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Match TV Harnesses the Power of Avid Studio Suite to Create Stunning Sports Coverage and Boost Revenue Streams

Avid graphics solutions enables Russian public sports broadcaster to create compelling graphics and promotions for global sporting events

BURLINGTON, Mass., Sept. 27, 2016 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that Match TV, the Russian public sports broadcaster, is relying on the [Avid MediaCentral® Platform](#) and the [Avid Studio Suite](#) for the creation of world-class graphics packages for national and global sporting events. Match TV also recently added [Avid Invictus](#) to its extensive Avid graphics toolset in order to enhance its live sporting events.

Avid Invictus uses sensor- and image-based tracking technologies to overlay any type of graphic object—including textures, clips, and video insertions—to any precise location in any live sports event. Graphic overlays can include commentary, advertisements, sponsorship messages, and more. Match TV uses [3Designer](#) authoring software and the 3DPlay graphics solution to deliver captivating 2D and 3D real-time brand graphics and on-screen content.

Match TV (Russian: Матч ТВ) is the Russian all-country TV sub-holding channel specializing in sports and healthy lifestyle. In addition to Match TV, the composition of the sub-holding channels also includes 11 thematic channels under the name Gazprom Media Match. These channels already had several augmented reality and graphics systems from the Avid Studio Suite including 3DPlay and 3Designer, powered by the HDVG video rendering platform. Gazprom Media Match airs several types of programming, including major sports events; news; analytical and entertainment programs; reality and talk shows; documentary series; a show about healthy lifestyles; and feature films and TV series about sports. Sub-holding channels offer exclusive content for different audiences and ages.

"We broadcast coverage of many different sports and need to cover them all in a slick and relevant way to stand out from the competition," said Dmitriy Granov, CEO of Match TV. "With ever increasing competition for viewers, broadcasters must present highly engaging content to win and retain an audience."

"The seamless integration between market leading Avid solutions within the Avid MediaCentral Platform enables sports broadcasters like Match TV to offer sophisticated and appealing programming across a wide range of sports," said Ofir Benovici, senior director, Broadcast Products at Avid.

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. Media organizations and creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today's most celebrated music recordings and live concerts. 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, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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