UNITED STATES SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): November 18, 2014

AVID TECHNOLOGY, INC.

(Exact Name of Registrant as Specified in Its Charter)

Delaware (State or Other Jurisdiction of Incorporation) 1-36254

04-2977748 (I.R.S. Employer Identification No.)

(Commission File Number)

75 Network Drive, Burlington, Massachusetts 01803 (Address of Principal Executive Offices) (Zip Code)

(978) 640-6789

(Registrant's Telephone Number, Including Area Code)
Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:
Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01 Regulation FD Disclosure

Following the successful restatement of its financial statements, the Company has recently become current again with its ongoing reporting obligations under the Securities Exchange Act of 1934, as amended (the "Exchange Act"). It is now planning several one-on-one and small group meetings to make a more direct connection with its investors to share its vision on the industry and Avid's opportunity for value creation. In anticipation of these meetings, on November 18, 2014, the Company has posted on the Avid investor relations website page a presentation deck which may be used in such meetings.

Limitation on Incorporation by Reference. The information furnished in this Item 7.01 and the exhibit relating thereto, shall not be deemed "filed" for purposes of Section 18 of the Exchange Act or otherwise subject to the liabilities of that section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such a filing.

Cautionary Note Regarding Forward-Looking Statements. Except for historical information contained in this Form 8-K and the presentation deck attached as Exhibit 99.1 hereto, the Form 8-K and presentation deck contain forward-looking statements that involve certain risks and uncertainties that could cause actual results to differ materially from those expressed or implied by these statements. Please refer to the cautionary notes in the presentation deck regarding these forward-looking statements.

Item 9.01. Financial Statements and Exhibits.

The following exhibit relating to Item 7.01 shall be deemed to be furnished, and not filed:

d) Exhibits.

Exhibit Number

Description

99.1*

Presentation Deck dated November 18, 2014

[*Document furnished herewith]

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AVID TECHNOLOGY, INC.

(Registrant)

Date: November 18, 2014

By: \(\frac{(s/\) John W. Frederic}{1} \)

By: <u>/s/ John W. Frederick</u>
Name: John W. Frederick
Title: Executive Vice President, Chief Financial Officer and Chief Administrative Officer



Safe Harbor & Non-GAAP Measures

The information provided in this presentation and the accompanying slides includes forward-looking statements that involve risks and uncertainties, including statements about our anticipated plans, objectives, expectations and intentions. Such statements include, without limitation, statements regarding our recently filed financial statements or other information included herein based upon or otherwise incorporating judgments or estimates relating to future performance such as future earnings, bookings, backlog and free eash flow, our future strategy and business plans; our product plans, including products under development, such as Avid Everywhere; and our objective to obtain relisting on the NASDAQ Stock Market and to have our shares of common stock trade on that market. These forward-looking statements are based on current expectations as of the date this presentation was given and subject to known and unknown risks and uncertainties that could cause actual results to differ materially from this expressed or implied by such statements, including but not limited to the effect on our sales, operations and financial performance resulting from; the identified material weaknesses in our internal control over financial reporting; the delicting of our stock from NASDAQ; the previously disclosed ongoing SEC and material weaknesses in our internal control over financial reporting; the delicting of our stock from NASDAQ; the previously disclosed or and possibility of thref legal proceedings adverse to our company resulting from the restatement or related matter; the costs associated with the restatement; as well as our ability to have our charges our company resulting from the restatement or related matter; the costs associated with the restatement; as well as our ability to have our ordinate product development plans; competitive factors, shirtly of losses; fucultuations in our revenue, based on, among other things, our performance in particular geographies or markets, fluctuations in foreign currency exchange rates

For an explanation of the operational metrics and non-GAAP measures used herein, as well as a reconciliation of the non-GAAP measures to the closes comparable GAAP measure, please see our previous fillings with the SEC, including our current reports on Form 8-K filed on September 12, 2014; October 20, 2014; and Nuvember 12, 2014 on the exhibits thereto.

