

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0104
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1. Name and Address of Reporting Person* <u>Sharp Graham</u> (Last) (First) (Middle) <u>AVID TECHNOLOGY PARK</u> <u>ONE PARK WEST</u> (Street) <u>TEWKSBURY MA</u> <u>01876</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>10/13/2006</u>	3. Issuer Name and Ticker or Trading Symbol <u>AVID TECHNOLOGY INC [AVID]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>VP and General Manager, Video</u>	5. If Amendment, Date of Original Filed (Month/Day/Year)
			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned			
1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
<u>Common Stock</u>	<u>1,000⁽¹⁾</u>	<u>D</u>	

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)							
1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
<u>Non-Qualified Stock Option (right to buy)</u>	<u>(2)</u>	<u>03/06/2012</u>	<u>Common Stock</u>	<u>189</u>	<u>14.13</u>	<u>D</u>	
<u>Non-Qualified Stock Option (right to buy)</u>	<u>(2)</u>	<u>03/06/2012</u>	<u>Common Stock</u>	<u>436</u>	<u>14.13</u>	<u>D</u>	
<u>Non-Qualified Stock Option (right to buy)</u>	<u>(3)</u>	<u>01/10/2013</u>	<u>Common Stock</u>	<u>2,708</u>	<u>22.01</u>	<u>D</u>	
<u>Non-Qualified Stock Option (right to buy)</u>	<u>(4)</u>	<u>02/10/2014</u>	<u>Common Stock</u>	<u>8,000</u>	<u>42.91</u>	<u>D</u>	
<u>Non-Qualified Stock Option (right to buy)</u>	<u>(5)</u>	<u>02/17/2015</u>	<u>Common Stock</u>	<u>7,000</u>	<u>65.81</u>	<u>D</u>	
<u>Non-Qualified Stock Option (right to buy)</u>	<u>(6)</u>	<u>09/02/2015</u>	<u>Common Stock</u>	<u>3,000</u>	<u>40.95</u>	<u>D</u>	

Explanation of Responses:

1. Represents restricted stock unit award which shall vest over 4 years at the rate of 25% per year, with the first vesting date on March 9, 2007. This award includes a provision for the automatic withholding of shares to pay the withholding taxes due on each vesting date.
2. Currently all of the shares underlying the option are exercisable.
3. Currently 2,083 shares underlying the option are exercisable. The remaining 625 shares become exercisable in equal monthly installments beginning on November 10, 2006 and ending on January 10, 2007.
4. Currently 5,334 shares underlying the option are exercisable. The remaining 2,666 shares become exercisable in equal monthly installments beginning on November 10, 2006 and ending on February 10, 2008.
5. Currently 4,959 shares underlying the option are exercisable. The remaining 2,041 shares become exercisable in equal monthly installments beginning on January 17, 2008 and ending on February 17, 2009.
6. Currently 813 shares underlying the option are exercisable. The remaining 2,187 shares become exercisable in equal monthly installments beginning on November 2, 2006 and ending on September 2, 2009.

Remarks:

/s/ Graham Sharp 10/17/2006
** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.