



August 5, 2014

CBC/Radio-Canada Adopts Avid Everywhere for Efficient, Organization-Wide Production and Asset Management

Avid MediaCentral Platform at the Heart of Ambitious Initiative to Improve Operational Efficiency Across Mobile Apps, Websites, and 159 Radio and Television Stations

BURLINGTON, Mass., Aug. 5, 2014 (GLOBE NEWSWIRE) -- [Avid®](#) (OTC:AVID) today announced that CBC/Radio-Canada is the latest global broadcast leader to put the [Avid Everywhere™](#) vision at the heart of its operations, adopting the [Avid MediaCentral Platform](#) to power more efficient production and storage of media content within Canada and around the world.

By enabling a common content platform for CBC/Radio-Canada across mobile, web, radio, and television services, the MediaCentral Platform provides the foundation for completely streamlined media production operations. Leveraging proven and trusted solutions from the [Avid Media Suite and Storage Suite](#), the organization will streamline CBC/Radio-Canada's workflows and automate processes for the organization's mobile applications, websites, 132 radio stations, 27 television stations, and foreign bureaus, in both English and French.

CBC/Radio-Canada's adoption of the Avid MediaCentral Platform will bring to life the Avid Everywhere vision for connecting media enterprises with audiences in more powerful, collaborative, efficient, and profitable ways. For example, Avid Interplay® | MAM, a key solution in the Storage Suite, provides a single, integrated archive platform for media management. The new system will replace more than 20 legacy archive collections at CBC/Radio-Canada, and promises to enhance operational efficiency across the entire organization.

"The Avid Everywhere vision, with its focus on helping media organizations achieve efficiencies and enable better collaboration, is a key enabler of our own vision to modernize our organization in order to bring us closer to our audiences," said Fred Mattocks, General Manager - Media Operations and Technology, English Service CBC/Radio-Canada. "With MediaCentral Platform and Interplay | MAM, our staff can quickly and cost effectively produce compelling mobile, web, radio, or television content, using legacy or fresh media assets through a single browser interface, no matter where they are in the enterprise or around the globe."

Specifically, the installation will support harmonized and simplified workflows for better orchestration and automation of key processes, making the process of producing and distributing high-quality content much faster and easier. For example, the new platform will integrate metadata for more than 25 million analog and digital media assets into a single consistent catalog and index database.

CBC/Radio-Canada production staff will access Interplay | MAM through [Avid MediaCentral | UX](#) (formerly Avid Interplay Central). As part of the platform, the Interplay | MAM system will integrate seamlessly with CBC/Radio-Canada's existing Avid solutions, [Interplay® | Production](#), and iNEWS, as well as third-party applications.

"As a longtime partner to CBC/Radio-Canada, we are pleased to be a key part of the technology infrastructure for delivering important culture, content, and commentary to audiences in Canada and beyond," said Jennifer Smith, Senior Vice President and Chief Marketing Officer at Avid. "We've developed the Avid MediaCentral Platform to empower media organizations to streamline and simplify processes that are increasingly complex, fast-paced, and fragmented, requiring tight collaboration from remote locations. We look forward to helping the CBC/Radio-Canada realize these benefits in the months ahead."

About CBC/Radio-Canada

CBC/Radio-Canada is Canada's public multi-platform broadcaster. From where the country has been, to where it is going, we are there. We share Canada's journey step-by-step, day by day, with the news, content, commentary and culture that Canadians need, today, tomorrow and in the future.

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](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [Google+](#); or subscribe to [Avid Blogs](#).

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Source: Avid Technology, Inc.

News Provided by Acquire Media