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Rogers Sportsnet Reaches #1 Ratings with Avid Everywhere

Avid TD Control video wall control system enables Rogers Sportsnet to deliver captivating visual content, increase production speed by 50%, and achieve #1 ratings

LAS VEGAS, April 16, 2016 (GLOBE NEWSWIRE) -- **NAB (Booth #SU902)- [Avid®](#)** (NASDAQ:AVID) today announced that Rogers Sportsnet, the leading Canadian sports broadcaster, implemented an Avid [TD Control](#) video wall control system to improve visual production quality, accelerate workflows, and reach the widest possible audience. Thanks to the openness of the [Avid MediaCentral™ Platform](#), the new state-of-the-art Avid graphics workflow enables Sportsnet to efficiently deliver the highest-quality sports content, helping the network to earn top ratings among sports broadcasters in Canada.

Sportsnet recently gained the exclusive broadcast rights to National Hockey League (NHL) broadcasts in Canada. To make the most of this opportunity, Sportsnet decided to build a new 10,000 square foot studio that includes an array of 55 video screens. Using TD Control, Sportsnet operators can control the video screens and perform complex tasks with ease. Furthermore, creative teams can adapt to changing storylines during a game with greater speed and efficiency, and deliver updated content in 50% less time.

"Any opportunity to simplify and make our work easier is important, and it doesn't get any easier than TD Control," said Dwayne Brown, director of Creative Technology and Implementation at Rogers Sportsnet. "[Avid Everywhere™](#) has helped us become the number one sports broadcaster in Canada. We are now able to tell stories with higher production quality, which puts us ahead of our competition."

Sportsnet also uses TD Control to drive sophisticated augmented reality programming, which allows the creative team to deliver stories in the most creative and interesting way possible. For example, to help viewers understand how a major hockey play unfolded, Sportsnet recently used TD Control to transform their studio space into a virtual hockey arena, complete with crowd, players and puck. This allowed presenters to demonstrate the action from a player's perspective, bringing an unprecedented level of production quality to the broadcast.

"Today's sports entertainment market is extremely competitive, so it's important for sports broadcasters to produce captivating visual content that helps them attract more viewers and stand out from the competition," stated said Ofir Benovici, senior director of Broadcast Product Management at Avid. "By leveraging the power of cutting-edge Avid Everywhere graphics workflows, Rogers Sportsnet is able to deliver captivating visual content, streamline its production workflow, and gain top broadcast ratings in Canada."

About Rogers Sportsnet

Rogers Sportsnet is a leading sports broadcaster in Canada. The network produces a wide range of sports content across multiple platforms, and owns the exclusive broadcast rights for the National Hockey League in Canada.

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. Media organizations and creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today's most celebrated music recordings and live concerts. Industry leading solutions include Avid NEXIS™, Pro Tools®, Media Composer®, ISIS®, Interplay®, ProSet and RealSet, Maestro, PlayMaker, 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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