



GBH Transforms Collaborative Workflows with Avid Enterprise Solutions in Broadcast News and TV Production

April 17, 2023

Transitions towards cloud-based workflows and enhances audio production capabilities

BURLINGTON, Mass., April 17, 2023 (GLOBE NEWSWIRE) -- [Avid®](#) ([Nasdaq: AVID](#)) today announced an expanded relationship with [GBH](#) and [The OutPost](#), its award-winning audio and post production finishing facility. The continued relationship with GBH, the largest content creator for public media in America, including PBS, NPR and PRX, features the addition of a second [Avid S6™](#) to The OutPost facilities, which mixes programs for the best producers in the business including PBS programs like Frontline, Nova and American Experience.



A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/0338d540-dd59-4d79-ad83-7dbdb6e80a7c>

GBH is evolving the infrastructure of The OutPost's three mix theatres, where [Pro Tools®](#) is the platform of choice for audio mixing engineers. Adding a second Avid S6 brings compatibility between rooms and provides The OutPost mixing engineers with the most powerful, feature-rich mixing platform for Pro Tools, while providing user friendly ergonomics and rich visual feedback of automation and audio waveforms to further streamline mixing workflows.

The Avid S6 has become the industry standard for audio post production mixing facilities. As budgets and mix schedules get reduced, engineers are asked to deliver in more formats like Atmos while mixing larger Pro Tools sessions and demand the powerful automation and track management features of S6 which have become indispensable in meeting tight post production deadlines.

Avid and GBH Through the Pandemic

During the COVID-19 pandemic, GBH transitioned to Avid's enterprise software subscription for its [Media Composer®](#), [MediaCentral®](#) and Pro Tools solutions, providing them with the flexibility and scalability to meet the challenges at the time. GBH was able to quickly move 75 edit suites offsite to provide their teams with remote access to their on-prem machines and storage. GBH production teams collaborated virtually in edit suites and mixing rooms, which included 45 Media Composer suites, four [Symphony®](#) video color grading suites, three sound mixing rooms featuring Pro Tools and an Avid S6 Control Surface.

“While the pandemic accelerated the broadcast and production industry’s adoption of new virtual workflows, Avid has ensured that customers experience zero downtime with quick access to editing suites and storage for seamless collaboration and immediate innovation,” said Tom Cordiner, Chief Revenue Officer at Avid. “GBH is a great example showcasing how broadcast, production and editing teams are harnessing the power of the cloud to derive even more value from their content.”

GBH also upgraded its Avid storage capacity to one and a half petabytes, implementing various levels of [Avid | NEXIS F-Series](#) tiered storage with [Avid | NEXIS@ VFS virtual file system](#) and [Avid NEXIS@ | Flex Subscription](#). These storage solutions provided GBH productions teams with full interoperability between Media Composer and other editing platforms to collaborate from anywhere at any time.

“Avid has played a huge role in helping us on our mission to transition towards cloud-based editing and production workflows, which was greatly accelerated by the pandemic,” said Tim Mangini, Senior Director of Production Technology, GBH Production Group. “Our teams depend not only on streamlined, intuitive and collaborative workflows, but also integration with our other tools, which Avid excels at. They provide the levels of integration and customization we need to get the most value out of our productions.”

Meet with Avid at [NAB Show booth N1221](#) (Las Vegas, through April 19) to experience the innovations that are transforming how media production teams achieve enhanced collaboration, efficiency, economy and scale.

About GBH

GBH is the leading multiplatform creator for public media in America. As the largest producer of content for PBS and partner to NPR and PRX, GBH delivers compelling experiences, stories and information to audiences wherever they are. GBH produces digital and broadcast programming that engages, illuminates and inspires, through drama and science, history, arts, culture and journalism. It is the creator of such signature programs as MASTERPIECE, ANTIQUES ROADSHOW, FRONTLINE, NOVA, AMERICAN EXPERIENCE, *Arthur* and *Molly of Denali* and a catalog of streaming series, podcasts and on-demand video. GBH’s television channels include GBH 2, GBH 44, GBH Kids and national services WORLD and Create. With studios and a newsroom headquartered in Boston, GBH reaches across New England with GBH 89.7; CRB Classical 99.5; and CAI, the Cape and Islands NPR station. Dedicated to making media accessible to and inclusive of our diverse culture, GBH is a pioneer in delivering media to those who are deaf, hard of hearing, blind and visually impaired. GBH creates curriculum-based digital content for educators nationwide with PBS LearningMedia and has been recognized with hundreds of the nation’s premier broadcast, digital and journalism awards. Find more information at [gbh.org](#).

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.

© 2023 Avid Technology, Inc. All rights reserved. Avid, the Avid logo, Avid NEXIS, Avid | NEXIS VFS Virtual File System, Avid S6, MediaCentral, Media Composer, Symphony, and Pro Tools are trademarks or registered trademarks of Avid Technology, Inc., or its subsidiaries in the United States and/or other countries. Other trademarks are property of their respective owners. Product features, specifications, system requirements and availability are subject to change without notice.

PR Contacts

Avid
Dave Smith - Americas
david.smith@avid.com
978.502.9607

Avid
Neil Beston – EMEA/ANZ
neil.beston@avid.com
+44 (0) 7770 644 136

Red Lorry Yellow Lorry (Avid’s PR agency)
avid@rlyl.com



Source: Avid Technology, Inc.

GBH Transforms Collaborative Workflows with Avid Enterprise Solutions



GBH uses Avid solutions in their broadcast news and TV production