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## **NBC Olympics Selects Avid to Provide Content Creation and Media Management Workflows for Its Production of 2018 Olympic Winter Games in PyeongChang**

### **Avid MediaCentral to enable NBC Olympics to accelerate and streamline production during its coverage of 2018 PyeongChang Olympics**

BURLINGTON, Mass., Feb. 08, 2018 (GLOBE NEWSWIRE) -- NBC Olympics, a division of the NBC Sports Group, has selected [Avid](#)<sup>®</sup> (NASDAQ:AVID) to provide content creation and media management workflows for its production of the XXIII Olympic Winter Games, which take place in PyeongChang, South Korea from February 8 — February 25. The announcement was made today by Darryl Jefferson, VP of Post Operations and Digital Workflow at NBC Sports & Olympics, and Louis Hernandez, Jr., Chairman and Chief Executive Officer, Avid.

NBC Olympics selected [Avid MediaCentral](#)<sup>®</sup>, the industry's most open, tightly integrated and efficient platform designed for media, to accelerate and streamline production for the PyeongChang Games. MediaCentral will enable NBC Olympics to streamline its entire workflow, from creation to delivery, throughout the 18 consecutive days of coverage of the PyeongChang Games.

"For the 2018 PyeongChang Games, we need to create, manage and distribute enormous volumes of content," said Jefferson. "Over the years, MediaCentral has become an integral component to our workflow. MediaCentral allows our team members in multiple locations, across several continents, to collaborate in real time. Having that ability, provides us with the capacity to create high-quality content quickly and efficiently, and ensure we can meet the productions demands of the Winter Olympics."

"Sports broadcasters today need to accelerate their workflows and maximize efficiency across every aspect of the media value chain, particularly for complex, large-scale events like the Winter Olympics," said Hernandez, Jr. "With MediaCentral at the heart of its content production and media management workflows, NBC Olympics can deliver coverage to audiences in more powerful and efficient ways."

NBC Olympics will rely on Avid's comprehensive tools and workflow solutions throughout all PyeongChang Games venues, including alpine, figure skating, and speed skating. [MediaCentral | Production Management](#) will help NBC Olympics to manage content creation, automate workflows, and facilitate collaboration between the venues and the IBC. [MediaCentral | Asset Management](#) will enable teams to quickly and easily locate media assets, streamline production operations, and maximize content creation capabilities.

NBC Olympics will also deploy [Avid NEXIS](#)<sup>®</sup>, the world's first and only software-defined storage platform specifically designed for media, as the linchpin of its production pipeline, connected to dozens of editing suites with [Media Composer](#)<sup>®</sup>, the industry's preeminent non-linear video editing systems.

#### **About NBC Olympics**

A division of the NBC Sports Group, NBC Olympics is responsible for producing, programming and promoting NBCUniversal's Olympic coverage. It is renowned for its unsurpassed Olympic heritage, award-winning production, and ability to aggregate the largest audiences in U.S. television history.

For more information on NBC Olympics' coverage of the PyeongChang Olympics, please visit: <http://nbc sportsgrouppressbox.com/>

#### **About Avid**

Through [Avid Everywhere](#)<sup>®</sup>, Avid delivers the most open and efficient media platform, connecting content creation with collaboration, asset protection, distribution, and consumption. Avid's preeminent customer community uses Avid's comprehensive tools and workflow solutions to create, distribute and monetize the most watched, loved and listened to media in the world—from prestigious and award-winning feature films to popular television shows, news programs and televised sporting events, and celebrated music recordings and live concerts. With the most flexible deployment and pricing options, Avid's industry-leading solutions include Media Composer<sup>®</sup>, Pro Tools<sup>®</sup>, Avid NEXIS<sup>®</sup>, MediaCentral<sup>®</sup>, iNEWS<sup>®</sup>,

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