AVID



Strong Position in High-Growth Markets With Attractive Economics

Proven and trusted provider of high-value, essential solutions to a broad range of customers in large and growing media market

- Customer relationships across every major media segment, including almost all of the major film studios, leading international news networks, largest station groups, music recording studios and live venues
- Broad global reach and distribution capabilities (over 50% of our revenue from outside the Americas, presence in over 140 countries)
- Emotionally engaged client community
 Independent professional segment : large and untapped market

Attractive economics: high margins, low capital intensity, scalable operating model, improving cash flow

• Acceleration of higher-margin, higher-growth products

• Platform allows for highly leveragable development model with faster product introduction

- Growing revenue backlog with higher proportion of recurring revenue
 Efficient, flexible capital structure
- Significant progress reducing operating costs with room to improve

Platform-oriented solutions solve the most critical pain points in an evolving industry in a unique and compelling way with greater flexible deployment and pricing choices

• Avid Everywhere allows customer to reduce costs through simplifying inter-operability.

- simplifying inter-operationity

 Participation across the value chain from creation to distribution, providing access to incremental customer wallet share at a time of increasing operating pressure

 A more integrated, more lexible approach that also creates multiple new revenue opportunities for Avid

- Experienced management team has demonstrated progress on executing on transformational strategy
 Completed inherited highly complex and disruptive restatement process while still executing on strategy
 Reversed prolonged trend of increasing losses and bookings decline
- Achieving financial targets, on track to meet 2014 revenue and EBITDA guidance of \$535 million and \$64 million, respectively

Strong Progress on Early Stages of Transformation with Large Opportunity Ahead







Significant Room for Growth Opportunity to both gain share in segments Avid currently operates and expand into higher growth areas Projected Multi-Year CAGRs of Sub-Segments Media Technology Spend in 2013: \$54.48 Mananing Models 16 Sp. CAGR, 93.88 Mananing Models 1

Unparalleled global, product and customer breadth and reach

Geography

Segment

Avid participates in 6 of 8 product market segments identified in IABM's Global Market Valuation & Strategy Report, an analysis of the value of products and services sold into professional media contexts

Broad and diverse distribution channels:

- ✓ Sales into over 140 countries
- ✓ Over 50% of revenue originates outside of Americas
- ✓ More than 600 channel partners globally

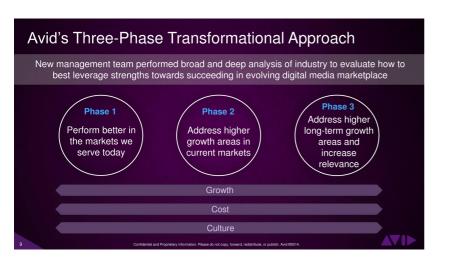


Significant purchasers of Avid solutions in the last twelve months:

- ✓ 6 of 6 ... of the major film studios
- ✓ 8 of 10 ... of the leading international news networks
- ✓ 12 of 15 ... of the largest station group owners
- √ About 70% of today's music is created using Avid products

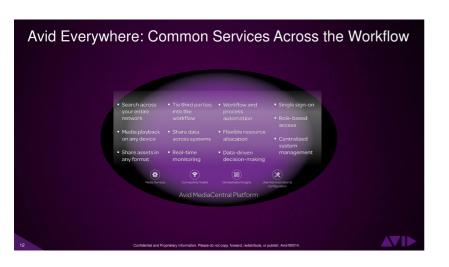
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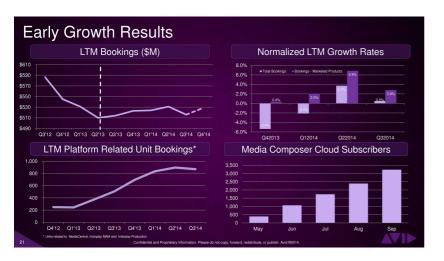
Differentiated Platform Addresses Evolving Customer Needs			
Collaboratively Create High-quality Content	Avid Everywhere delivers best-in-class creative tools in an efficient and powerful collaborative workflow with flexible pricing models delivered on–premise or in a cloud-based environment.		
Distribute Across Multiple Channels and Devices	The platform offers the flexibility to deliver rich content across diverse channels and devices from a single integrated platform.		
Ensure Efficiency and security	Benefits of global integrated model that contains embedded security elements to protect rich content assets that are unique to the media industry.	(a)	
Maximize Asset value	Avid optimizes media asset value by protecting the asset and tagging metadata to utilize downstream during distribution and monetization, whether through ad insertion, rights management, analytics, etc.	E	
	Confidential and Proprietary Information. Please do not copy, forward, redistribute, or publish. Avid 60014.		

