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Avid Upgrades MTV3's News Production Infrastructure

Powered by Avid MediaCentral, Finland's leading commercial TV network invests in a story-centric news workflow for efficient content creation and multiplatform distribution

BURLINGTON, Mass., March 09, 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 Finland's leading commercial TV network, MTV3, has rolled out Avid's [story-centric news workflow](#) powered by [Avid MediaCentral®](#) to create and deliver a wide range of multimedia-rich content to audiences across television, web, and digital platforms.

Part of the Bonnier Group, one of the largest media companies in the Nordics, MTV3 and its production house, Mediahub, has the largest audience share among Finland's commercial TV channels. It broadcasts news programs twice a day, seven days a week as well as a diverse range of content including sports, entertainment, and films reaching millions of viewers.

"Our existing onsite multi-platform solution was difficult and time consuming. We were taking multiple steps and involving numerous personnel to deliver a story on time. Now, thanks to Avid MediaCentral, we're running a single news production platform from one vendor, increasing efficiency across the entire enterprise and reducing long-term support and maintenance costs," said Risto Koivula, CTO of MTV3. "Now our journalists can easily access content to build a story, add graphics, and publish to both traditional television and digital platforms, including an on-demand streaming platform and our very own news app—all from a single interface."

Avid worked with Ericsson and Mediahub to deploy an innovative new workflow to MTV3 based on MediaCentral, the industry's most open, tightly integrated and efficient platform designed for media, to enable next-generation newsroom management, production, and multi-platform content delivery into a single web-based user experience. An established Avid Maestro graphics user, MTV3 journalists can create real-time graphics with [Avid Maestro | News®](#) and quickly ingest content with the [Avid Airspeed® | 5500](#) multichannel video server.

"In today's fast-paced news broadcasting environment, media organizations need seamless, efficient workflows that enable journalists to deliver stories to multiple outlets quickly," said Tom Cordiner, Senior Vice President of Global Sales, Avid. "With a story-centric workflow powered by MediaCentral, MTV3's journalists can access and contribute to stories from a single web-based interface on any device, and use a streamlined workflow to deliver stories to multiple platforms, enabling them to work much more efficiently."

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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