



**NEWS RELEASE**

**FOR IMMEDIATE DISTRIBUTION**

**HULA MEDIA EXCHANGE ANNOUNCES LOUDNESS CONTROL AS STANDARD COMPONENT OF ITS VIDEO ADVERTISING DISTRIBUTION PROCESS**

***Video Broadcasters and Cable Networks Accepting HULA MX Video Deliveries Can Now Automatically Meet CALM Act Loudness Standard Set By The DTV Audio Group.***

**December 2, 2010—New York, NY**—Hula Media Exchange (HULA MX), the broadcast advertising distribution pioneer, today announced that local and network broadcasters and cable outlets will automatically receive all video advertising spots delivered by HULA MX with loudness adjusted to -24LKFS, the targeted dial norm standard set by the DTV Audio Group.

Loud commercials have become an increasingly problematic issue for broadcasters and viewers alike. The CALM Act (Commercial Audio Loudness Mitigation), sponsored by Representative Anna Eshoo of California, seeks to regulate the audio loudness for television commercials. The bill passed a House vote in December, 2009 and a Senate vote (H.R. 1084) on September 29, 2010. A “compliance” amendment tacked on by the Senate but not appearing in the House version means a slightly longer delay working out the differences between the two versions, but passage into law is generally anticipated.

“We’re really helping broadcasters and cable networks alleviate a growing problem, without any additional cost or equipment investment on their part,” said Roger Cucci, HULA MX Vice President of Engineering. “When they receive video spots from Hula Media Exchange, the loudness has already been adjusted as part of our standard encoding process.”

As many television viewers know, broadcast volumes vary widely from commercial to commercial, program to commercial, and channel to channel. While the CALM Act seeks to mandate broadcaster regulation of audio volume to a predetermined standard, Hula Media Exchange has joined with the industry to voluntarily adopt the standards defined by the ATSC (Advanced Television System’s Committee) and the DTV Audio group by implementing Recommended Practice A/85: Techniques for Establishing and Maintaining Audio Loudness for Digital Television.

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