



## Avid Customer Association's Third Annual Vote Now Open Through March 17

February 25, 2019

**TV, film and music professionals everywhere are empowered to share insights that will create the future of media and entertainment and continue influencing Avid's direction and innovation roadmap**

BURLINGTON, Mass., Feb. 25, 2019 (GLOBE NEWSWIRE) -- [Avid®](#) ([Nasdaq: AVID](#)), the leading technology provider that powers the media and entertainment industry, in partnership with the Avid Customer Association (ACA) today announced the launch of the [third annual ACA Vote](#), which will remain open until March 17. The ACA Vote helps to prioritize Avid's product and innovation roadmap, as well as gather insights and viewpoints from the industry's preeminent customer and user community. Results will be unveiled during the ACA's highly anticipated [Connect 2019](#) conference of media and entertainment technology users and influencers, immediately preceding the 2019 NAB Show. Upon voting, participants will receive a discount on their Connect registration.

"The ACA makes it simple for our media and entertainment colleagues to collectively shape the future of the industry, starting with immediate access to the hugely influential vote along with instant, free membership in the ACA," said Darren Long, Director of Sky Production Services and ACA Board Co-chair. "Within a few short years, we've rapidly achieved strength in the sheer number of individuals who are enthusiastically participating in the ACA because they recognize the value in asserting their personal influence, growing their network and expanding their potential. ACA members can wield real power by voting and then making plans to be at Connect where the collaborative spirit of the ACA comes to life."

In the last ACA Vote, thousands of TV, film and music professionals from 3,500 organizations in 117 countries identified the media and entertainment industry's key investment priorities and technology trends spanning multiplatform content delivery, remote production and 4K/UHD. Additionally, in direct response to the voters' input, Avid has since delivered dozens of features and enhancements in its products and solutions for content creation, management and delivery.

"Through the unique power of the ACA Vote, our colleagues everywhere in media and entertainment are achieving crucial clarity and focus on our industry's most pressing challenges and vision for the future, while also guiding us at Avid to develop and deliver the products to meet those needs head on," said Jeff Rosica, CEO and President, Avid. "There is no better source than the ACA Vote for understanding what media technology users want and need. This is an exciting time of year at Avid, culminating when passionate people at all levels of this dynamic industry come together at the Connect conference, share in the vote results, and clear the way for making even more progress."

To help foster greater understanding of industry challenges and opportunities, the ACA leadership and Avid have again appointed [Devoncroft Partners](#) – one of the leading research providers covering media technology – to expand the efforts of surveying, capturing and analyzing the valuable viewpoints from the community on evolving business dynamics, emerging trends and technology directions that are important to the media industry.

### Come to Connect 2019 for the Vote Results

Guided by the mission for "Creating the Future," [Connect 2019](#) (April 6-7 at Aria Las Vegas) will enable collaboration, learning, and interaction among the global community that creates and delivers TV, film and music. In addition to revealing the findings of the ACA Vote, the Connect tradition provides a forum unlike any other, emphasizing unparalleled access and discovery led by the individuals and organizations who are blazing new trails in video and audio production, post production, management, and delivery for the whole industry to adopt—while working to reach audiences everywhere and drive revenues from their content. Register for Connect 2019 at [www.avidconnect2019.com](#).

### About the Avid Customer Association

Avid and its customers established the Avid Customer Association (ACA) to create the world's most innovative and influential media technology community representing organizations and professionals across the industry. Within six years of its founding, the ACA has grown rapidly to give a voice and proven influence to more than 30,000 members from every discipline and job level in content creation, production, management and delivery—from global media organization leaders to individuals just getting started in their careers. Through its rapid enrollment process, the ACA enables qualified TV, film and music professionals who are not yet taking advantage of the ACA to easily [join the association](#) for free and immediately participate in the 2019 ACA Vote.

### 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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