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AMC Networks International - Central Europe Adopts Avid Everywhere to Create and Distribute Programming

Leading Global Broadcaster Deploys the Avid MediaCentral Platform to Create, Manage, Distribute, and Monetize Content

BURLINGTON, Mass., Oct. 28, 2014 (GLOBE NEWSWIRE) -- Avid® (OTC:AVID) today announced that AMC Networks International - Central Europe has embraced [Avid Everywhere](#)™ by implementing a full content creation to distribution workflow powered by the [Avid MediaCentral Platform](#).

Headquartered in Budapest, Hungary, AMC Networks International - Central Europe (AMCNI-Central Europe) produces thousands of hours of original sports, news and entertainment programming for millions of viewers in the Central European region. It also distributes acquired content across its network of internationally branded channels, including AMC and Sundance Channel.

To stay ahead of its competition, AMCNI-Central Europe wanted to accelerate its processes for creating, accessing and distributing content, while also reducing operational costs. Gábor Nádasdi, Chief Technical Officer at AMCNI - Central Europe, commented: "To help us access, distribute and monetize our media more efficiently across our network of channels and regions, we required a workflow that was flexible and scalable enough to meet these commercial and operational demands."

He continued: "By adopting Avid Everywhere we're ensuring our production teams in the field and at our facilities are operating as efficiently as possible to prepare our content for distribution as quickly as possible. Avid is the only company that offers the complete package of enterprise-level solutions that meet our business requirements."

AMCNI-Central Europe's latest investment, installed by local Avid partner Snitt Studio, comprises industry-leading solutions from the Avid [Media Suite](#) and [Storage Suite](#), including [Avid MediaCentral | UX](#), the cloud-based, web front-end to the Avid MediaCentral Platform. With MediaCentral | UX production staff can connect to AMCNI's existing [Interplay® | Production](#) system from any PCs or MACs, meaning staff can log and edit remotely while at the same time freeing up valuable edit suites for more creative tasks. This remote production model ultimately enables more staff to simultaneously create higher volumes of content ready for approval and distribution across the network.

Additionally, with Media Suite modules such as [Interplay | Archive](#), AMCNI- Central Europe now has complete visibility into its media asset archives, making them easier to find, access, modify, repurpose and monetize.

"In today's high-pressured media production environment, broadcasters are continuously looking for more powerful and efficient ways to create and manage the growing volume of media assets, and gain more value from them," said Tom Cordiner, vice president, international sales at Avid. "By embracing Avid Everywhere, AMCNI-Central Europe will now have the leading-edge collaboration and media management capabilities they need, all powered by the industry's most open, flexible and integrated platform."

About Avid

Through [Avid Everywhere](#)™, Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption for the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, music recordings, and television shows, to live concerts and news broadcasts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#); or subscribe to [Avid Blogs](#).

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About AMC Networks International - Central Europe

AMC Networks International - Central Europe, an operating unit of AMC Networks International, is a leading international company in the field of broadcasting and distribution of thematic television channels with a focus on the Central and Eastern European market. The current AMC Networks International - Central Europe portfolio includes 12 television brands in 4 genres, sport: Sport1, Sport2, SportM, kids: Minimax, Megamax, infotainment: Spektrum, TVPaprika, Spektrum Home and film: AMC, Sundance Channel, Film Mánia and Film Café. The channels are programmed for local audiences, languages and markets, and are available on numerous platforms including HD, on demand and mobile devices.

AMC Networks International (AMCNI), the global division of AMC Networks, delivers entertaining and acclaimed programming that reaches subscribers in more than 140 countries and territories, including Africa, Asia, Europe and Latin America. AMCNI consists of global brands, Sundance Channel and AMC, as well as popular, locally recognized channels in various programming genres. For more information, visit: www.amcnetworks.com/amcni

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