

Media Release

BCC AdSystems

BCC LAUNCHES THREE NEW MEDIA INTERFACES

March 10, 2008

Australia's leading independent advertising and media software company, BCC AdSystems today announced the launch of four new media interfaces.

The media interfaces have each been designed specifically for media benchmarking company Faulkner Media Management, digital marketing services company Facilitate Digital and television audience measurement and advertising information services company AGB Nielsen Media Research.

"Each of the media interfaces has been developed to help our mutual users work more efficiently and effectively" BCC AdSystems Managing Director (Media) Rob Landsberry said.

"The interfaces work as tightly integrated elements within **BCC media desktop**. They are all completely tailored to our clients' needs to help to improve their efficiency and increase productivity."

BCC has released a second generation of the interface for media benchmarking company **Faulkner Media Management**. FMM's services allow advertisers to benchmark their advertising spend and performance against other advertisers with similar target audiences. The improved interface allows the media buyer to specify booking types, with the information seamlessly exported with the advertiser's expenditure for analysis in Faulkner's tools – saving time and improving accuracy for the agencies and FMM.

BCC has also engaged global digital marketing technology provider Facilitate Digital to provide an internet booking import function. Media buyers will have the ability to import internet bookings through Symphony Media, Facilitate Digital's workflow solution. The Symphony Media platform will be the first to make such data available, eliminating the tedious task of re-keying bookings into multiple systems giving our clients the benefit of increased productivity, great accuracy and improved turnaround time.

BCC AdSystems has revised its media interface between AGB **Nielsen Media Research's** Arianna Bridge product and **BCC media desktop**. The **BCC media desktop** schedule's online interface to

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AGB Nielsen Media Research's Reach and Frequency engine has been streamlined so that users can initiate this functionality from a single screen. The new interface means users can save survey settings, allowing repeatable and consistent reach and frequency results. In addition, minute by minute ratings and reach and frequency data is now integrated with **BCC media desktop's** post analysis module.

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About BCC AdSystems

Established in 1978, BCC AdSystems is a privately owned company that specialises in the provision of software and business solutions for advertising agencies, media buying houses, media selling companies and associated organisations. With more than 130 clients in 13 countries, BCC AdSystems continues to consolidate its position as the market leader in Australia and build on its rapidly expanding client base throughout Asia.
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