



## Avid Helps HBO to Innovate Post Production for Program Promotions

April 16, 2019

BURLINGTON, Mass., April 16, 2019 (GLOBE NEWSWIRE) -- [Avid® \(Nasdaq: AVID\)](#), the leading technology provider that powers the media and entertainment industry, today announced that it is helping [HBO®](#) to re-define the promotional content finishing workflows that serve all of the network's distribution outlets.

HBO's innovative approach includes unlimited on-demand licenses for Avid [Media Composer®](#) nonlinear editing systems. It allows the network's production engineering group to scale editing resources up and down on a moment's notice to address end-user demand from marketing, sports, documentary and home entertainment to create their promotions and market their programming with greater agility and speed. HBO's virtualized Media Composer deployment integrates with its Avid [NEXIS®](#) storage resources.

"Our production engineering group supports hundreds of clients who create promotions and packages to drive the success of HBO's growing offerings, so we've established an efficient, on-demand resource that corresponds to the elastic needs of the operation," said Stefan Petrat, Senior Vice President of Media Technology at HBO. "As needed, we can spin up our Media Composer seats and have hundreds of editors working on promotional pieces for all HBO distribution outlets. When that push is over, we can immediately spool down our excess systems."

"HBO's production engineering group is taking an inventive approach toward unlocking new gains in post-production performance, and Avid is very pleased to support their vision with the virtualization of Media Composer," said Jeff Rosica, CEO and President, Avid. "It's exciting to see world-class customers like HBO successfully rethinking and reimagining the sheer scale of their workflows with Avid tools and solutions."

Learn more by reading Avid's customer story about HBO at <https://www.avid.com/customer-stories/hbo>.

### 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](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

© 2019 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid NEXIS, FastServe, AirSpeed, iNews, Maestro, MediaCentral, Media Composer, PlayMaker, Pro Tools, Avid VENUE, and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. All other trademarks are the property of their respective owners. Product features, specifications, system requirements and availability are subject to change without notice.

### PR Contacts:

Avid

Donnelle Koselka

[donnelle.koselka@avid.com](mailto:donnelle.koselka@avid.com)

Red Lorry Yellow Lorry (Avid's PR agency)

Tanya Roberts – USA

[avid@rlyl.com](mailto:avid@rlyl.com)

### About HBO

HBO® is one of the most respected and innovative entertainment brands in the world, serving iconic, award-winning programming to 142 million subscribers globally. A subsidiary of WarnerMedia, HBO is the world's most successful pay TV service with an extensive array of programming that includes some of the most notable titles to be on television including *Game of Thrones®*, *Big Little Lies®*, *Westworld®*, *The Sopranos®*, *Sex and the City®*, *Band of Brothers®*, and *The Wire®*. In the United States, HBO® and sister network Cinemax® are available across multiple platforms including HBO On Demand®, Cinemax On Demand®, HBO GO® and MAX GO®, as well as HBO NOW®. Internationally, HBO branded services, including television networks and the standalone streaming product HBO GO®, are available in more than 70 countries across Asia, Europe, Latin America and the Caribbean. HBO and Cinemax programming is also sold into more than 150 countries worldwide.



Source: Avid Technology, Inc.