

☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>JACKS ETHAN E</u> (Last) (First) (Middle) <u>86 CONCORD STREET</u> (Street) <u>WESTON MA 02493</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>AVID TECHNOLOGY INC [AVID]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>SVP Business Development &</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>07/29/2003</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	07/29/2003		M		15,000	A	\$11.875	15,200	D	
Common Stock	07/29/2003		S		300	D	\$46.36	14,900	D	
Common Stock	07/29/2003		S		900	D	\$46.35	14,000	D	
Common Stock	07/29/2003		S		99	D	\$46.34	13,901	D	
Common Stock	07/29/2003		S		600	D	\$46.22	13,301	D	
Common Stock	07/29/2003		S		100	D	\$46.21	13,201	D	
Common Stock	07/29/2003		S		1,000	D	\$46.2	12,201	D	
Common Stock	07/29/2003		S		200	D	\$46.15	12,001	D	
Common Stock	07/29/2003		S		200	D	\$46.11	11,801	D	
Common Stock	07/29/2003		S		2,601	D	\$46.1	9,200	D	
Common Stock	07/29/2003		S		1,499	D	\$46.08	7,701	D	
Common Stock	07/29/2003		S		300	D	\$46.06	7,401	D	
Common Stock	07/29/2003		S		1,400	D	\$46.01	6,001	D	
Common Stock	07/29/2003		S		1,100	D	\$46	4,901	D	
Common Stock	07/29/2003		S		100	D	\$45.99	4,801	D	
Common Stock	07/29/2003		S		100	D	\$45.96	4,701	D	
Common Stock	07/30/2003		S		100	D	\$45.95	4,601	D	
Common Stock	07/29/2003		S		300	D	\$45.9	4,301	D	
Common Stock	07/29/2003		S		100	D	\$45.89	4,201	D	
Common Stocl	07/29/2003		S		100	D	\$45.88	4,101	D	
Common Stock	07/29/2003		S		100	D	\$45.86	4,001	D	
Common Stock	07/29/2003		S		100	D	\$45.85	3,901	D	
Common Stock	07/29/2003		S		200	D	\$45.83	3,701	D	
Common Stock	07/29/2003		S		100	D	\$45.82	3,601	D	
Common Stock	07/29/2003		S		100	D	\$45.81	3,501	D	
Common Stock	07/29/2003		S		100	D	\$45.8	3,401	D	
Common Stock	07/29/2003		S		200	D	\$45.79	3,201	D	
Common Stock	07/29/2003		S		100	D	\$45.78	3,101	D	
Common Stock	07/29/2003		S		200	D	\$45.75	2,901	D	
Common Stock	07/29/2003 ⁽²⁾		S		100	D	\$45.73	2,801	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Non-Qualified Stock Option (right to buy)	\$11.875	07/29/2003		M			15,000 ⁽¹⁾	10/26/2000	04/26/2010	Common Stock	15,000	\$0	37,497	D	

Explanation of Responses:

1. Twenty-five percent of the option becomes exercisable on the date listed in the "Date Exercisable" column; the remaining seventy-five percent becomes exercisable in three equal bi annual installments thereafter.
2. This is the first of two Forms 4 filed by the reporting person on the same date.

Remarks:

Ethan E. Jacks

07/31/2003

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.