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Avid Signs Multi-Year Enterprise Agreement with DHX Media

Leading independent children's content company expects to achieve greater efficiency and cost savings while staying at the forefront of technology across multiple facilities

BURLINGTON, Ma., March 08, 2017 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq:AVID) today announced that it has signed a multi-year enterprise agreement with DHX Media, the world's leading independent, pure-play children's content company, to deliver services and solutions intended to help DHX Media more cost-effectively and efficiently keep its staff and workflows at the forefront of technology across multiple DHX Media facilities. The deal includes software subscriptions, hardware support, training and [Avid Professional Services](#) for Avid's comprehensive tools and workflow solutions used to create, distribute and optimize media.

A long-time Avid customer with workflows powered by the [MediaCentral® Platform](#) — the industry's most open, tightly integrated and efficient media platform — DHX Media is the world's largest independent owner of children's content. DHX Media owns and produces some of the best loved and most watched children's shows in the world, including *Teletubbies*, *Inspector Gadget*, *Degrassi: Next Class*, *Caillou*, and more. The company also owns Family Channel, one of Canada's leading family entertainment brands, as well as Family Jr., Family CHRGD and Télémagino. With more than 1,200 employees across multiple sites, DHX Media was keen to streamline its processes for procurement, training and professional services for its media production solutions.

"We anticipate that our agreement with Avid will enable us to achieve greater efficiency and cost savings over the term of the deal than we could have by independently sourcing vendors for each decision we need to make," said Anne Loi, executive vice president, global operations, at DHX Media. "By building our in-house knowledge base around one vendor, we expect to benefit in terms of how to support our technology and users."

DHX Media has engaged Avid's experienced Professional Services organization to plan and implement its media management strategy throughout the organization to enable stakeholders within DHX Media to benefit from more integrated and efficient production asset management and media asset management workflows across its multiple sites. With software subscriptions and hardware support, DHX Media can take advantage of Avid's continual product innovations, including cloud-based applications. One of the innovations DHX Media has recently invested in is [Avid NEXIS™](#), the first and only software-defined storage platform specifically designed for storing and managing media. Avid NEXIS gives DHX Media a new, more flexible way of managing media—yet takes up less space in its datacenter.

"DHX Media is a strategic client that we're honored to have as part of Avid's distinguished customer community, which collectively is helping shape the future of our industry," said Jeff Rosica, president, Avid. "Avid is leading the industry with the most flexible deployment models, licensing options and commercial structures that are adapted to the individual business needs of each client. With this enterprise-wide agreement, we expect that DHX Media will be able to maximize efficiency, reduce costs, and get the most out of their technology investments over the next several years."

Powered by MediaCentral, DHX Media's workflows include Avid NEXIS, [Avid shared storage](#), [Interplay® | MAM](#) for media asset management, [Interplay | Production](#) for production asset management, [Media Composer®](#) for non-linear editing, Avid [Artist | DNxIO™](#) to accelerate high-resolution video production, and [Pro Tools®](#) digital audio software.

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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About DHX Media

DHX Media Ltd. (www.dhxmedia.com) is the world's leading independent, pure-play children's content company. Owner of the world's largest independent library of children's content, at more than 12,500 half-hours, the Company is recognized globally for such brands as *Teletubbies*, *Yo Gabba Gabba!*, *Caillou*, *In the Night Garden*, *Inspector Gadget*, *Make It Pop*, *Sluggterra* and the multiple award-winning *Degrassi* franchise. As a content producer and owner of intellectual property, DHX Media delivers shows that children love, licensing its content to major broadcasters and streaming services worldwide. Through its subsidiary, WildBrain, DHX Media also operates one of the largest networks of children's content on YouTube. The company's robust consumer products program generates royalties from merchandise based on its much-loved children's brands. Headquartered in Canada, DHX Media has offices in 15 cities globally, and is listed on the Toronto Stock Exchange (DHX.A and DHX.B) and the NASDAQ Global Select Market (DHXM).

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