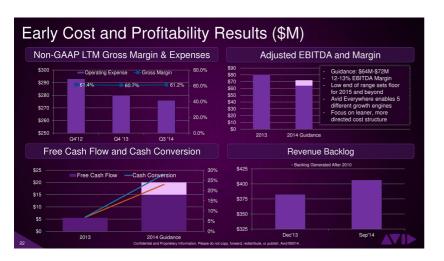
The Avid Advantage Substantial potential to improve effectiveness of platform for our customers with enhanced service offerings on a more efficient delivery model **Customer Care Professional Services** Education Drive efficiency Increase revenue with new Transform revenue model service offerings Reduce case closure time Increase certification and Improve delivery quality Flexible support options recertification rates Develop packages to drive Avid Everywhere adoption and pricing Develop training content to support Avid Everywhere **Drive Delivery Costs Down** Revenue Opportunity Revenue Opportunity Our differentiated services which span the length of the production process, providing unique access and opportunities in \$21B and growing service market.

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Avid Customer Association—Industry Leadership Collaboration **A collaborative media industry network established by Avid, run by and for our customers **A collaborative media industry network established by Avid, run by and for our customers **A collaborative media industry network established by Avid, run by and for our customers **The Executive Board members represent some of the most influential industry leaders **The Executive Board members comprise 6 strategic advisory councils **The Executive Board members comprise 6 strategic advisory councils **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **The Executive Board members represent some of the most influential industry leaders **T







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Focus on a leaner, more directed cost structure enabled by common platform architecture

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 Product rationalization
 Labor arbitrage and facility rationalization
 Clear focus on ROI supported investments Labor arbitrage and facility rationalization

Revenue

Adjusted EBITDA has hit a floor and we expect margins to expand



Strategic M&A Amplifies Opportunities Leverages the Platform Provides New

- Achieve above-market synergies by consolidating all that is common onto the Platform
- Accelerate revenue by cross-selling target's solutions through the expanding footprint of the Platform

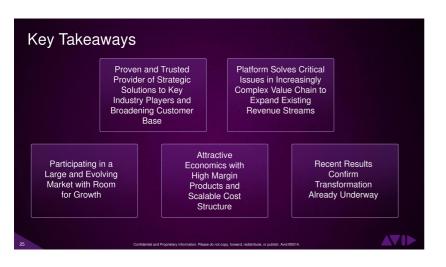
Distribution

- Expand deployment of the Platform and ability to cross-sell Avid products to new customers
- Consolidate customer base in target markets and further position Avid as the lowest cost distributor of services to all segments that it serves

Adds a New Anchor for Growth

- Contributes compelling adjacent market opportunities through differentiated technology and/or new, high-growth customer segments
- Exploit cross-sell opportunities with new anchor products





