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Estonian Broadcaster ERR Selects Avid to Modernize its News Workflows

Estonia's largest TV broadcaster chooses Avid MediaCentral for comprehensive news and studio production tools to captivate audiences with state-of-the-art graphics

BURLINGTON, Mass., Feb. 16, 2018 (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 Estonia's national public broadcaster, ERR, has invested in a story-centric news workflow based on [Avid MediaCentral®](#), the industry's most open, tightly integrated and efficient platform designed for media. Further, with the adoption of MediaCentral | UX, the cloud-based web front-end for MediaCentral, ERR's teams have become more collaborative and efficient, with the ability to deliver compelling programming faster for three Estonian and Russian TV channels.

Estonia's largest broadcaster needed to modernize its news studios' outdated infrastructure to successfully compete in the current media landscape. It also needed a centralized approach to news creation, analysis, archiving and graphics, and the ability to deliver UHD content. As a member of Avid's preeminent customer community for more than 20 years, ERR turned to Avid and its partners, Hannu Pro and TVC, to modernize its news, graphics and studio workflows.

"Avid understands how the market is changing and offered the most comprehensive and tightly integrated solution that allows us to address the challenges and demands of contemporary broadcasting," said Jaanus Lillenberg, ICT Director, ERR. "With MediaCentral, we have a reliable, state-of-the-art workflow with modern news, graphics, and studio solutions that enable us to engage viewers with a visually appealing look for our TV channels."

Avid worked closely with ERR, Hannu Pro and TVC to create a customized solution that includes [Maestro™ | TD Control](#) for displaying large-scale high-resolution graphics on video walls, triggered by [Maestro | Designer](#). [Avid MediaCentral | UX](#) provides a single, easy-to-use interface for fast, collaborative media production leveraging [MediaCentral | Production Management](#) and [MediaCentral | Asset Management](#) modules, and the [MediaCentral | Newsroom Management](#) module from any device including mobile devices. ERR has also implemented [MediaCentral | Ingest](#) to orchestrate file-based workflows, the [Avid AirSpeed® | 5500](#) video server, and several [Avid Media Composer®](#) suites for nonlinear editing.

"Today's news broadcasters need to ensure their productions stand apart by creating top-quality news packages with stunning graphics," said Tom Cordiner, Senior Vice President of Global Sales, Avid. "ERR's new story-centric workflow based on MediaCentral provides an efficient, highly integrated, future-proof system with all the tools needed for advanced news and graphics production."

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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