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## Atresmedia Adopts Avid Everywhere for HD News Production Across Two TV Channels

### Avid MediaCentral Platform Enables Increased Productivity and Efficiency Across a Fully HD Workflow

BURLINGTON, Mass., Jan. 12, 2016 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that the Atresmedia Communication Group based in Madrid, Spain, has adopted [Avid Everywhere™](#) for the news production of its TV channels Antena 3 and LaSexta. Powered by the [Avid MediaCentral™ Platform](#) and implemented by [Avid Global Services](#), Atresmedia's new HD workflow increases the reliability, flexibility, speed and productivity of the channels' news production environment.

Atresmedia's system requirements increased significantly in a very short period of time, when the journalists from LaSexta moved from a rented building into the Antena 3 newsroom to save costs. With twice the number of journalists sharing the same system, the customer's existing technical architecture was stretched beyond its limit. Atresmedia chose to implement a complete state-of-the-art, robust and reliable Avid HD workflow, thus accommodating the move, anticipating future developments and requirements to the workflow, and offering journalists new functionality to increase productivity and improve the quality of news stories and time to air.

The new installation features two identical systems based on Avid solutions. [Avid ISIS® | 7500](#) provide shared storage, while [AirSpeed® | 5500](#) multichannel video servers enable cost-efficient playback. Content is managed through [Interplay® | Production](#), and [Interplay | Archive](#) provides production archive management. [Media | Director](#) allows quick media ingest while [iNEWS®](#) is the dynamic center of news content creation and distribution, with [iNEWS Command](#) for accurate news automation control. [Avid MediaCentral | UX](#) unifies content creation and cataloging for multiple roles. Avid's proven [Media Composer® | Software](#) is used for video editing, combined with the [Media Composer | NewsCutter® Option](#) and Cloud option. The entire installation is underpinned with a complete service support plan and training program from Avid Global Services.

The newly implemented system also allows for seamless integration with other technology vendors, as well as remote editing and access to indexed search of the current Media Asset Management system.

"It was key that our news solutions should improve productivity for our journalists. We also needed a system that was reliable and future-proof in order to accommodate future challenges and any unexpected needs with a limited additional investment," said José María Martínez, Atresmedia SVP of Production and CTO. "By embracing Avid Everywhere we now have a fully integrated HD news solution that will take us well into the next phase of our development."

"Atresmedia's new installation will help their channels to be more competitive and stand out in the increasingly crowded news market, while enabling to consolidate their resources," said Tom Cordiner, vice president of International Sales at Avid. "By adopting Avid Everywhere, Atresmedia has now a system that can evolve with changing requirements."

LaSexta is now on-air with the new HD workflow, while the Antena 3 phase is scheduled for completion by the beginning of 2016.

### 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, 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](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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