Strong Position in High-Growth Markets With Attractive Economics

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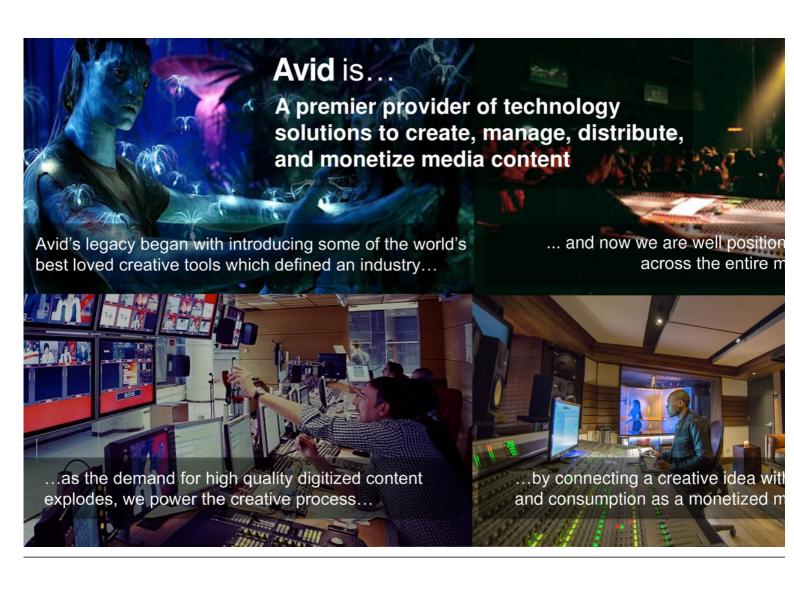
November 2014

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Strong Progress on Early Stages of Transformation with Large Opportun

4

Participating in a Large and Evolving Market

Traditional Value Chain

Increasingly Complex and Evolving Value Chain

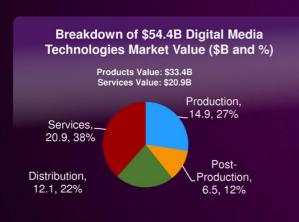
Fusing of Creative and Monetization Ends of Value Chain

Opportunities for Metadata Measurement and Analysis

Heavily Fragmented Vendor Landscape

Production Post-Production

New Media Value Chain





*Other includes: non-related hardware and software, internal services, telecommunication, and IT services such as consulting, development and integration, hardware maintenance and support, IT management, process management, software support
Sources: Gartner for IT spending, Frost, IABM, NAMM, Technavio, IBIS, Avid, and PwC estimates for Digital Media technology market

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Pre-Production

Media Organizations' Key Strategic Needs



Distribute
Across channels
and devices



Ensure Efficiency and security

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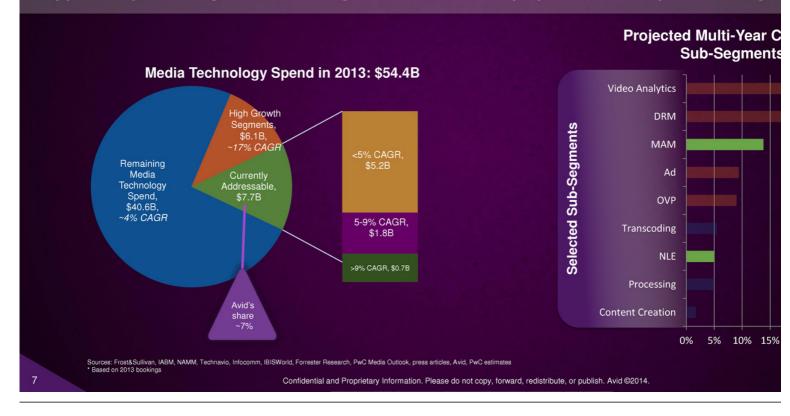
Collaboratively Create

High-quality Content

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- ✓ 12 of 15 ... of the largest station group
- ✓ About 70% of today's music is created u products

2

Avid's Three-Phase Transformational Approach

New management team performed broad and deep analysis of industry to evaluate best leverage strengths towards succeeding in evolving digital media marks

Phase 1

Perform better in the markets we serve today

Phase 2

Address higher growth areas in current markets

Phase 3

Address high long-term gro areas and increase relevance

Growth

Cost

Culture

Transformational Pillars



AvidEverywhere The Avid Advantage

Customer Ass

- Faster new product introduction
- Improved cross selling
- Participate in higher growth
- Lower cost deployment
- Scale to all segments

- Improved service model more efficient and targeted delivery
- Increase revenue
- Improve relationships

- Increased comi engagement
- Improved return investment
- Greater market



OUR VISION FOR THE MEDIA INDUSTRY.

