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Sinclair Broadcast Group Adopts Avid Everywhere to Increase Enterprise-Wide Content Production and Efficiency

Largest Television Station Operator in the US to Implement Consistent News Production and Distribution Workflows Across Its Network With the Avid MediaCentral Platform

BURLINGTON, Mass., Aug. 4, 2015 (GLOBE NEWSWIRE) -- Avid® (Nasdaq:AVID) today announced that Sinclair Broadcast Group, the largest television station operator in the United States, is updating its production facilities and implementing end-to-end workflows with the Avid MediaCentral™ Platform. Building on Sinclair's long partnership with Avid, with this new initiative Sinclair aims to unify production teams across its massive network of 62 news producing stations.

"Sinclair faces the same challenges that many broadcasters today share, including disconnected workflows, disparate vendors, and operational inefficiency," said Jeff Rosica, senior vice president, Worldwide Field Operations, Avid. "By embracing Avid Everywhere™, Sinclair is aligning stations in dozens of different markets around a consistent set of core workflows that will enable them to enhance collaboration and share media assets, so they can efficiently produce more content, more quickly, across its entire network."

Although the needs of stations across the Sinclair network vary greatly, the flexibility of Avid Everywhere enables the organization to use a plug and play system model that can be scaled and adapted as appropriate for the size of each station.

Sinclair's new core workflow consists of:

- Dynamic news content creation and distribution, and efficient, collaborative newsroom management, with iNEWS®
- Highly scalable shared storage with ISIS® shared storage
- Automated production asset management with Interplay® | Production
- Access to workflows from any browser or mobile device with Avid MediaCentral | UX, the cloud-based, web front-end to the MediaCentral Platform, letting Sinclair's editors across organization collaborate and share content using the same workflows.
- AirSpeed® video servers for cost-efficient play to air capability

"Consistency is very important to our organization, and Avid Everywhere provides us with the same workflow across all of our stations," said Don Roberts, Director of Television Systems at Sinclair Broadcast Group. "Now, we can create more high-quality content using the same number of team members, scale our workflows based on the best practices for newscasts, and increase productivity across the entire network."

Through a combination of hands-on training and customer support, the Avid Global Services team is helping Sinclair easily move to the new workflows so they can continue to deliver news with no break in production.

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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