



NBC Sports Selects Its Media Production Software and Storage Provider for Its Production of 2022 Olympic & Paralympic Winter Games

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XXIV Olympic Winter Games Take Place February 2–20, 2022 Across Networks of NBCUniversal

NBC Sports Utilizes Avid Media Production & Storage Solution for its Production of Olympic Winter Games

STAMFORD, Conn., Feb. 16, 2022 (GLOBE NEWSWIRE) -- NBC Sports has selected Avid to provide media creation and storage solutions for its production of the XXIV Olympic Winter Games, from Beijing, China, February 2–20. The announcement was made today by Darryl Jefferson, VP of Post Operations and Digital Workflow, NBC Sports & Olympics, and Jeff Rosica, CEO and President, Avid.

NBCUniversal provides coverage of the 2022 Olympic Winter Games from Feb. 2-20, featuring a Winter Olympics-record 2,800+ hours of coverage across NBC, Peacock, USA Network, CNBC, [NBCOlympics.com](https://www.nbcolympics.com) and the NBC Sports app. The Opening Ceremony was presented on Friday, Feb. 4, live in the morning and again in primetime on NBC and Peacock. Similar to recent Winter Games, NBC's primetime Olympic coverage began the night before the Opening Ceremony on Thursday, Feb. 3. Coverage began on Wednesday, Feb. 2, on USA Network and Peacock. NBCUniversal is presenting its 18th Olympic Games, 12th consecutive overall, and sixth straight Winter Games, all the most by any U.S. media company.

For more than two decades, NBC Sports has utilized Avid's award-winning technology to deliver state-of-the-art coverage to viewers throughout the United States. NBC Sports' broadcast teams will use Avid's MediaCentral platform, Media Composer editing software, and shared storage solutions from its International Broadcast Center in Stamford, Conn., to drive remote and on-site production workflows for its production across multiple platforms.

"NBC Sports again relies on these tools to edit and deliver a wide variety of HDR, SDR, 50 and 60Hz content to each of our businesses, from cable to our Peacock streaming service," said Jefferson. "With every growth and change over the years, Avid has pivoted and helped NBC Sports' effort with editing and media management workflow tools befitting the herculean production efforts of the Games."

"The scale of creativity and throughput by NBC Sports' production teams for these events is astounding and they redefine what's possible for innovative event coverage each and every time," said Rosica. "These events have consistently been a proving ground for new ideas, new technologies and new ways of working. It's an honor for Avid to collaborate with NBC Sports."

ABOUT NBC SPORTS

NBC Sports connects people to the moments that matter most and serves sports fans 24/7 with premier live events, insightful studio shows, and compelling original programming. The sports media company presents premier content across linear platforms NBC, USA Network, Golf Channel, and Olympic Channel: Home of Team USA, as well numerous digital sites, including Peacock. It also consists of NBC Sports Next, a subdivision of NBC Sports and home to all NBCUniversal digital applications in sports and technology within its three groups: Youth & Recreational Sports, Golf, and Betting & Gaming. NBC Sports possesses an unparalleled collection of media rights agreements, partnering with some of the most prestigious sports properties in the world: the International Olympic Committee and United States Olympic and Paralympic Committee, the NFL, NASCAR, INDYCAR, PGA TOUR, The R&A, PGA of America, USGA, Churchill Downs, Premier League, Tour de France, Roland-Garros, and many more.

Learn how broadcasters and other media companies use Avid's technologies to create and deliver sports, news, series and other programming to viewers across platforms all around the world at <https://www.avid.com/products/mediacentral>.

Avid Powers Greater Creators

People who create media for a living become greater creators with Avid's award-winning technology solutions to make, manage and monetize today's most celebrated video and audio content—from iconic movies and binge-worthy TV series, to network news and sports, to recorded music and the live stage. What began more than 30 years ago with our invention of nonlinear digital video editing has led to individual artists, creative teams and organizations everywhere subscribing to our powerful tools and collaborating securely in the cloud. We continue to re-imagine the many ways editors, musicians, producers, journalists and other content creators will bring their stories to life. Discover the possibilities at [avid.com](https://www.avid.com) and join the conversation on social media with the multitude of brilliant creative people who choose Avid for a lifetime of success.

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