A platform for sustained business that **connects** content creation with distribution and monetization.

Avid Everywhere: Common Services Across the W

 Search across your entire network

on any device

Share assets in

any format

The third partification into the workflow

Real-time

monitoring

- process
 automation
- Flexible resource
- Data-driven decision-making
- Single sign-on
- Role-based access
- Centralized system management



Media playback
 Share data







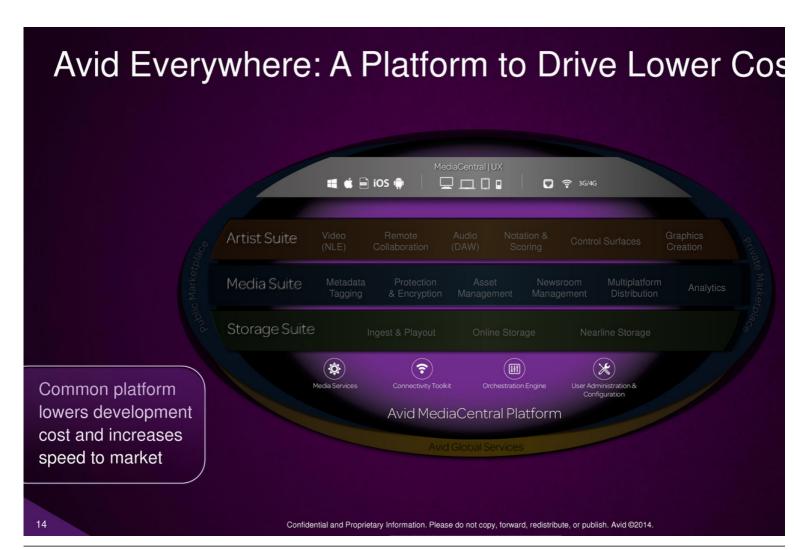


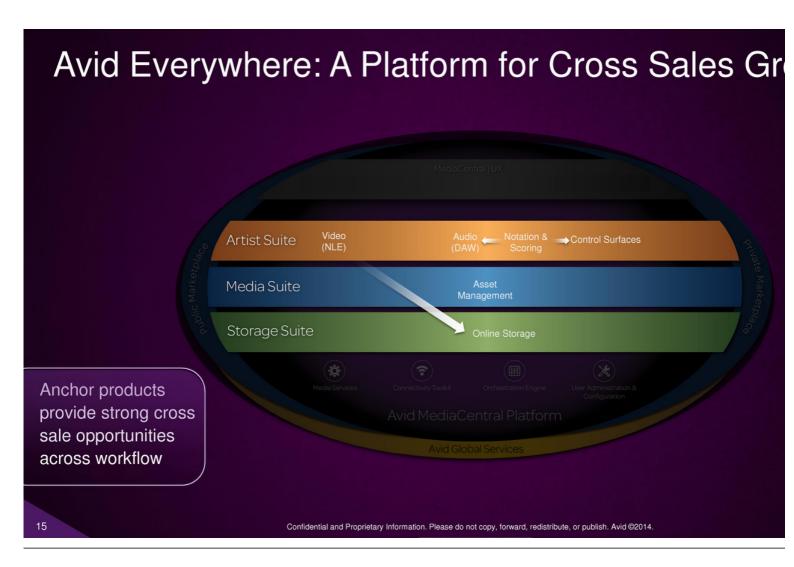
Avid MediaCentral Platform

Avid Everywhere-Our Vision for the Media Indus 💶 💰 🖹 iOS 🖷 \Box \Box \Box Graphics Creation Video (NLE) Metadata Asset Management Media Suite Protection Newsroom Multiplatform Analytics Management Tagging Distribution Storage Suite Ingest & Playout Nearline Storage X (7) Avid MediaCentral Platform

