



## Avid and CBC/Radio-Canada Renew Multiyear Enterprise Support Agreement

July 24, 2018

### CBC secures predictable costs in support of its TV, mobile, web and radio content production

BURLINGTON, Mass., July 24, 2018 (GLOBE NEWSWIRE) -- [Avid](#)<sup>®</sup> (Nasdaq:AVID), the leading technology provider of software tools and platforms that power the media and entertainment industry, today announced that it has entered a multiyear support renewal agreement with Canada's national public broadcaster [CBC/Radio-Canada](#). The five-year agreement will enable its production teams to stay current with the latest versions of Avid software, while ensuring predictable support costs across the CBC/Radio-Canada organization, which helps with fiscal planning.

CBC/Radio-Canada operates 27 television stations, 82 radio stations, 11 foreign bureaus, seven specialty television channels, and Canada's only nationwide radio network and international service—all of which are integrated with multiple websites. A longtime Avid customer, the company relies on the [Avid MediaCentral](#)<sup>®</sup> platform as the foundation for its news production as well as post production for its original programming. It has one of the world's largest [MediaCentral | Newsroom Management](#) installations.

"We've had several multiyear support agreements with Avid over the past eight years," said Scott Stewardson, Executive Director, Production Solutions Media Technology and Infrastructure Services (MTIS) at CBC/Radio-Canada. "Based on the success of these previous agreements, we decided to increase the term of this latest agreement to five years. Having this support in place will enable us to improve efficiency and have predictable support costs when transitions occur. This will enable our production teams to deliver compelling mobile, web, radio, or television content using the most advanced software available."

"Ensuring that all production teams are using the latest versions of software can be a big headache for large media organizations," said Tom Cordiner, Senior Vice President of Global Sales at Avid. "This multiyear agreement provides CBC/Radio-Canada with the ongoing support and software upgrades its needs to function as a modern media organization and continue to bring audiences its unique Canadian perspective on news and current affairs."

#### About Avid

Avid delivers the most open and efficient media platform, connecting content creation with collaboration, asset protection, distribution, and consumption. Avid's preeminent customer community uses Avid's comprehensive tools and workflow solutions to create, distribute and monetize the most watched, loved and listened to media in the world—from prestigious and award-winning feature films to popular television shows, news programs and televised sporting events, and celebrated music recordings and live concerts. With the most flexible deployment and pricing options, Avid's industry-leading solutions include [Media Composer](#)<sup>®</sup>, [Pro Tools](#)<sup>®</sup>, [Avid NEXIS](#)<sup>®</sup>, [MediaCentral](#)<sup>®</sup>, [iNEWS](#)<sup>®</sup>, [AirSpeed](#)<sup>®</sup>, [Sibelius](#)<sup>®</sup>, [Avid VENUE](#)<sup>™</sup>, [FastServe](#)<sup>™</sup>, [Maestro](#)<sup>™</sup>, and [PlayMaker](#)<sup>™</sup>. For more information about Avid solutions and services, visit [www.avid.com](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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