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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
WASHINGTON, D.C. 20549

**FORM 8-K**

**CURRENT REPORT PURSUANT  
TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): January 26, 2017

**AVID TECHNOLOGY, INC.**  
(Exact Name of Registrant as Specified in Its Charter)

**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**1-36254**  
(Commission File Number)

**04-2977748**  
(I.R.S. Employer  
Identification No.)

**75 Network Drive, Burlington, Massachusetts 01803**  
(Address of Principal Executive Offices) (Zip Code)

**(978) 640-6789**  
(Registrant's Telephone Number, Including Area Code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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### Item 3.02. Unregistered Sales of Equity Securities.

On January 26, 2017, Avid Technology, Inc. (the “Company”) entered into a securities purchase agreement (the “Securities Purchase Agreement”) with Beijing Jetsen Technology Co., Ltd., (“Jetsen”), pursuant to which the Company has agreed to sell to Jetsen shares of its common stock, par value \$0.01 per share (the “Common Stock”), in an amount equal to between 5.0% and 9.9% of the outstanding Common Stock on a fully diluted basis (such shares of Common Stock, the “Shares”). The purchase price for the Shares is US\$18,160,000, and will be payable in cash. The closing of the sale is subject to customary closing conditions, including regulatory approvals. The exact number of Shares to be issued and sold at closing will be determined by reference to the trading price of the Common Stock before closing. The issuance and sale of the Shares is not being registered under the Securities Act of 1933, as amended (the “Securities Act”), in reliance on Section 4(a)(2) of the Securities Act and/or Rule 506 of Regulation D promulgated under the Securities Act, on the basis that the issuance and sale of the Shares does not involve a public offering.

The Company also entered into an Exclusive Distributor Agreement (the “Distributor Agreement”) with Jetsen, pursuant to which Jetsen will become the exclusive distributor for the Company’s products and services in the Greater China region. The Distributor Agreement has a five year term and a contract value of over US\$75,000,000 for the first three years.

### Item 7.01. Regulation FD Disclosure

On January 31, 2017, the Company issued a press release (the “Press Release”) announcing the Company’s entry into the Distributor Agreement and the Securities Purchase Agreement. The Press Release is furnished as Exhibit 99.1 to this Current Report on Form 8-K (the “Form 8-K”).

On January 31, 2017, the Company will make a presentation to be used on calls with investors (the “Investor Presentation”), discussing the Distributor Agreement and the Securities Purchase Agreement. The Investor Presentation is furnished as Exhibit 99.2 to this Form 8-K.

**Limitation on Incorporation by Reference.** The information furnished in Item 7.01, including the Press Release and Investor Presentation attached hereto as Exhibit 99.1 and Exhibit 99.2, respectively, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such a filing.

**Cautionary Note Regarding Forward-Looking Statements.** Except for historical information contained in this Form 8-K, the Press Release attached as Exhibit 99.1 hereto and the Investor Presentation attached as Exhibit 99.2 hereto, the Form 8-K, Press Release and Investor Presentation contain forward-looking statements that involve certain risks and uncertainties that could cause actual results to differ materially from those expressed or implied by these statements. Please refer to the cautionary notes in the Press Release and the Investor Presentation regarding these forward-looking statements.

### Item 9.01. Financial Statements and Exhibits.

The following exhibits shall be deemed to be furnished, and not filed:

(d) Exhibits.

<u>Exhibit Number</u>	<u>Description</u>
99.1*	Press Release dated January 31, 2017.
99.2*	Investor Presentation dated January 31, 2017.

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**AVID TECHNOLOGY, INC.**

(Registrant)

Date: January 31, 2017

By: /s/ Brian E. Agle

Name: Brian E. Agle

Title: Senior Vice President and CFO

## Avid Expands Its Greater China Strategy with Jetsen Alliance

*Companies announce go-to-market alliance to expand Avid's presence and accelerate growth in Greater China with cloud-enabled Avid Everywhere*

*Jetsen becomes exclusive master distributor under five-year agreement that guarantees Avid ~15% annual growth in Greater China and represents a total contract value of >\$75M for the first three years*

*Agreement includes an equity investment of \$18.1M by Jetsen into Avid, delivering a capital infusion that will further strengthen the balance sheet*

**Burlington, MA, January 31, 2017** - Avid® (Nasdaq: AVID) today announced that it has entered into a 'go-to-market' commercial partnership for the Greater China market with Beijing Jetsen Technology Co. Ltd (Jetsen), a proven and long-time channel partner of Avid in China. The alliance will expand Avid's presence in the strategically important Greater China market, and offer the company a strong platform to accelerate growth of its cloud-enabled Avid Everywhere platform and solution suites. The go-to-market alliance will also offer customers and channel partners in the region a stronger local presence for Avid, which can better serve them and support their needs.

