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KTBS-TV Chooses Avid to Modernize Its News and Production Workflow

Independent TV station invests in the Avid MediaCentral Platform to streamline workflows, facilitate collaboration and accelerate multiplatform distribution

BURLINGTON, Mass., June 09, 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 KTBS-TV, an independent television station in Shreveport, Louisiana, has revamped its production and news workflow and expanded its storage capacity with two of the industry's most powerful tools: the Avid [MediaCentral](#)[®] Platform, the industry's most open, tightly integrated and efficient platform designed for media, and [Avid NEXIS](#)[®], the world's first and only software-defined storage platform for storing and managing media.

By adopting the industry's most comprehensive set of tools and workflow solutions for creating, distributing and optimizing media, KTBS will be able to simplify its workflows, enable collaboration between different departments, and quickly distribute content across multiple platforms.

A member of Avid's preeminent customer community since 2001, KTBS needed to refresh its newsroom, production and storage technology, which had become outdated and was reaching capacity. The ABC and CW affiliated television station also wanted to accelerate its workflows for multi-platform distribution in order to better leverage the web, which has become a very significant part of its business.

After evaluating various options, KTBS decided to invest in end-to-end solutions based on its previous experience with Avid. Using its new Avid workflow, all of KTBS' data will reside in a central location to facilitate collaboration between its newsroom, production, and promotions departments, giving access and shared content to all users.

"We have a lot of people who are trained on Avid products, and we felt that Avid offered the best solution for us and our environment," said Dale Cassidy, chief engineer at KTBS. "Avid shared storage has been rock solid and I'm not willing to gamble on other products for something as critical as our media storage. The ability to store multiple types of content on Avid NEXIS—not just Avid files but Adobe files as well—is very appealing."

KTBS is the first customer in the USA to invest in x.news, a MediaCentral plug-in developed by [Avid Alliance Partner](#), x.news Information Technology. x.news is a story research tool that will accelerate KTBS' newsgathering and story creation workflows by enabling its journalists to search content quickly from many different sources.

"KTBS' investment in an end-to-end Avid workflow gives it modern, streamlined efficiencies which will help to facilitate collaboration and maximize productivity," said Avid President, Jeff Rosica. "Thanks to the openness of MediaCentral, KTBS can use Avid's industry-leading solutions like Avid NEXIS, as well as innovative third-party tools like x.news, as part of one fully interoperable workflow."

KTBS upgraded its [Avid iNEWS](#)[®] system, a core element of the complete Avid story-centric workflow for news creation and delivery. KTBS also replaced its aging editing systems in its promotions department with [Avid Media Composer](#)[®]. This product is already being used in their newsroom in conjunction with the NewsCutter[®] option. Avid Global Services provided installation services and support alongside Avid reseller, TM Television.

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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