



Denmark's Regional Broadcaster TV MIDTVEST Extends Strategic Engagement with Avid through MediaCentral | Flex Subscription

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Jylland-based broadcaster signs multi-year agreement for Media Composer Enterprise and MediaCentral platform including MediaCentral | Collaborate

BURLINGTON, Mass., Nov. 30, 2022 (GLOBE NEWSWIRE) -- Danish regional broadcaster TV MIDTVEST has extended its strategic relationship with [Avid®](#) (Nasdaq: AVID) by transitioning onto Avid's [MediaCentral | Flex®](#) subscription software.

The move optimizes the reliability, scalability and flexibility of the broadcaster's news production, and enhances its toolsets to enable story-centric workflows. The subscription will give TV MIDTVEST--which has relied on Avid solutions for more than a decade--access to the latest versions of Avid's newsroom and media workflow management and video editing solutions, helping to future-proof its production operations.

TV MIDTVEST's upgrade to the Avid MediaCentral | Flex subscription includes licenses for the [MediaCentral®](#) production platform and [Media Composer Enterprise®](#) editing software, with [Avid NEXIS®](#) shared storage platform. The Flex subscription also provides TV MIDTVEST production teams with access to a host of other products, including [MediaCentral | Collaborate](#), which empowers teams with a collaborative story-centric workflow. Available as an iOS or panel in Media Composer, Media Central | Collaborate enables team members to collaborate seamlessly in story-centric workflows from anywhere. In MediaCentral, AI/ML services such as speech-to-text will help reporters find mentions of a particular keyword or topic in video clips.

Avid Chief Revenue Officer Tom Cordiner commented, "We're delighted that TV MIDTVEST has chosen to expand and deepen its relationship with Avid. Now, their broadcast and digital content teams are assured access to Avid's latest story-centric news workflow tools, providing greater flexibility and scalability to match their evolving media production needs. It just shows, whatever size your broadcast operation, Avid has a solution that can work for you."

TV MIDTVEST Head of Production Carsten Jensen commented, "We are pleased with our long-standing Avid relationship and are looking forward to taking advantage of Avid's latest innovations for collaborative story-centric workflows, which will provide new and innovative tools for our broadcast and online needs."

For more information about Avid MediaCentral, please visit: <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](#) 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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PR Contacts

Avid Communications, EMEA
Neil Beston
neil.beston@avid.com

Red Lorry Yellow Lorry (Avid's PR agency)
avid@ryl.com



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