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Avid Everywhere Powers Content Management and Distribution for Leading Global Content Company

DHX Media Leverages Avid MediaCentral Platform to Manage and Distribute Popular Children's Programming to Audiences Worldwide

BURLINGTON, Mass., Dec. 2, 2014 (GLOBE NEWSWIRE) -- Avid® (OTC:AVID) today announced that DHX Media Ltd., a leading creator, producer, and broadcaster of family entertainment, headquartered in Canada, has embraced [Avid Everywhere™](#) and will implement a fully integrated media asset management system powered by the Avid MediaCentral Platform. Avid [Interplay® | MAM](#), part of the platform's [Media Suite](#), will give DHX a highly scalable and flexible media management solution as the company continues to increase productivity, streamline its production processes, and expand its business globally.

DHX owns the world's largest independent library of children's programming, including some of the best loved and most watched children's shows in the world, such as *Caillou*, *Teletubbies*, *Yo Gabba Gabba!*, *Inspector Gadget*, *Degrassi*, and more. DHX also owns Family Channel, the most viewed children's television channel in Canada, as well as Disney Junior and Disney XD in Canada.

Over the last eight years, DHX has built a massive library of programming through rights acquisitions and by creating original content. With over 11,000 archived half-hours, including multiple languages and versions of each, media management was a major challenge for DHX before the Avid implementation.

"The Avid MediaCentral Platform provides us with a simple and hassle-free way to manage media across our entire network," stated Matthew Haliniak, vice president of Distribution Operations at DHX. "We anticipate that Interplay | MAM will enable us to accelerate our entire production workflow, maximize our business opportunities, and deliver content to our audience in entirely new ways."

Previously, DHX team members searched through network folder structures to locate media, which was time-consuming and lacked efficiency. Interplay | MAM will integrate the company's media storage, transcoding, and distribution processes, making their workflow much more streamlined and efficient.

DHX's business activities include adding new content to its library and finding new distribution partners. Interplay | MAM is easily scalable, which will enable DHX to continue to add assets into the system seamlessly to help facilitate future growth and expansion.

"In today's media production environment, companies like DHX need powerful and efficient ways to manage a rapidly growing volume of media assets," stated Jennifer Smith, senior vice president and chief marketing officer at Avid. "By embracing Avid Everywhere, DHX will now have the leading-edge media management workflow it needs to achieve maximum efficiency as the company continues to expand its business."

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

About DHX Media

DHX Media Ltd. (www.dhxmedia.com), a leading creator, producer, marketer and broadcaster of family entertainment, is recognized globally for such brands as *Yo Gabba Gabba!*, *Caillou*, *Teletubbies*, *In the Night Garden*, *Inspector Gadget*, *Johnny Test*, and the multi-award winning *Degrassi* franchise. DHX Media Ltd. is the owner of Family Channel, the most-viewed children's television channel in Canada, as well as Disney Junior (English & French) and Disney XD in Canada. The Company

markets and distributes its library of more than 11,000 half-hours of entertainment programming worldwide, and licenses its owned properties through its dedicated consumer products business. DHX Media Ltd.'s full-service international licensing agency, Copyright Promotions Licensing Group Ltd. (CPLG), represents numerous entertainment, sport and design brands. DHX Media Ltd. has offices in Toronto, Vancouver, Halifax, Los Angeles, London, Paris, Barcelona, Milan, Munich and Amsterdam, and is listed on the Toronto Stock Exchange under the ticker symbols DHX.A and DHX.B.

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