper production environment, and decades of experience, which make us a natural partner to help media owners evolve and manage the unstoppable transition to an all-digital workflow."

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#### **About Vio Worldwide**

Vio offers a suite of software products, network provisioning and management expertise with 24x7 managed services for the intelligent distribution and collaborative management of advertising and digital media across the entire graphic arts supply chain, with guaranteed delivery. Serving the market need for automated and integrated workflows for digital ad delivery, online preflighting, ad composition, digital asset management and remote proofing and printing.

Vio chairs the Asset Transfer Committee of CIP4, leading the way in JDF solutions. Vio is also a member of the Steering Committees for both AdsML and SPACE/XML, the global advertising standards initiatives.

**[www.vio.com](http://www.vio.com)**

#### **About MGN Ltd**

MGN Ltd is a business of Trinity Mirror plc, the UK's largest newspaper publisher. It publishes the Group's UK Nationals: the Daily Mirror, Sunday Mirror and The People. MGN also handles ad production for Trinity Mirror's Sports division, whose titles include the Racing Post.

Trinity Mirror's portfolio of more than 500 media brands includes some 240 local and regional newspapers, five national newspapers and four sports titles, as well as over 60 websites and a variety of magazines, directories and exhibitions.

With its headquarters at Canary Wharf in London, the Group employs approximately 11,000 people in centres across the UK. Over the course of a week 20 million people read at least one Trinity Mirror newspaper (42.1% of the adult UK population). \*Source: JICREG/Telmar 2005

Issued on behalf of Vio Worldwide by AD Communications

#### **For further information, please contact:**

Chris Friend  
Vio Worldwide  
Tel: + 44 (0) 20 7427 2174  
Email: [cfriend@vio.com](mailto:cfriend@vio.com)

Shireen Shurmer/Silke Humphrys  
AD Communications  
Tel: + 44 (0) 1372 464470  
Email: [sshurmer@adcomms.co.uk](mailto:sshurmer@adcomms.co.uk)