According to Frost & Sullivan, the broadcast and post-production market segments in Greater China represent a US\$1.5 billion market opportunity that is anticipated to grow 15% per year through 2020. China is also the second largest film box office in the world and is starting to take a more significant role in the international market for feature films. Avid's go-to-market partnership with Jetsen will help it to better navigate this large and growing but complex market, and create an enhanced platform for the company's market penetration and growth across the Greater China region.

The agreement makes Jetsen the exclusive (master) distributor in Greater China of Avid's comprehensive tools and workflow solutions for creating, distributing and optimizing media. As part of the exclusive distributor agreement, Avid receives minimum annual performance guarantees for Greater China, delivering double-digit (~15%) annual growth for Greater China in both revenues and cash, and represents a total contract value of greater than US\$75 million for the initial three years. Under the agreement, Jetsen will take over responsibility for Avid's operations in the Greater China region. All existing reseller agreements with current channel partners of Avid in Greater China will also be transferred to Jetsen, and these partners will be able to continue to represent the Avid portfolio as they do today, but will purchase directly from Jetsen going forward.

"As we start to enter the next phase of Avid's strategy, our agreement with Jetsen will give us much stronger go-to-market capabilities to expand our market position, drive consistent business growth and have the needed partner to accelerate our cloud-enabled Avid Everywhere strategy across Greater China," said Louis Hernandez, Jr., Chairman and Chief Executive Officer, Avid. "Jetsen is a strong, well established and proven partner of Avid's that is perfectly positioned to take on responsibility for all of our operations in the region and deliver on its growth and performance commitments."

Jetsen will distribute all Avid products and solutions in Greater China, including mainland China, Hong Kong, Macau and Taiwan, continuing to work closely and directly with Avid's existing reseller network in the region. Supporting Avid's strategies for the Greater China market, the agreement with Jetsen enables Avid to deliver on its commitment to providing its client community the most flexible deployment models, licensing options and commercial structures with future cloud and enterprise offerings for the region, as well as more localized and tailored solutions. With Jetsen taking responsibility for Avid's operations in Greater China, combined with their own very strong technical support and customer care capabilities, customers and partners in the region can expect an improved support mode to best serve their business and operational needs.

"Jetsen's strong position in the region, combined with Avid's market-leading products and comprehensive solutions, presents an exciting opportunity for Greater China's fast-growing media industry," said Shengli Han, CEO, Beijing Jetsen Technology. "We are excited about our future prospects together and look forward to working even more closely with Avid to offer more localized solutions better targeted to the needs of the Greater China market, and along with the network of Avid resellers, delivering the levels of service and support that local customers require."

As part of the arrangement, Jetsen will also invest \$18.1 million in Avid in a private placement transaction in return for a minority stake in the company of between 5.0% and 9.9%, which is dependent on the company's share price performance leading up to the closing of the investment. The investment by Jetsen in Avid is subject to customary closing conditions, including regulatory approvals.

Continued Mr. Han, “With the level of success that we’re seeing Avid Everywhere have around the globe, combined with Avid’s plans to take the full platform and solution suite to the cloud in the near future, there is no better time to be forming this partnership and making this investment in Avid.”

“From the very early days when the Avid Everywhere vision and strategy was unveiled, the Jetsen team has recognized that it represents the future of the media industry and so we’re delighted about having Jetsen help us take our strategy to the next level in Greater China as we prepare to bring the Avid platform into the cloud,” continued Mr. Hernandez. “We appreciate and welcome their investment in Avid as it reflects their confidence in our strategy, and shows their commitment to realize a long and successful partnership together.”

