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Avid Enters Into Multiyear Enterprise Agreement with Viacom to Enhance Its Production Infrastructure Worldwide

Agreement will enable more flexible, scalable and virtualized production across Viacom's premier entertainment brands, providing tools for greater efficiencies and creative collaboration, and lower operational costs

BURLINGTON, Mass., Nov. 08, 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 a multiyear enterprise agreement with global entertainment company [Viacom](#) to enhance its worldwide production infrastructure on Avid's [MediaCentral®](#) platform. The industry's most open, tightly integrated and efficient platform, designed for media will enhance collaboration, and increase efficiency and productivity, while introducing new economies of scale, and a path to the cloud for Viacom's operations, starting with the deployment of [Media Composer® | Cloud Remote](#), which enables editors to remotely connect and collaborate with teams no matter where they're located.

Viacom is home to premier global media brands that create television programs, motion pictures, games, consumer products, live events and other entertainment content for audiences in more than 180 countries. Its media networks reach over 3.9 billion cumulative television subscribers globally. The company plans to invest in Avid's comprehensive tools and workflow solutions to create, manage, deliver and optimize media content.

"Viacom is the latest member of Avid's growing community of preeminent customers to adopt a single platform approach and an easily scalable virtualized workflow across its brands," said Avid President Jeff Rosica. "Avid's unifying platform and solutions enable Viacom to navigate the dramatically changing media environment and deliver a consistent and higher-value product while finding a new means to control operating costs."

With this enterprise-wide agreement, MediaCentral will support Viacom brands including Paramount, Nickelodeon, BET Networks and CMT in Los Angeles, New York, Nashville and Miami, as well as Viacom International Networks. By working with Viacom to deploy a common platform, and deliver enterprise-wide service and support programs, Avid is helping create financial models that deliver stronger return on investment. Defined technology upgrades and refresh cycles will enable Viacom to optimize content across all facilities.

"Avid's approach to enterprise-wide technology deployments and market-leading creative solutions align perfectly with our long-term strategic goals," said David Kline, Chief Technology Officer, Viacom. "This agreement will enable Viacom to increase the value and benefits from our technology investments, which are essential in today's rapidly changing market."

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 Media Composer®, Pro Tools®, Avid NEXIS®, MediaCentral®, iNEWS®, AirSpeed®, Sibelius®, Avid VENUE™, Avid FastServe™, Maestro™, and PlayMaker™. 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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PR Contacts:

Avid

Amy Paladino

amy.paladino@avid.com

+1 617-733-5121

Red Lorry Yellow Lorry (Avid's PR agency)

Josh Paterson — UK

Tanya Roberts — USA

avid@rlyl.com