



March 24, 2015

ITV Embraces Avid Everywhere to Power Collaborative Regional News Operations

Avid MediaCentral Platform Enables Leading UK Broadcaster to Integrate Regional News Studios, Improve Efficiencies and Engage Audiences With Higher Quality Content

BURLINGTON, Mass., March 24, 2015 (GLOBE NEWSWIRE) -- Avid® ([Nasdaq:AVID](#)) today announced that ITV, the UK's largest commercial broadcaster, has adopted [Avid Everywhere™](#) to drive its new regional news production capabilities. Powered by the [Avid MediaCentral Platform](#), ITV's end-to-end HD news workflow facilitates collaboration between its regional studios, resulting in improved efficiency and reduced operating costs, while enabling it to deliver higher quality content.

To produce high-quality compelling news content more quickly and cost-effectively, ITV needed to enable its project teams dispersed across different regional studios to collaborate together, boost production capacity without increasing costs, and maximize the speed and efficiency of its multi-site workflows. It also needed end-to-end HD capabilities.

"ITV News operates a network of regional news centre across England and Wales. At the heart of all our media production and exchange are our Avid systems," said Paul Stevenson, Director of Technology and Technical Operations for ITV News. "Key to providing an effective, modern news service is the requirement for robust, reliable media production systems able to freely handle, exchange, safely store and retrieve, produce and publish content, from widely dispersed sources."

ITV's end-to-end workflow comprises solutions from the [Avid Media](#), [Avid Storage](#) and [Avid Artist](#) Suites. With [Interplay® | Production](#) and [ISIS® | 5500](#) shared storage, ITV benefits from fast, collaborative production workflows, while [AirSpeed® | 5000](#) delivers resilient ingest and playout. Editing is handled by [Media Composer® | Software](#) with [Media Composer | NewsCutter® Option](#).

"Our ambitious Avid rollout required a very tight engagement with the whole Avid team across all disciplines," said Stevenson. "This included building and operating an Avid 'test' system, which we ran for several months ahead of the rollout starting. With this, we fully piloted and tested the ITV News Avid design for hardware, software, workflows and training plans ahead of deployment across our regional news centres."

In addition to designing and delivering the system, Avid Global Services also provided training to help ITV's staff adapt to the new workflow.

"ITV is a long-standing Avid customer, and over the years our relationship has grown into a true strategic partnership," said Tom Cordiner, VP of International Sales at Avid. "By embracing Avid Everywhere, ITV now has the efficient, integrated workflow its needs to deliver more and higher quality news content to succeed in today's challenging media environment."

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](#).

About ITV PLC

ITV is the largest commercial television network in the UK. It is the home of popular television from the biggest entertainment events, to original drama, major sport, landmark factual series and independent news. It operates a family of channels including ITV, ITVBe, ITV2, ITV3 and ITV4 and CITV which are broadcast free-to-air, as well as the pay channel ITV Encore. ITV is also focused on delivering its programming across multiple platforms including itv.com, mobile devices, video on demand and third party platforms. ITV Studios produces and sells programmes and formats in the UK and worldwide, and comprises of ITV's UK and international production operations, international distribution, home entertainment, publishing, merchandising and licensing.

AirSpeed, Media Composer, Pro Tools, and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. The Interplay name is used with the permission of the Interplay Entertainment Corp. which bears no responsibility for Avid products. All other trademarks are the property of their respective owners.

CONTACT: PR Contacts:

Avid

Amy Paladino

amy.paladino@avid.com

617-733-5121



Source: Avid Technology, Inc.

News Provided by Acquire Media