#### **Investor Conference Call:**

Avid will host an investor conference call about the alliance:

Date: Tuesday, January 31, 2017

Time: 11.30 a.m. - 12.30 p.m. Eastern time

Conference Call dial-in: 913-312-1500

Conference ID: 3849391

Telephone Replay dial in: +1 719-457-0820

Replay Passcode: 3849391

#### **Forward-Looking Statements**

The information provided in this press release includes forward-looking statements that involve risks and uncertainties. Such statements are made in reliance upon the safe harbor provisions of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements, which are based on certain assumptions and describe Avid’s future plans, strategies and expectations, can generally be identified by the use of forward-looking terms such as "believe," "expect," "may," "will," "should," "could," "seek," "intend," "plan," "estimate," "anticipate" or other comparable terms. All statements in this release that are not based on historical fact are "forward-looking statements." Forward-looking statements include but are not limited to: the anticipated benefits of the planned alliance with Jetsen, including the planned equity investment; estimated synergies; expected growth of revenues and cash; the effects of the transactions described in this release on future financial and operating results; and other statements that are not historical facts. Among the risks and uncertainties that could cause actual results to differ from those described in forward-looking statements are the following: Avid’s ability to accelerate growth of its Cloud-enabled Avid Everywhere platform and solution suites based on its agreements with Jetsen; risks related to the disruption of Avid’s existing operations in Greater China; the risk that Avid may fail to realize the benefits expected from the alliance; the risk that Avid’s existing resellers in Greater China will react negatively to the announcement of the transactions; the risk that the investment of Jetsen in Avid may not receive regulatory approval or may not close for other reasons; the risk that the alliance may not progress as anticipated; the risk that the announcement of the transactions described in this release could have adverse effects on the market price of Avid’s common stock and the risk that the announcement of the alliance could have an adverse effect on Avid’s operating results and businesses generally. The risks included above are not exhaustive. Other factors that could adversely affect Avid’s business and prospects are described in the filings made by Avid with the SEC. Avid expressly disclaims any obligation or undertaking to update or revise any forward-looking statements whether as a result of new information, future events or otherwise.

#### **About Beijing Jetsen Technology**

Founded in 2006 and headquartered in Beijing, China, Beijing Jetsen Technology designs, develops and implements integrated audio and video solutions to the radio, film, television, defense, research, government and education industries. It provides media asset management systems, information security systems, non-linear editing systems, integrated network solutions, and station monitoring and surveillance solutions. It is the No. 1 new media content IP trading provider and one of the biggest film and TV content production companies in China. Its businesses cover the entire media industry chain, including creative investment in film and television production, TV show production, digital content distribution, media services, advertising, etc. It has over 1,400 employees and is listed on the Shenzhen Stock Exchange (stock code 300182).

For more information, visit <http://www.jetsen.com.cn/>.

## About Avid

Through [Avid Everywhere™](#), Avid delivers the most open and efficient media platform, connecting content creation with collaboration, asset protection, distribution and consumption. Avid's preeminent customer community uses Avid's comprehensive tools and workflow solutions to create, distribute and monetize the most watched, loved and listened to media in the world-from prestigious and award-winning feature films, to popular television shows, news programs and televised sporting events, and celebrated music recordings and live concerts. With the most flexible deployment and pricing options, Avid's industry-leading solutions include Pro Tools®, Media Composer®, Avid NEXIS™, Interplay®, ProSet™ and RealSet™, Maestro™, PlayMaker™, and Sibelius®. For more information about Avid solutions and services, visit [www.avid.com](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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# Jetsen Announcement

January 31, 2017

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# Jetsen Partnership to Drive Growth in Greater China

Agreement guarantees long-term growth for Greater China

- Minimum ~15% annual growth and total contract value of >\$75M in first three years
- Annualized operating cost savings of ~\$3M

Jetsen provides broader market access including Cloud entry

- Leading provider of technology solutions to major media companies in Greater China (CCTV, Alibaba Pictures, etc.)
- Significant investment made in Cloud capabilities

Strategic equity investment strengthens balance sheet

- Jetsen investment of \$18.1M strengthens the balance sheet
- Dilution reduces as stock price appreciates before closing

Partnership reaffirms Avid's transformation and growth plans

- Contributes to more stable and clear financial expression
- Expands Avid's presence and accelerates growth of the Cloud-enabled Avid Everywhere platform in Greater China

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## Beijing Jetsen Technology Co. Ltd At-A-Glance

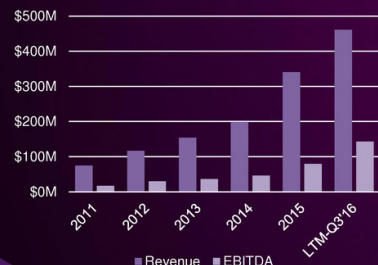
### Company Overview

Year Founded:	2006
Headquarters:	Beijing, China
Listing:	Shenzhen Stock Exchange
Employees:	1,443
Market Cap:	\$3.8B
Stock Performance:	~8X increase since IPO in 2011

