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Avid Everywhere Powers Broadcast Production Across France for M6 Group

Interplay Media Asset Management Helps French Media Company Reduce Costs, Enhance Collaboration, and Increase Productivity Throughout the Organization

BURLINGTON, Mass., March 18, 2015 (GLOBE NEWSWIRE) -- Avid® (Nasdaq:AVID) today announced that M6 Group, the media company behind the most profitable national television network in France, has embraced [Avid Everywhere](#)[™] and implemented a cutting-edge Avid media asset management solution for managing content and media assets. The new Avid workflow enables M6 to share purchased content between 50 users and four departments, enhance collaboration between team members, save time and resources throughout the organization, and maximize the value of its massive archive of media assets.

"Avid Everywhere enables us to save valuable time and resources across our entire organization," stated Mathias Béjanin, technical director at M6. "Our old workflows and systems were limited, and did not allow easy cooperation between departments. Thanks to our new Avid workflow, we are now able to easily share media between all of our different departments."

Avid [Interplay® | MAM](#), a media asset management solution built upon the [Avid MediaCentral Platform](#), provides M6 with a centralized workflow that enables the organization to enhance collaboration between team members, and save time and resources throughout the entire enterprise. M6 team members can now easily access, store, and share media, greatly enhancing productivity throughout the production process. The metadata information for each video and audio file is standardized and easily accessible, which simplifies the exchange of data between departments.

"With Interplay media asset management, we are able to use our online storage much more efficiently, which saves valuable space," Béjanin stated. "Plus, our team members can collaborate remotely, and no longer need to be in the same building."

Additionally, M6 is now saving money by sharing purchased content among multiple departments within the organization. In the past, separate departments within the organization often purchased identical images from media suppliers. Now, licensed media ingested into the MAM system is immediately available to everyone.

"Thanks to Avid Everywhere, we now have a workflow that will enable us to thrive in today's competitive and constantly evolving media environment," concluded Béjanin. "We will continue to look to Avid as a technological leader as our company continues to grow and evolve."

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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