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ATV Teams up with Avid to Bolster Sports Graphics Workflow

Turkey's leading broadcaster adopts Avid graphics sports enhancement solution to attract fans and boost ratings with captivating visual content

BURLINGTON, Mass., July 20, 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 announced that ATV, the leading private television channel in Turkey, has invested in an advanced [Avid graphics solution](#). Powered by the [Avid MediaCentral® Platform](#), the industry's most open, tightly integrated and efficient platform designed for media, the Avid solution will enable ATV to attract and engage viewers with more graphically compelling and information-rich broadcasts.

When ATV began broadcasting Turkish Cup soccer matches, it decided to invest in a new graphics solution in order to succeed in the competitive sports broadcasting market. It needed an advanced on-field graphics solution that could provide real-time data from soccer games with industry-leading graphics. Based on its experience with Avid's comprehensive tools and workflow solutions to create, distribute and optimize media, including [Avid Maestro™](#) and the HDVG real-time graphics rendering platform for channel branding, ATV turned to Avid and its Turkish partner, Teratek, investing in an Avid sports graphics enhancement solution.

"With Avid's sports enhancement solution, we can enrich our live broadcasts with data such as ball speed, distance, offside lines, team logos and results," said Yavuz Nart, Technical General Manager of Turkuvaz Medya. "The system is an integral part of our graphics production, enabling us to attract viewers with visually appealing sports graphics. Avid has become our partner for graphics production, as well as media production."

Avid's sports enhancement solution enables ATV to add visual interest to its soccer coverage and convey game information to audiences in more compelling ways. It can enhance any soccer game by superimposing virtual graphics over the playing field using revolutionary tracking technology. The overlaid graphics remain tied to their exact position—regardless of camera motion.

"In the competitive world of sports television, media organizations like ATV need to create compelling graphics to attract viewers," said Tom Cordiner, Senior Vice President of Global Sales, Avid. "Avid sports enhancement solutions enable broadcasters to elevate their productions, captivate fans, and boost ratings."

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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