

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

(Name of Issuer)

Avid Technology Inc.

(Title of Class of Securities)

Common Stock

(CUSIP Number)

05367P100

Rule 13d-1(b)

(Date of Event Which Requires Filing of This Statement)

December 31, 2006

NAME OF REPORTING PERSON

Private Capital Management, L.P.

I.R.S. IDENTIFICATION NO.

59-3654603

MEMBER OF A GROUP?

(b) X

PLACE OF ORGANIZATION

Delaware

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH:

SOLE VOTING POWER 97,400

SHARED VOTING POWER 4,793,550\*

SOLE DISPOSITIVE POWER 97,400

SHARED DISPOSITIVE POWER 4,793,550

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

4,890,950\*\*

PERCENT OF CLASS REPRESENTED BY AGGREGATE AMOUNT BENEFICIALLY  
OWNED

11.9%

TYPE OF REPORTING PERSON

IA

ITEMS 1 - 10 OF GENERAL INSTRUCTIONS

Item 1.

(a) Name of Issuer: Avid Technology Inc.

(b) Address of Issuer: METROPOLITAN TECHNOLOGY PARK, ONE PARK WEST  
TEWKSBURY MA 01876

Item 2.

(a) Name of Person Filing: Private Capital Management, L.P.

(b) Address of Person Filing: 8889 Pelican Bay Blvd., Naples, FL 34108

(c) Citizenship: Delaware

(d) Title of Class of Securities: Common Stock

Item 3.

The reporting person is filing as an Investment Adviser registered  
under section 203 of the Investment Advisers Act of 1940.

Item 4. Ownership

(a) Amount Beneficially Owned

4,890,950\*\*

(b) Percent of Class

11.9%

(c) Number of shares as to which such person has:

(i) sole power to vote or to direct the vote

97,400

(ii) shared power to vote or to direct the vote

4,793,550\*

(iii) sole power to dispose or to direct the disposition of

97,400

(iv) shared power to dispose or to direct the disposition of

Item 5. Ownership of Five Percent or Less of Class:  
N/A

Item 6. Ownership of More than Five Percent on Behalf of Another Person:  
N/A

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company:  
N/A

Item 8. Identification and Classification of Members of the Group:  
N/A

Item 9. Notice of Dissolution of Group:  
N/A

Item 10. Certification:  
By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

\* PCM exercises shared voting authority with respect to shares held by those PCM clients that have delegated proxy voting authority to PCM. Such delegation may be granted or revoked at any time at the client's discretion.

\*\* PCM disclaims beneficial ownership of shares over which it has dispositive power and disclaims the existence of a group.

Signature:

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: January 5, 2007

Executed Pursuant to the Power of Attorney dated January 3, 2007 attached hereto as Exhibit 1.

/s/ David G. Joyce  
C.O.O.

POWER OF ATTORNEY

The undersigned, being each of the executive officers and members of the Management Committee of PRIVATE CAPITAL MANAGEMENT, L.P., a limited partnership duly organized under the laws of the State of Delaware (the "Company"), do hereby make, constitute and appoint each of Chad D. Atkins and David G. Joyce acting severally, as the Company's true and lawful attorney-in-fact, for the purpose of, from time to time, executing in its name and on its behalf, whether the Company is acting individually or as representative of others, any and all documents, certificates, instruments, statements, other filings and amendments to the foregoing (collectively, "documents") determined by such person to be necessary or appropriate to comply with ownership or control-person reporting requirements imposed by any United States or non-United States governmental or regulatory authority, including without limitation Forms 13D, 13F and 13G and any amendments to any of the foregoing as may be required to be filed with the Securities and Exchange Commission; delivering, furnishing or filing any such documents with the appropriate governmental, regulatory authority or other person; and giving and granting to each such attorney-in-fact power and authority to act in such premises as fully and to all intents and purposes as the Company might or could do if personally present by one or more of its authorized signatories. The Company further hereby ratifies and confirms all that said attorney-in-fact shall lawfully do or cause to be done by virtue hereof.

Any such determination by an attorney-in-fact named herein shall be conclusively evidenced by such person's execution, delivery, furnishing or filing of the applicable document.

This power of attorney shall be valid from the date hereof and remain in full force and effect until either revoked in writing by the Company, or, in respect of any attorney-in-fact named herein, until such person ceases to serve as an officer of the Company.

IN WITNESS WHEREOF, the undersigned has caused this power of attorney to be executed as of this 3rd day of January, 2007.

PRIVATE CAPITAL MANAGEMENT, L.P.

By: /s/ Bruce S. Sherman  
Name: Bruce S. Sherman  
Title: CEO

By: /s/ Gregg J. Powers  
Name: Gregg J. Powers  
Title: President