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Avid Delivers Social Media Innovations to Maximize Audience Engagement

New Cloud-based Social Media Hub gives news organizations all they need to connect with their audiences, wherever they are

BURLINGTON, Mass., Feb. 09, 2017 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that [Social Media Hub](#) now offers native integration with [MediaCentral® | UX](#), the cloud-based web front end to the Avid [MediaCentral Platform](#), the industry's most open, tightly integrated and efficient platform designed for media, giving journalists and editors a more efficient way to manage social media content that's accessible from anywhere.

As part of Avid's commitment to offering the most comprehensive tools and workflow solutions to create, distribute and optimize media, all Social Media Hub features are now available in the Social Media Hub pane in MediaCentral | UX. This enables journalists and editors to retrieve, modify and filter social media content within the same interface they use for all other editorial tasks. The integration gives Avid's preeminent community of Social Media Hub users all the benefits of MediaCentral | UX, including scalability, simple management for installations of all sizes, and the ability to work in a cloud environment, from any browser-based device.

A core element of the complete [Avid story-centric workflow](#), Social Media Hub enables broadcasters to collect, filter, moderate, and aggregate user-generated and shared content alongside their programming. It enables broadcasters to engage with audiences by providing a feedback channel that allows them to interact with the broadcast, as well as automatically publish their content to social media in parallel with the on-air broadcast. Users can monitor, filter, moderate, and prioritize incoming feeds from Facebook, Twitter, and other social channels to see what people are saying and sharing, and easily present the best posts as graphic elements on air. Avid's graphic controllers can use on-air data filtered by Social Media Hub and generate graphics with the content. These capabilities allow news organizations to build their audiences by ensuring their brand is visible on all relevant social channels.

"In today's media environment, broadcasters need to maximize audience engagement by interacting directly with them and incorporating their perspective into broadcast programs," said Alan Hoff, vice president, Market Solutions, Avid. "Social Media Hub's integration with MediaCentral | UX gives broadcasters insight about viewers' thoughts and opinions, and enables them to incorporate viewer's social posts into their broadcasts, making their shows more personal and engaging through viewer interaction, and raising the visibility of their brand."

About Avid

Through [Avid Everywhere™](#), Avid delivers the most open and efficient media platform, connecting content creation with collaboration, asset protection, distribution and consumption. Avid's preeminent customer community uses Avid's comprehensive tools and workflow solutions to create, distribute and monetize the most watched, loved and listened to media in the world—from prestigious and award-winning feature films, to popular television shows, news programs and televised sporting events, and celebrated music recordings and live concerts. With the most flexible deployment and pricing options, Avid's industry-leading solutions include Pro Tools®, Media Composer®, Avid NEXIS™, 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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