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Avid Everywhere Enables RTVE to Collaborate More Efficiently Among Production Facilities Across Spain

Avid MediaCentral Platform Helps Leading Spanish Broadcaster Centralize Its Technical Operations in Madrid and Reduce Production Costs for Regional Newscast

BURLINGTON, Mass., March 31, 2015 (GLOBE NEWSWIRE) -- **Avid®** (Nasdaq:AVID) today announced that Radio Televisión Española (RTVE), Spain's national public broadcast organization, has embraced [Avid Everywhere™](#) to streamline its production processes and collaboration among its multiple facilities across Spain. Built on the [Avid MediaCentral Platform](#), the new highly-efficient broadcast workflow enabled RTVE to centralize its technical operations in Madrid and reduce regional newscast production costs.

"With public broadcasters like RTVE facing shrinking budgets and increased competition, improving productivity and operational efficiency are crucial elements of success," stated Tom Cordiner, vice president of International Sales at Avid. "Avid Everywhere enables RTVE to streamline production, facilitate collaboration between multiple facilities, and deliver higher-quality content to audiences locally and worldwide."

RTVE is composed of TVE and RNE, the official television and radio networks of Spain. The networks produce a wide range of content for six television channels and six radio stations, including news, documentaries, sports, children's programming, and more.

One of the key elements RTVE needs to cover is to produce efficiently local content across Spain to accomplish the Public Broadcasting Service mission. The regional production facilities are located throughout Spain, and in the past, disparate technology workflows made it difficult for the facilities to collaborate and share content - hampering their ability to produce the volume of content they needed to stay competitive.

"This project is a step forward in RTVE's pursuit for innovation. Avid Everywhere is perfectly aligned with our needs, and our partnership with Avid enables us to use the latest technologies based on cloud architecture," said Pere Vila, CTO and CIO at RTVE. "By investing in Avid Everywhere and getting on the platform, we now have a completely digital workflow that prepares us for the future and enables us to deliver the public service we deliver with the highest efficiency ratios."

In order to centralize technical operations at the organization's Madrid headquarters and enhance collaboration among its numerous television and radio production facilities, RTVE implemented advanced media management solutions based on a private cloud architecture from the Avid [Media Suite](#), including an [Interplay® | Production](#) media asset management system, [iNEWS®](#), and Avid [MediaCentral | UX](#), a cloud-based, web front-end to the Avid MediaCentral Platform.

To effectively manage and store the massive volume of media its stations produce, RTVE deployed cutting-edge media storage solutions from the Avid [Storage Suite](#), including multiple [ISIS® shared storage](#) systems and [AirSpeed® | 5500](#) servers. Production teams throughout the RTVE network rely on industry-standard creative tools from the Avid [Artist Suite](#) to produce the highest-quality media, including [Media Composer® | NewsCutter® Option](#) and [Media Composer | Cloud](#).

About Avid

Through [Avid Everywhere™](#), Avid delivers the industry's most open, innovative and comprehensive media platform connecting content creation with collaboration, asset protection, distribution and consumption for the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, music recordings, and television shows, to live concerts and news broadcasts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, and Sibelius®. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

About RTVE

RTVE (Radio Televisión Española) is a public TV and radio broadcaster, with six TV channels and six radio stations. Headquartered in Madrid, Spain, with facilities in 17 regions across the country, RTVE is the largest group of channels in Spain broadcasting in Spanish. The group produces and airs a wide range of content, including cultural programming, news,

documentaries, sports, children's programming and American TV films and series.

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