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New Media Industry Research Shows Growing Executive Confidence in Media Asset Management to Drive Growth

Survey of 125 Global Media Leaders Shows That 66% Lowered Multi-Platform Distribution Costs, 50% Improved Collaboration, and 54% Enabled New Revenue Streams Using Media Asset Management (MAM) Technology

BURLINGTON, Mass., July 23, 2015 (GLOBE NEWSWIRE) -- Avid® (Nasdaq:AVID) today announced new research findings that reveal how the leaders of major global media enterprises are using MAM to improve collaboration and operational efficiency, reduce costs, drive revenue, and deliver a higher return on investment (ROI). The independent study was conducted by Ovum and commissioned by Avid, one of the largest suppliers of media asset management (MAM) solutions in the marketplace, and the company behind [Avid Everywhere™](#). The research demonstrates that industry leaders are driving substantial gains by using MAM to enhance collaboration, lower multi-platform distribution costs, and open new revenue streams.

A graphic accompanying this release is available at <http://media.globenewswire.com/cache/29073/file/35812.pdf>

"Many content production and broadcasting infrastructures are built on disconnected solutions that lack the agility, scalability, and efficiency needed to monetize assets across every stage of the content lifecycle," stated Jeff Rosica, senior vice president, worldwide field operations at Avid. "Ovum's latest research convincingly demonstrates how cutting-edge MAM solutions, such as [Avid Interplay | MAM](#), enable global media enterprises to improve operational efficiency, reduce costs, and effectively manage the entire media content lifecycle."

"The data we collected shows that media executives are evolving their perception of MAM from a standalone rich media storage repository to an enabler of end-to-end integrated media asset production and distribution workflows," said Kedar Mohite, senior analyst, Media & Broadcast Technology, Ovum. "By deploying a unified MAM system, media enterprises can streamline multi-platform asset distribution and monetize premium time-based media assets on multiple non-linear channels."

The Ovum research shows that integrated digital content platforms are essential for competing in today's content everywhere world. MAM boosts collaboration and productivity by enabling production teams to access media assets from any location. MAM solutions help media enterprises to reduce lifecycle costs and deliver content to audiences via new multi-platform delivery services. By using MAM as a strategic tool to accelerate multi-platform asset monetization, organizations can gain significant ROI.

Top data points include:

- **MAM implementations are delivering strong results for top media organizations**
 - 66% of surveyed executives lowered the cost of multi-platform distribution
 - 50% improved real-time collaboration of creative media professionals
 - 52% improved delivery of personalized content on connected devices
 - 54% enabled new revenue streams across multiple channels
- **MAM can deliver strong return on investment and revenue growth**
 - 50% of media executives plan to increase MAM spending over the next five years
 - 82% see MAM delivering more than 10% of ROI
 - The ability to quickly introduce new online video services has resulted into average revenue increase of 17% on these new platforms
- **MAM can reduce costs**
 - On average, media organizations are reducing multi-platform distribution costs 19-20% with their MAM deployments

The Ovum study also found that unified MAM systems enable media organizations to maximize content monetization and generate tangible benefits for advertisers in the form of contextual advertising, by delivering rich content across multiple screens.

Survey Methodology and Background

Avid commissioned Ovum to develop and conduct a top-level sentiment and viewpoint survey on the media and production asset management (MAM and PAM) technologies. Ovum interviewed 125 senior management executives across 21 countries to assess the adoption and relative satisfaction related to the technology, revenue leakage, pain points, core deployment objectives, ROI perception, and likely budget trends in the next five years. The survey encompassed nine sub-media verticals including broadcasting (TV and radio), publishing, post production, advertising agencies, music labels, internet streaming, film studios and sports franchises. To view the full results of the study, download the Ovum report, [A Content Everywhere Game Plan](#).

About Ovum

Ovum is a market leading analyst house focused on converging IT, telecoms and media markets. Ovum provides clients with actionable intelligence that can be relied upon in evaluating opportunities, benchmarking performance, and making better business-critical decisions. Its research draws upon over 400,000 interviews each year with business and technology, telecoms and sourcing decision-makers, giving Ovum and its clients unparalleled insight, not only into business requirements but also the technology that organizations must support. Ovum is part of Informa Group, the world's leading provider of business intelligence.

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. Media organizations and creative professionals use Avid solutions to create the most listened to, most watched and most loved media in the world—from the most prestigious and award-winning feature films, to the most popular television shows, news programs and televised sporting events, as well as a majority of today's most celebrated music recordings and live concerts. Industry leading solutions include Pro Tools®, Media Composer®, ISIS®, Interplay®, ProSet and RealSet, Maestro, PlayMaker, 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](#).

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