

**AVID TECHNOLOGY, INC.**  
**Investor Relations Datasheet**

(unaudited, in \$ millions, except Other Key Metrics Data)

Please refer to the definitions below for a definition of the non-GAAP and operational metrics used herein.

	Q1'14	Q2'14	Q3'14	Q4'14	2014	Q1'15	Q2'15	Q3'15	Q4'15	2015	Q1'16	Q2'16	2016
<b>Bookings Summary</b>													
Bookings (As Reported)	126.1	127.8	112.2	153.2	519.3	112.3	117.6	115.1	193.1	538.1	92.5	102.2	194.7
Product	88.3	95.6	78.5	81.7	344.1	74.5	77.7	73.4	93.9	319.5	53.3	59.4	112.8
Service - Maintenance & Subscription	27.0	19.5	24.0	64.7	135.2	31.6	30.8	32.0	75.7	170.1	30.7	33.2	64.0
Service - Professional Service	10.8	12.7	9.7	6.8	40.0	6.2	9.1	9.7	23.4	48.4	8.1	9.5	17.6
Bookings (constant FX)	126.3	125.6	111.0	155.0	517.9	117.8	122.5	121.0	200.9	562.2	98.0	106.7	204.7
Marketed Bookings (constant FX)	121.2	122.1	108.1	154.0	505.4	117.3	122.4	121.0	201.0	561.7	97.9	106.7	204.6
Recurring Revenue Bookings (Maintenance & Subs) %	21%	15%	21%	42%	26%	29%	26%	27%	55%	38%	34%	32%	33%

<b>Non-GAAP Net Revenue</b>													
Product	94.6	87.3	105.2	91.3	378.4	80.0	76.1	88.9	91.4	336.5	84.5	75.6	160.1
Service - Maintenance & Subscription	28.9	28.3	27.4	29.4	114.0	29.7	26.6	40.3	39.9	136.5	50.6	47.4	98.0
Service - Professional Service	11.5	9.1	9.8	7.5	37.9	9.8	7.0	8.2	8.4	33.4	8.7	11.4	20.1
<b>Total Net Revenue</b>	<b>135.0</b>	<b>124.7</b>	<b>142.4</b>	<b>128.2</b>	<b>530.3</b>	<b>119.5</b>	<b>109.7</b>	<b>137.4</b>	<b>139.7</b>	<b>506.4</b>	<b>143.8</b>	<b>134.4</b>	<b>278.3</b>
US & Rest of Americas	61.4	56.0	66.5	58.8	242.6	52.7	48.5	59.1	60.1	220.4	71.3	63.7	135.0
Europe, Middle East & Africa	55.4	48.9	57.7	50.4	212.4	49.3	47.0	55.5	59.2	211.0	51.7	51.6	103.3
Asia-Pacific	18.2	19.8	18.2	19.0	75.3	17.6	14.2	22.8	20.3	75.0	20.8	19.0	40.0
<b>Total Net Revenue</b>	<b>135.0</b>	<b>124.6</b>	<b>142.4</b>	<b>128.2</b>	<b>530.3</b>	<b>119.5</b>	<b>109.7</b>	<b>137.4</b>	<b>139.7</b>	<b>506.4</b>	<b>143.8</b>	<b>134.4</b>	<b>278.3</b>
Pre-2011 Revenue	26.5	24.1	21.6	19.4	91.7	17.0	15.3	13.5	11.9	57.7	9.2	7.8	17.0
Post-2010 Revenue	108.5	100.5	120.8	108.8	438.6	102.6	94.4	123.9	127.7	448.6	134.6	126.6	261.2
<b>Total Net Revenue</b>	<b>135.0</b>	<b>124.7</b>	<b>142.4</b>	<b>128.2</b>	<b>530.3</b>	<b>119.6</b>	<b>109.7</b>	<b>137.4</b>	<b>139.6</b>	<b>506.4</b>	<b>143.8</b>	<b>134.4</b>	<b>278.3</b>

<b>Gross Margin %</b>													
Product	63.1%	59.9%	63.7%	60.9%	62.0%	60.4%	62.8%	63.7%	56.0%	60.6%	68.0%	62.3%	65.3%
Service	61.4%	59.1%	61.0%	60.4%	60.6%	61.3%	56.0%	69.0%	68.3%	64.7%	76.2%	73.9%	75.2%
<b>Total Gross Margin %</b>	<b>62.6%</b>	<b>59.7%</b>	<b>63.0%</b>	<b>60.8%</b>	<b>61.6%</b>	<b>60.5%</b>	<b>60.7%</b>	<b>65.4%</b>	<b>60.2%</b>	<b>62.0%</b>	<b>71.2%</b>	<b>67.1%</b>	<b>69.3%</b>

<b>Other Key Metrics</b>													
Media Central Licenses Sold (cumulative)	12,619	15,389	18,458	20,881		23,709	26,009	28,043	33,249		35,832	38,152	
Active Paid Subscribers**	-			3,000		5,131	10,588	17,228	25,216		34,950	40,904	

<b>Key Balance Sheet Items</b>													
Accounts Receivable DSO	39	42	36	38	38	39	45	37	38	38	28	30	
Inventory Turns	3.8	4.0	4.0	4.2	4.2	5.0	4.9	4.3	4.0	4.0	3.6	3.6	
<b>Revenue Backlog</b>													
Pre-2011	150.0	126.2	104.6	84.6	84.6	66.9	51.5	37.9	25.9	25.9	16.5	8.7	
Post-2010	301.8	303.8	314.7	330.2	330.2	345.7	341.3	326.6	322.5	322.5	291.9	258.4	
<b>Deferred Revenue</b>	<b>451.8</b>	<b>430.0</b>	<b>419.3</b>	<b>414.8</b>	<b>414.8</b>	<b>412.7</b>	<b>392.8</b>	<b>364.5</b>	<b>348.4</b>	<b>348.4</b>	<b>308.4</b>	<b>267.2</b>	
Other Backlog	97.2	113.2	119.9	124.7	124.7	116.0	147.5	148.8	203.7	203.7	188.6	197.6	
<b>Total Revenue Backlog</b>	<b>549.0</b>	<b>543.1</b>	<b>539.2</b>	<b>539.5</b>	<b>539.5</b>	<b>528.6</b>	<b>540.3</b>	<b>513.3</b>	<b>552.1</b>	<b>552.1</b>	<b>497.0</b>	<b>464.7</b>	
<b>Total Post-2010 Revenue Backlog</b>	<b>399.0</b>	<b>417.0</b>	<b>434.6</b>	<b>454.9</b>	<b>454.9</b>	<b>461.7</b>	<b>488.7</b>	<b>475.4</b>	<b>529.9</b>	<b>529.9</b>	<b>480.4</b>	<b>456.0</b>	

\*\* Subscription units was originally estimated for Q115 and earlier. A new tracking method was established in May 2015 and these earlier numbers are re-estimated.