



May 18, 2017

Industry Accolades for Avid Customers at BAFTA® Television Awards

British Academy of Film & Television Arts honors the creative professionals behind British television's most captivating programs

BURLINGTON, Ma., May 18, 2017 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID), a leading global media technology provider for the creation, distribution, and monetization of media assets for global media organizations, enterprise users, and individual creative professionals, today congratulates its award-winning and nominated customers for their outstanding achievements at the Virgin TV British Academy Television Awards, hosted by the British Academy of Film & Television Arts (BAFTA®).

The awards recognize the very best in television broadcast on British screens in 2016 with the most prestigious British television industry accolade. With projects brought to life with industry-standard tools from the [Avid Artist Suite](#) nominated across multiple categories, Avid talent was of the highest caliber in the 2017 shortlist.

Many of Britain's most respected creative professionals relied on Avid's comprehensive tools for media creation to deliver a catalog of compelling and unforgettable programming. They used tools like the preeminent nonlinear editing system [Avid Media Composer®](#) and the industry-standard digital audio software [Avid Pro Tools®](#), powered by the [MediaCentral® Platform](#)—the industry's most open, tightly integrated and efficient platform designed for media.

Documentary series *24 Hours in Police Custody* follows the trials and tribulations of the British police force, and was nominated in the *Factual Series* category. Brought to screens by The Garden Productions, the series was cut on Media Composer by post house Evolutions TV.

"With such a high caliber of television content creators nominated, it's a privilege to be nominated for a BAFTA for the work we completed on *24 Hours in Police Custody*," said Simon Kanjee, Managing Director of Evolutions TV. "Media Composer is vital when our customers edit and it gives us the freedom to work at the speed our customers require to meet demand."

The majority of nominees for the BAFTA TV Award for Soap and Continuing Drama, including iconic British soap operas *EastEnders* and winner *Emmerdale*, also relied on Media Composer. In the Drama series category, another award-winning project crafted with Avid solutions was the critically acclaimed BBC drama series, *Happy Valley*, which explores the grittier, darker side of everyday British society.

"Avid's industry-leading solutions have enabled our distinguished customer community of the UK's most talented, creative storytelling professionals to connect with their audiences more efficiently, powerfully and collaboratively," said Avid President, Jeff Rosica. "We congratulate everyone involved on their outstanding achievements and we look forward to seeing the work that they and their peers create for all of our enjoyment in the future."

Other award-nominated projects that relied on Avid creative tools include entertainment programming like *Strictly Come Dancing* and sports productions like *Six Nations: England v Wales*.

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](#).

AirSpeed, Maestro, MediaCentral, Media Composer, Playmaker, Pro Tools, and Sibelius are trademarks or registered trademarks of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries. The Interplay name is used with the permission of the Interplay Entertainment Corp. which bears no responsibility for Avid products. Academy Awards and Oscar are the registered trademarks and service marks of the Academy of Motion Picture Arts and Sciences. All other trademarks are the property of their respective owners. Product features, specifications, system requirements and availability are subject to change without notice.

PR Contacts:

Sara Griggs

Avid

sara.griggs@avid.com

+1 310-907-6906

Red Lorry Yellow Lorry (Avid's PR agency)

Josh Paterson – UK

Tanya Roberts – USA

avid@rlyl.com