13

Avid Global Services







Differentiated Platform Addresses Evolving Customer

Collaboratively Create High-quality Content	Avid Everywhere delivers best-in-class creative tools in an efficient and powerful collaborative workflow with flexible pricing models delivered on–premise or in a cloud-based environment.
Distribute Across Multiple Channels and Devices	The platform offers the flexibility to deliver rich content across diverse channels and devices from a single integrated platform.
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The Avid Advantage

Substantial potential to improve effectiveness of platform for our customers with enhalogous offerings on a more efficient delivery model

Customer Care

- Drive efficiency
- Reduce case closure time
- Flexible support options and pricing

Drive Delivery Costs Down

Professional Services

- Increase revenue with new service offerings
- Improve delivery quality
- Develop packages to drive Avid Everywhere adoption

Revenue Opportunity

Educa

- Transform rev
- Increase certification
- Develop traini support Avid E

Revenue Op

Our differentiated services which span the length of the production process, provid access and opportunities in \$21B and growing service market.

Avid Customer Association-Industry Leadership Coll



Innovation, Strategy and Technology Berklee College of Music



SVP Olympic Engineering & CTO NBC Sports Group



SVP of Media Technology and Development Turner Broadcasting



Senior Vice President

Communications Inc.





Director of ology and Technical



Technology and





Editor



Technology The Walt







- A collaborative media industry net by Avid, run by and for our custon
- 17 Executive Board members rep the most influential industry leade
- 120 additional customers compris advisory councils
- 1,300 members in first 9 months since inaugural gathering in April
- 20% of our bookings generated b represented on our ACA Board
- 107 events held across 5 contine leaders to harness the collective emotionally engaged community





