\Box

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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								
Estimated average burden									
hours per response:	0.5								

-										
1. Name and Add	1 0		2. Issuer Name and Ticker or Trading Symbol AVID TECHNOLOGY INC [AVID]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
ROCKWELL MICHAEL J		<u>th J</u>			Director	10% Owner				
				v	Officer (give title	Other (specify				
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)		below)	below)				
(Last) (First) (Middle) 50 HIDDEN ROAD		(midule)	03/05/2004		SVP & Chief Tech	nology Officer				
						0.0				
			4. If Amendment, Date of Original Filed (Month/Day/Year)	6 Indiv	vidual or Joint/Group Fili	ng (Check Applicable				
(Street)				Line)		ig (encon applicable				
ANDOVER	MA	01810		X	Form filed by One Re	porting Person				
					Form filed by More th	an One Reporting				
(City)	(State)	(Zip)			Person					
1 (()	A 127								

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 Disposed Of	Acquired (D) (Instr.	(A) or 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership
			Code	v	Amount	(A) or (D)	Price	Reported Transaction(s) (Instr. 3 and 4)		(Instr. 4)
Common Stock	03/05/2004		М		20,000	A	\$14.5	20,000	D	
Common Stock	03/05/2004		М		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	

(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	THE REAL STATES AND A CONTRACT OF THE SECULION DATE, if any (E.G., (Month/Day/Year)	Ative Transa pute (8)	Secu incention incention	Secu Acq (A) (Disp of (D	(NewbArco Gi Petr Epirejoodsourd Expiration Date ecurities cquired sposed f (D) (Instr. 4 and 5)			or Blene of Securit Ion Scould Derivative (Instr. 3 ar	Security	GwPrice of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa E08e (8)	ction Instr.	of Deri Secu Acq (A) o Disp of (D	umber vælve urities uired or osed o) (Instr. and 5)	Expiration Date Expiration		Amount or 7. Title and Amount of securites Underlying Shares Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
								Date	Expiration		Amount or Number of				
Incentive Stock Option (right to buy)	\$14.5	03/05/2004		Code M	v	(A)	(D) 20,000	Exercisable	Date 05/03/2010	Title Common Stock	Shares	\$0	378	D	
Incentive Stock Option (right to buy)	\$16.77	03/05/2004		М			165	04/15/1995 ⁽¹⁾	03/09/2004	Common Stock	165	\$0	0	D	

Explanation of Responses:

1. Twenty-five percent of the option becomes exercisable on the date listed in the "Date Exercisable" column; the remaining seventy-five percent becomes exercisable in 42 monthly installments thereafter. 2. Twenty-five percent of the option becomes exercisable on the date listed in the "Date Exercisable" column; the remaining seventy-five percent becomes exercisable in three equal six month installments thereafter.

Remarks:

Mike Rockwell

03/08/2004

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.