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## End-to-End Avid HD Workflow Powers Daytime Success for ITV

### Integrated platform upgrades provide UK's leading commercial broadcaster with a more efficient approach to deliver the highest-quality live content to daytime audiences

BURLINGTON, Mass., Dec. 12, 2016 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that ITV Daytime, part of the UK's most popular commercial broadcaster, ITV, continues to rely on Avid production tools by making further investments to enable an end-to-end HD workflow. From ingest to playout, ITV is enabling its nationwide workforce across multiple sites to connect and collaborate more efficiently for the production of its flagship live programming, amounting to over 1,500 hours of award-winning live broadcasts every year.

Faced with handling rapidly growing quantities of content associated with delivering fast turnaround live television on an outdated, labor-intensive and inefficient infrastructure, ITV Daytime required an open and tightly-integrated platform for efficient media production and delivery. By adopting tools from the Avid Artist®, Media and Storage suites, ITV Daytime's delivery of live entertainment programs from its studios, and in the field — such as the award-winning shows *Good Morning Britain*, *Lorraine*, *This Morning* and *Loose Women* — is significantly streamlined and accelerated.

"Our end-to-end system is in use 24 hours a day, 7 days a week," said Tim Gilder, Technology Manager at ITV Daytime. "The critical point is that the storage and network design never slows us down and is robust and reliable, even though we're now handling the higher bandwidth demands of HD programming. Overall, thanks to the flexible pricing and deployment options, Avid was the absolute right choice for us to help meet our needs now and in the future."

For over 10 years, Avid's cutting-edge workflows have enabled ITV to efficiently deliver huge amounts of high-quality, engaging, and immersive content for distribution across a variety of outlets and devices. Across ITV's entire company, Avid's comprehensive tools and solutions accelerate production and dramatically enhance collaboration at every step of the creative process — including media management, remote production and playout, to sound design and mixing, and color correction and finishing.

"The world's biggest broadcasters are placing more and more reliance on Avid solutions and the [MediaCentral® Platform](#) to solve their most pressing technical, operational, and business challenges," said Jeff Rosica, president, Avid. "With further investments in Avid, ITV continues to be a key cloud-enabled enterprise player within the industry's most preeminent client and user community that continues to shape our collective future."

ITV worked closely with Avid to design a flexible deployment model that worked with their existing commercial structure and licensing options. ITV Daytime's investment in the most comprehensive tools and workflow solutions to create, distribute and optimize media combines powerful Avid shared storage solutions with software upgrades for [Avid Interplay® Production](#), [Avid AirSpeed®](#), [Avid iNEWS®](#) and [Avid Media Composer® | NewsCutter® Option](#). ITV also extended their support contract with Avid Global Services.

#### About Avid

Through [Avid Everywhere™](#), 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 Pro Tools®, Media Composer®, Avid NEXIS™, Interplay®, ProSet™ and RealSet™, Maestro™, PlayMaker™, and Sibelius®. For more information about Avid solutions and services, visit [www.avid.com](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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PR Contact:

Avid

Amy Paladino

amy.paladino@avid.com

617-733-5121

Red Lorry Yellow Lorry (Avid's PR agency)

Josh Paterson – UK

Tanya Roberts – USA

avid@rlyl.com