

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>ROCKWELL MICHAEL J</u>  (Last) (First) (Middle) <u>50 HIDDEN ROAD</u>  (Street) <u>ANDOVER MA 01810</u>  (City) (State) (Zip)	2. Issuer Name <b>and</b> Ticker or Trading Symbol <u>AVID TECHNOLOGY INC [ AVID ]</u>  3. Date of Earliest Transaction (Month/Day/Year) <u>03/05/2004</u>  4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <div>Director 10% Owner</div> <div><input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>SVP &amp; Chief Technology Officer</u></div> 6. Individual or Joint/Group Filing (Check Applicable Line) <div><input checked="" type="checkbox"/> Form filed by One Reporting Person</div> <div>Form filed by More than One Reporting Person</div>
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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	03/05/2004		M		20,000	A	\$14.5	20,000	D	
Common Stock	03/05/2004		M		165	A	\$16.77	20,165	D	
Common Stock	03/05/2004		S		200	D	\$43.59	19,965	D	
Common Stock	03/05/2004		S		900	D	\$43.51	19,065	D	
Common Stock	03/05/2004		S		5,673	D	\$43.5	13,392	D	
Common Stock	03/05/2004		S		29	D	\$43.47	13,363	D	
Common Stock	03/05/2004		S		192	D	\$43.46	13,171	D	
Common Stock	03/05/2004		S		100	D	\$43.45	13,071	D	
Common Stock	03/05/2004		S		100	D	\$43.42	12,971	D	
Common Stock	03/05/2004		S		300	D	\$43.41	12,671	D	
Common Stock	03/05/2004		S		300	D	\$43.4	12,371	D	
Common Stock	03/05/2004		S		171	D	\$43.39	12,200	D	
Common Stock	03/05/2004		S		1,300	D	\$43.36	10,900	D	
Common Stock	03/05/2004		S		400	D	\$43.34	10,500	D	
Common Stock	03/05/2004		S		200	D	\$43.31	10,300	D	
Common Stock	03/05/2004		S		1,000	D	\$43.3	9,300	D	
Common Stock	03/05/2004		S		100	D	\$43.28	9,200	D	
Common Stock	03/05/2004		S		200	D	\$43.25	9,000	D	
Common Stock	03/05/2004		S		300	D	\$43.18	8,700	D	
Common Stock	03/05/2004		S		1,000	D	\$43.16	7,700	D	
Common Stock	03/05/2004		S		329	D	\$43.15	7,371	D	
Common Stock	03/05/2004		S		200	D	\$43.11	7,171	D	
Common Stock	03/05/2004		S		300	D	\$43.1	6,871	D	
Common Stock	03/05/2004		S		100	D	\$43.03	6,771	D	
Common Stock	03/05/2004		S		297	D	\$43.01	6,474	D	
Common Stock	03/05/2004		S		6,474	D	\$43	0	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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