### Business Description

- Long-standing partner and leading reseller of Avid solutions in Greater China
- Designs, develops and implements integrated audio and video solutions to the radio, film, television, defense, research, government and health industries
- Provides media asset management systems, information security systems, non-linear editing systems, integrated network solutions, and station monitoring and surveillance solutions

### P&L Performance



### Representative Clients



### 2016 Investment Activity

Date	Target	Stake	Size (\$M)
Sep-16	Star Era Media Company	35%	\$110
Apr-16	V&P Media Co.	20%	\$32
Apr-16	Shiyu Technology Co.	19%	\$3
Mar-16	Star Era Media Company	25%	\$81
Mar-16	China Digital Video Cloud Co.	17%	\$9
Mar-16	Beijing Zhongxi Heli Cultural Media Co.	30%	\$57
Feb-16	Auro Technologies NV	20%	\$28

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Sources: Capital IQ, Company Website. Market data updated January 26, 2017.



# Greater China Go-To-Market Alliance

## Key Commercial Terms

- 5-year exclusive master distributor agreement
- Guarantees ~15% annual growth in Greater China, with total contract value of >\$75M, for first 3 years
- Minimum quarterly cash payments
- Jetsen assumes responsibility for Avid's activities in the territory – representing a potential annual cost savings to Avid of ~\$3M
- Agreement covers Greater China, including Mainland China, Hong Kong, Taiwan and Macau



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## Strategic Investment

### Key Investment Terms

- Jetsen to invest \$18.1M for a minority equity stake in Avid
- The number of shares issued to Jetsen will be determined by dividing the purchase price by the volume-weighted average market price of Avid shares for the 30 days leading up to the date closing
  - Number of shares issued is subject to a collar, such that the shares issued will not exceed 9.9%, or be less than 5.0%, of pro forma shares outstanding
- Closing expected by end of Q2-17 (pending government approvals)
- Jetsen representative will hold one observer seat on Avid's board of directors (non-voting)

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# Strategic and Agreement Highlights



## Greater China is a very large and growing market for media technology, but increasingly complex to do business in

- Broadcast and post production is a \$1.5B market anticipated to grow 15% annually through 2020
- Difficult to do business without a local partner; growing competition from domestic suppliers



## Alliance with Jetsen, a leading reseller of Avid solutions, provides expeditious path to accelerate growth of Cloud-enabled Avid Everywhere platform in the region

- Local partner facilitates penetration into large accounts and ability to host Cloud services
- Jetsen has demonstrated elite reseller capabilities with rapid growth in the region



## Agreement guarantees double-digit annualized revenue growth

- Guarantees Avid ~15% annual growth in Greater China, with a total contract value of >\$75M, for the first 3 years
- Drives growth and reduces Avid's operating costs in the region by ~\$3M



## Equity infusion strengthens balance sheet as Avid prepares for growth phase

- \$18.1M investment expected to close by end of Q2-17
- Favorable variable based pricing mechanism limits dilution

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# Transformation on Track for Completion by Q2 2017

## DEFINING EVENTS

Completion of roll-off of non-market products

Completion of the defined cost optimization projects

End of amortization of pre-2011 deferred revenue in all material respects

## PRODUCT STRATEGY

Launch the platform

Add apps (both internal and external)

Full Cloud and enterprise pricing

## ECONOMIC MODEL

Add growth and recurring elements

Remove noise from the system

More stable and clear

Outline denotes elements of the transformation directly supported by the agreement with Jetsen

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## Avid Everywhere Strategy



## Jetsen Agreement

### Market Expansion

- Empower Jetsen as the exclusive distributor of Avid Everywhere in Greater China
- Leverage go-to-market capabilities of Jetsen
- Expand wallet share in existing accounts and access new customers

### New Revenue Streams

- Accelerate growth of Cloud-enabled Avid Everywhere platform and solution suites in Greater China
- Offer new products and services with flexible deployment models, licensing options and commercial structures

### Lower Costs

- Reduce go-to-market cost structure and grow more profitably in the region
- Launch new products and services faster and more cost effectively



## Jetsen Partnership to Drive Growth in Greater China

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