



Vio represents U.S. publishers in the AAAA's ebiz for media Initiative

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It was announced today that Vio Worldwide, the digital supply chain company specializing in online advertising portals for publishers, is the sole supplier to the U.S. publishing community to be a 'Founding Gateway' in the AAAA's (the American Association of Advertising Agencies) ground-breaking 'ebiz for media' initiative.

Vio is representing the 'sell side' of print media advertising (i.e. the publishers) in the development of the ebiz for media Gateways – a new industry-wide system that will act as the secure electronic conduit for the seamless exchange of advertising business metadata between buy side systems (the advertisers, media buyers and advertising agencies) and sell side systems. Once established, this system will enable publishers for the first time to receive insertion orders directly out of media buying systems, digitally and without re-keying, avoiding costly booking and reconciliation errors: something publishers have long desired.

The Founding Gateways will first develop a set of specifications for the ebiz for media Gateways that will be circulated for controlled industry comment on their completion. Vio is also heavily involved in the ebiz for media technical workgroup that is developing the schema for the digital insertion orders, which will also be circulated for industry comment. The core of the ebiz for media schema for print media advertising is AdsML, in which Vio also plays a leading role.

"Vio is committed to making the secure exchange of digital insertion orders a reality, and quickly", said Alan Darling, Executive VP of Vio. "We will make it easy for publishers to benefit from the AAAA's ebiz for media initiative, and are delighted to be involved with this very important project. This initiative will help the industry free itself from the difficulties advertisers have in purchasing print media, by removing much of the unnecessary costs and wasted time associated with current processes."

"A digital advertising workflow is key to the competitiveness of print media in the future. The building block to streamlining the supply chain is standardization, enabling different systems to understand each other without having to re-key the same information. Making electronic insertion orders a reality is a great example of this. We appreciate Vio providing leadership and support to develop the specifications to automate our industry's business processes," said David Steinhardt, President and CEO of IDEAlliance.

"We applaud the efforts of all the publishers and the technology suppliers, including Vio Worldwide, who are actively moving the AAAA's ebiz for media initiative forward," added Anne Finn, Senior Vice President of the MPA (Magazine Publishers of America).

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About Vio Worldwide

Vio Worldwide provides solutions to streamline digital supply chains. Thousands of customers around the world depend on Vio: advertisers and their suppliers for automating ad creation, proofing and fulfillment; and publishers for automating their ad checking and reception. The tools to achieve this include: customer-facing service portals; automated ad and page composition; digital asset management; automated, remote preflighting solutions; color-managed soft proofing; standards-based integration of business and production systems, including insertion management and booking reconciliation; securely managed, tracked and automated online delivery; innovative network design and outsourced 24/7 network management. Vio Worldwide leads the way in technology standards, participating in XML standards-setting bodies for JDF, AdsML and ebiz for media.

With offices in the U.S., U.K., Israel and France and operating globally, Vio Worldwide is part of Leo Capital plc, a UK-based quoted company with around \$400 million in assets. For more information go to www.vio.com

About IDEAlliance

IDEAlliance (International Digital Enterprise Alliance) is a not-for-profit consortium that has been a leader in publishing and information technology since 1966. IDEAlliance advances specifications and best practices to enhance efficiency and speed information in all facets of publishing - creation, production, and distribution - digitally and in print. IDEAlliance represent a unique convergence of leading publishers, media companies, printers, and solution providers that work collaboratively in a cross-industry, user-driven, and open environment. The focus is to strategize, innovate, standardize, and implement solutions to real business challenges in publishing. For more information go to www.idealliance.org.