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Avid Everywhere Helps Jewelry Television Meet the Challenges of Broadcasting Live 24/7

Avid MediaCentral Platform Enables Television Retail Network to Streamline Production, Enhance Collaboration, and Generate the Highest Possible ROI

BURLINGTON, Mass., Aug. 20, 2015 (GLOBE NEWSWIRE) -- **Avid®** (NASDAQ:AVID) today announced Jewelry Television (JTV), a leading television retail network, has embraced [Avid Everywhere™](#) to improve production efficiency, enhance collaboration, and produce a high volume of media to meet a demanding 24/7 production schedule. The end-to-end media management and shared storage workflow, built on the [Avid MediaCentral Platform](#), enables JTV to streamline operations, quickly access media assets, and create higher-quality content.

"To meet the challenges of broadcasting live 24/7 and generate the highest possible ROI, it was essential for JTV to streamline production operations and enhance collaboration throughout its network," said Jeff Rosica, senior vice president of Worldwide Field Operations at Avid. "By implementing cutting-edge media asset management and shared storage solutions built upon the Avid MediaCentral Platform, JTV is able to efficiently access its media assets, enhance collaboration, and create high-quality content that motivates audiences to take action."

Reaching more than 85 million homes across the U.S., JTV employs 1,300 team members at its facility in Knoxville, TN. The facility consists of three HD studios, a call center, and a distribution center. JTV also has an office in Bangkok, Thailand with 100 employees. The speed of content creation and distribution at JTV requires the network to operate more like a live sports operation than a typical broadcaster, and amplifies any workflow issues or inefficiencies.

"Other manufacturers offered parts and pieces of a solution, but only Avid offered a complete, comprehensive workflow," said Tim Engle, chief strategy officer at JTV. "With Avid Everywhere, we have the powerful collaborative workflows we need to streamline every aspect of our production process and produce the highest quality content for audiences across the U.S."

JTV was looking to enhance existing stored media capabilities to allow teams to collaborate and share content more efficiently. Furthermore, more efficient tools to catalogue media will assist production teams filming on location around the world, enabling more raw footage to be used in building content. JTV also needed a solution that would enable them to quickly integrate b-roll content to help supplement programming.

In order to integrate its production process and enhance collaboration throughout its entire network, JTV implemented an end-to-end workflow made up of advanced Avid media management and shared storage solutions. An [Interplay® | Production](#) asset management system enables team members throughout the organization to easily access and view media. A cutting-edge [Avid ISIS® shared storage](#) system enables JTV to effectively store and access the content it produces. [Avid Media | Index](#) media search management enables production teams to quickly find footage using keywords.

[Media Composer® | Cloud](#) enables teams to quickly upload footage from the field, and producers can then access the media from any location using Avid [MediaCentral | UX](#), the cloud-based, web browser front-end to the Avid MediaCentral Platform. Finally, Avid [Media | Distribute](#) multiplatform distribution enables editors to quickly publish videos to YouTube, which greatly expands JTV's audience and opens up new revenue opportunities.

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](#).

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