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Digiturk Selects Avid to Create and Deliver Higher Quality, Inspiring Program Content

Turkey's largest satellite television provider chooses Avid solutions to speed collaboration, streamline workflows, and accelerate its end-to-end content creation and management

BURLINGTON, Mass.--(BUSINESS WIRE)-- Avid® ([NASDAQ: AVID](#)) today announced that Digiturk, Turkey's leading satellite provider and OTT platform, will power its creative workflow and media management with Avid's proven and trusted content creation and broadcast solutions. In making this move, Digiturk expects to increase operational efficiency in the creation and delivery of high-quality professional content across its 100+ regional news, sports, and entertainment channels.

"Avid is the industry leader when it comes to professional, open and integrated broadcast solutions," said Umut Akinci, Head of Broadcast Systems Department at Digiturk. "Due to the increased amounts of content we're producing, we needed a workflow that would enable our editorial and craft teams to collaborate faster. It also needed to be robust enough to store, manage, distribute and monetise the thousands of hours of HD content that passes through our facility each year. So there really was just one choice for us — Avid."

A key driver of Digiturk's selection of Avid was the reliability that the company's preeminent nonlinear editing solution, [Avid Media Composer®](#), and the flexibility its remote working solution, [Avid Interplay® Central](#), offers broadcasters. Previously, Digiturk's editing workflow centered on Final Cut Pro; however, the growing demand to produce high-quality content that could be shared across its channels made the broadcaster reassess its choice of editing software. The proven and trusted reliability of Media Composer enables Digiturk to future-proof its workflow for creating high-quality, entertaining content for its millions of viewers. The addition of Interplay Central opens the broadcaster to innovative remote team collaboration, by enabling staff to perform production tasks in the field, boosting overall productivity and operational efficiency.

Christopher Brennan, managing director for Central and Eastern Europe, Middle East and Turkey at Avid, said, "As a major broadcaster in a highly competitive region, Digiturk's operational needs require best-in-class solutions to ensure efficient team collaboration, as well as to accelerate and streamline the creation and management of its content. At a time when preeminent broadcasters and content owners around the world need to differentiate themselves from the competition in today's crowded media landscape, Avid is here to help them achieve their creative and operational visions."

Digiturk worked closely with Avid Professional Services to design and implement a bespoke workflow. The end-to-end all HD workflow comprises an [Avid Interplay® Production](#) asset management system, [Avid Interplay® Central](#) for remote working, [Avid ISIS®](#) shared storage system, and [Media Composer® 7](#) for professional video editing.

The installation was implemented in September by Avid reseller, Bilgipark, and is now up and running.

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](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [Google+](#); or subscribe to [Avid Blogs](#).

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