



Miami HEAT Relies on Avid to Maximize Content and Drive Viewership

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Avid NEXIS and MediaCentral help Miami HEAT Media Production department quickly and easily create and deliver outstanding sports content to fans around the world

BURLINGTON, Mass., Nov. 12, 2018 (GLOBE NEWSWIRE) -- [Avid®](#) ([Nasdaq: AVID](#)), the leading technology provider that powers the media and entertainment industry, today announced that the Miami HEAT has chosen Avid solutions to upgrade its production workflow. Powered by [MediaCentral®](#), the team's new workflow enables its production team to instantly retrieve and monetize archive footage and drive viewership by quickly producing high-quality content for its global audience.

HEATV, the team's internal production department, produces media content for the entire organization, including its arena, broadcast partner, social platforms, website and internal communications, as well as training and motivational videos for the team. Much of this content must be translated into multiple languages to cater to the team's vast global fanbase. With more than 50 terabytes of proxy video in its system, the department needed to upgrade its storage infrastructure and asset management system to help it quickly create and manage these huge volumes of content.

As a long-time Avid user, HEATV chose a MediaCentral workflow with [Avid NEXIS®](#) software-defined storage and MediaCentral asset management. This combination facilitates collaboration and enables the production team to efficiently produce, manage, repurpose, distribute and monetize assets across all markets. Avid channel partner, CIS Group, helped implement HEATV's new MediaCentral workflow.

"Our Avid workflow is seamless and allows us to push out a lot of content very quickly and generate more revenue streams," said Keith Haeberle, Director of Media Productions at The HEAT Group. "With Avid NEXIS—where multiple people can work on multiple projects at the same time—the return on investment is incredible."

With Avid NEXIS, production staff can instantly retrieve archive footage through the department's [Media Composer®](#) editing systems, and keep high-resolution content online longer. The new MediaCentral asset management solution also enables the team to log content more quickly and accurately from anywhere and distribute content to social media platforms, as well as giving staff throughout the organization visibility of content that's available to use.

"Professional sports organizations are under intense pressure to broaden the fan base, drive higher engagement, and turn that engagement into increased revenue," said Ray Thompson, Director, Broadcast and Media Solutions Marketing at Avid. "With Avid's production solutions for sports, teams like the Miami HEAT can quickly and easily create fresh new content and deliver across all of their digital properties to build brand loyalty and maximize revenue."

About Avid

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 Media Composer®, Pro Tools®, Avid NEXIS®, MediaCentral®, iNEWS®, AirSpeed®, Sibelius®, Avid VENUE™, FastServe®, Maestro™, and PlayMaker™. 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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