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ITV Studios Nordic Adopts Avid Everywhere to Accelerate the Production of Award-Winning Hit Shows

Avid MediaCentral Platform Enables Leading Scandinavian Media Company to Streamline Media Production and Management Across the Nordic Region

BURLINGTON, Mass., Dec. 15, 2014 (GLOBE NEWSWIRE) -- Avid® (Nasdaq:AVID) today announced that ITV Studios Norway, part of ITV Studios Nordic, one of Scandinavia's leading entertainment production companies, has adopted [Avid Everywhere™](#) to streamline its media production and management, and facilitate remote collaboration across its facilities in Norway, Sweden and Finland. The Avid platform will enable ITV Studios Norway to accelerate its production of hit entertainment shows, while gaining significant operational efficiencies and cost savings.

Part of ITV Studios UK, the UK's largest commercial production company, ITV Studios Nordic produces or co-produces more than 40 leading international television programs for broadcasters in Norway, Sweden, Denmark and Finland - including *Keeping the Nation Alive*, *Night Patrol*, *Come Dine With Me*, *Hell's Kitchen*, and *The Chase*.

Faced with handling a rapidly growing volume of media across its sites, while working with an outdated, labor-intensive and inefficient infrastructure, ITV Studios Norway was quick to see the benefits of the [Avid MediaCentral Platform](#). Remote collaboration has enabled production, editorial and engineering teams dispersed across the region to easily work together in real time to create, manage and distribute compelling content. By centralizing its content management workflow, the company can more efficiently and cost effectively manage its production pipeline. And automating existing manual ingest and transcoding processes has further reduced operating costs.

"Our first priority is to create compelling and entertaining content to help our clients attract and retain audiences. But we were spending too many man-hours performing mundane tasks, and couldn't access and manage our content easily, which led to production inefficiencies," said Jon Sverre Høiden, COO of ITV Studios Norway. "By investing in Avid Everywhere and getting on the platform, we now benefit from a tightly integrated, open, end-to-end workflow that has vastly improved our operational processes and productivity."

"The TV entertainment space is hugely competitive, so the fast turnaround of content is key to a media company's success," said Tom Cordiner, vice president, international sales at Avid. "We're delighted that ITV Studios Nordic has become the latest media powerhouse to invest in Avid Everywhere to enable it to deliver top entertainment shows to broadcasters efficiently and rapidly."

The workflow, installed by local Avid partner VideoUtstyr, comprises solutions from the Avid [Media](#), Avid [Artist](#) and Avid [Storage Suites](#). Centered on the [Interplay® | Production Facility Package](#), ITV Studios Nordic benefits from [Interplay® | Production](#) asset management and remote workflow capabilities, including [Avid MediaCentral | UX](#) and [Media Composer® | Cloud](#). On-premise editing is handled by [Avid Media Composer® | Software](#) and the workflow is supported with [Avid ISIS® 5500](#) shared storage.

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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