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## **NBC Olympics Selects Avid To Provide Content Creation and Media Management Workflows for its Production of 2016 Olympic Games in Rio**

### **Avid to enable NBC Olympics to accelerate production, streamline collaboration, and increase operation efficiency during its coverage of 2016 Rio Olympics**

LAS VEGAS, April 16, 2016 (GLOBE NEWSWIRE) -- **NAB (Booth #SU902)** -- NBC Olympics, a division of the NBC Sports Group, has selected [Avid®](#) (NASDAQ:AVID) to provide content creation and media management workflows for its production of the Games of the XXXI Olympiad, which take place in Rio de Janeiro, Brazil, from August 5-August 21. The announcement was made today by Darryl Jefferson, VP of Post and Digital Workflow at NBC Sports and Olympics, and Louis Hernandez, Jr., Chairman, President and Chief Executive Officer, Avid.

To accelerate and streamline production for the Rio Games, NBC Olympics selected the [Avid MediaCentral™ Platform](#), the industry's most open, extensible and customizable common services foundation. The Avid MediaCentral Platform is the foundation of the [Avid Everywhere™](#), and is composed of four powerful product suites that will enable NBC Olympics to streamline their entire workflow, from media creation and collaboration, to delivery, throughout the 17 consecutive days of coverage of the Rio Olympics.

This marks the ninth consecutive NBC Olympics/Avid partnership since the Sydney Games in 2000. The implementation for NBC Olympics production of the Rio Olympics is the largest and most comprehensive to date, and includes a range of solutions built upon the Avid MediaCentral Platform.

Avid [Interplay® | Production](#) will help NBC Olympics to manage content creation, automate workflows, and empower collaboration across multiple production facilities worldwide. [Avid Interplay | MAM](#) media asset management will enable teams to find assets fast, streamline media operations, and make the most of revenue opportunities. [Avid MediaCentral | UX](#) provides a unified, web-based user experience for all production tasks, enabling NBC Olympics to work quickly, with greater efficiency and flexibility.

"For broadcasters today, it's critical to connect and automate every aspect of the media value chain, particularly for an event as complex and demanding as the Olympics," said Louis Hernandez, Jr., Chairman, President and Chief Executive Officer, Avid. "We are thrilled that NBC Olympics has embraced Avid Everywhere to deliver coverage to audiences worldwide in a more powerful, efficient, collaborative, and profitable way."

"To produce the 2016 Rio Olympics, we will need to create, manage, distribute, and monetize an extraordinarily large amount of content," stated Darryl Jefferson, VP of Post and Digital Workflow at NBC Sports and Olympics. "The Avid MediaCentral Platform allows our team members in multiple locations to collaborate in real time, providing us with the capacity to create high-quality content quickly and efficiently."

The NBC Olympics production compound within the International Broadcast Center (IBC) in Rio will be outfitted with [Avid Media Composer®](#) editing systems connected to an [Avid ISIS® 7500](#) shared storage system with 512TB of total raw capacity. The Olympic Venues are each equipped with a 128TB ISIS 7500, [AirSpeed® 5500](#), and [Interplay Production](#) systems with connectivity back to the IBC.

#### **About NBC Olympics**

A division of the NBC Sports Group, NBC Olympics is responsible for producing, programming and promoting NBCUniversal's Olympic coverage. It is renowned for its unsurpassed Olympic heritage, award-winning production, and ability to aggregate the largest audiences in U.S. television history.

For more information on NBC Olympics' coverage of the Rio Olympics, please visit: <http://nbc sportsgrouppressbox.com/>

#### **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 Avid NEXIS, 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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