



October 22, 2014

## Leading Israeli Broadcaster Embraces Avid Everywhere to Broaden Global Reach and Boost Revenues

### Avid MediaCentral Platform Enables Channel 9 to Streamline and Accelerate News Production and Collaborate With Partner Stations to Expand Their Audience

BURLINGTON, Mass., Oct. 22, 2014 (GLOBE NEWSWIRE) -- Avid® (OTC:AVID) today announced that one of Israel's leading free-to-air broadcasters, Channel 9, has become the latest major television network to embrace [Avid Everywhere](#)™. Also known as Israel Plus, Russian-language broadcaster Channel 9 selected the [Avid MediaCentral Platform](#) to help connect with its Russian-speaking viewers in Israel and North America from its news studio in Tel Aviv.

The MediaCentral Platform will enable Channel 9 to streamline and accelerate its news production operations. With proven and trusted solutions from the Avid [Artist Suite](#), [Media Suite](#), and [Storage Suite](#) running on the platform, the new workflow enables Channel 9 to easily share content with its Israeli partner stations, Channel 2 and Channel 10 - both already powered by Avid workflows. Channel 9 can now repurpose assets from its partner channels' archives, and vice versa, giving all three stations the ability to collaboratively create, access and distribute content from everywhere.

"By moving to Avid Everywhere, we have been able to increase our content production and widen distribution of our news programming. As a result we have seen increased viewership," said Alon Raif, chief operations and engineering officer at Channel 9. "Our new Tel Aviv facility based around the Avid MediaCentral Platform enables us to expand our footprint among Russian-speaking audiences beyond our current territories, bringing a wealth of new revenue opportunities."

"Channel 9's investment is yet another example of Avid Everywhere in practice," said Tom Cordiner, vice president, international sales at Avid. "Through the Avid MediaCentral Platform, Channel 9 has a streamlined foundation from which to extend its reach and increase its revenue by delivering more of the stories that matter to its audiences around the world."

[Avid Professional Services](#) helped design the end-to-end Avid workflow for Channel 9's state-of-the-art newsroom, with Avid reseller [Draco](#) carrying out the design, integration, installation and project management.

Channel 9's investment in the Avid Artist, Media, and Storage Suites of solutions comprises the [Avid Interplay | Production Facility Package](#). This includes [Interplay® | Production](#) asset management system, [Media Composer® | Software](#) with the [NewsCutter®](#) Option, [ISIS®](#) shared storage, [Avid MediaCentral | UX](#) unified, web-based media production solution, as well as the [iNEWS®](#) newsroom management system and [AirSpeed® 5000](#) video servers.

#### 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](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#); or subscribe to [Avid Blogs](#).

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Source: Avid Technology, Inc.

News Provided by Acquire Media