EVP of Technology and Production ZDF German Television



Operations and Technology CBC English Services CBC/Radio-Canada

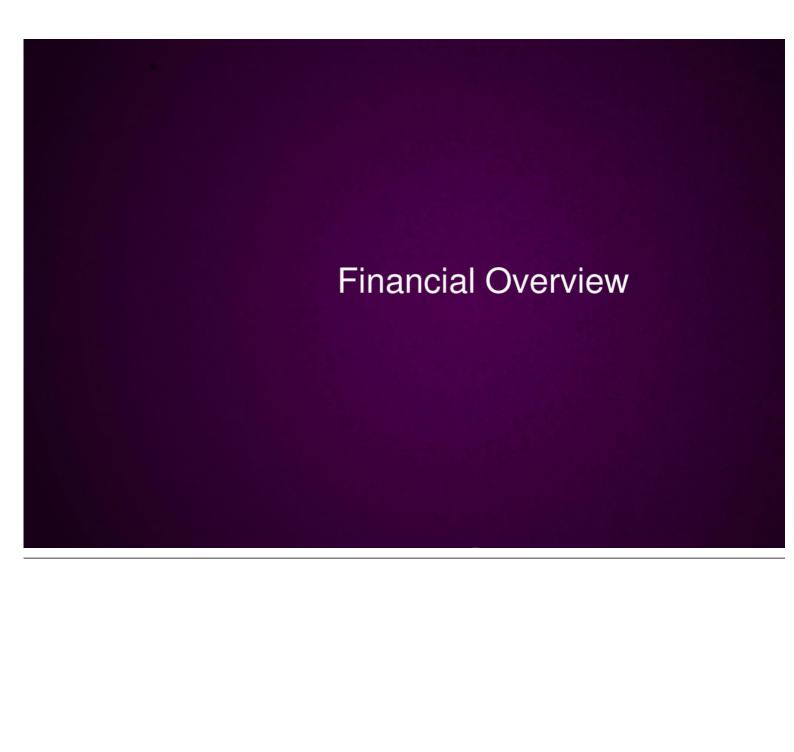


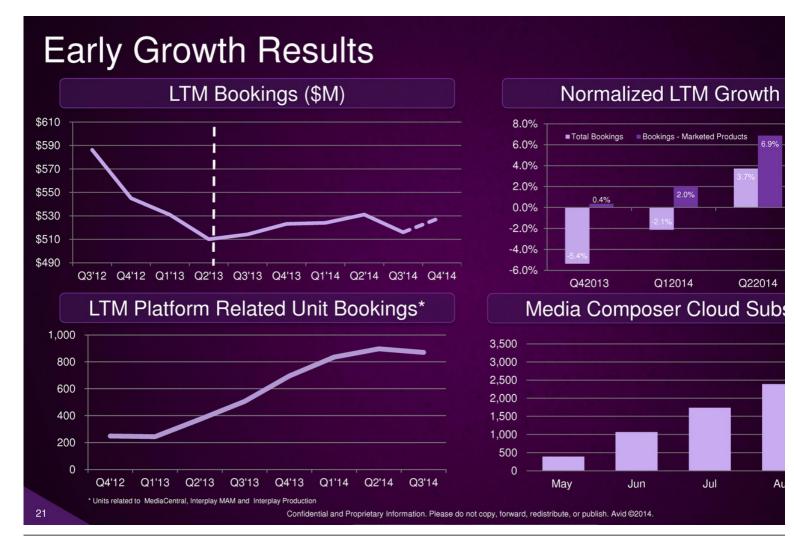


Operations Universal Music

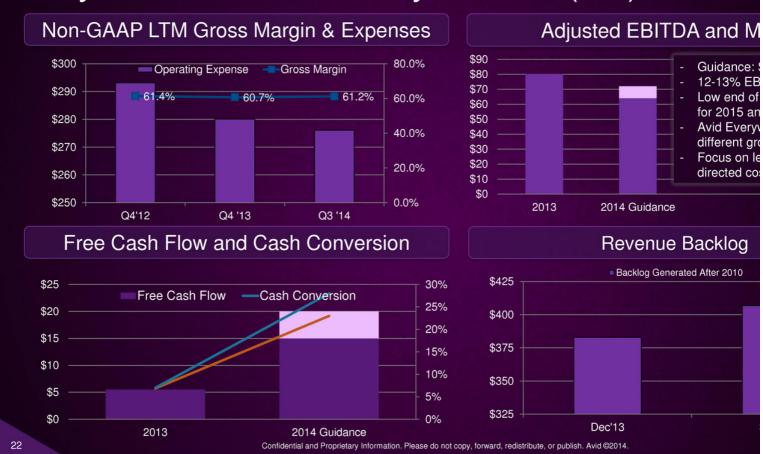
Group

Operations & Engineering
ABC Television Network





Early Cost and Profitability Results (\$M)



Growth and Visibility on a Scalable Operating Model

Revenue

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Costs

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- Lower development cost
- Product rationalization
- Indirect procurement

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23

Strategic M&A Amplifies Opportunities

Leverages the Platform

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Provides New Distribution

- Expand deployment of the Platform and ability to cross-sell Avid products to new customers
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Adds a N Anchor for

- Contributes of adjacent mark opportunities differentiated and/or new, h customer seg
- Exploit crossopportunities anchor product

24

Key Takeaways

Proven and Trusted
Provider of Strategic
Solutions to Key
Industry Players and
Broadening Customer
Base

Platform Solves Critical Issues in Increasingly Complex Value Chain to Expand Existing Revenue Streams

Participating in a
Large and Evolving
Market with Room
for Growth

Attractive
Economics with
High Margin
Products and
Scalable Cost
Structure

Recent Res Confirm Transformat Already Unde

25

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