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## Avid Transforms TV News Production for RTS Senegal Africa

### Senegalese national public broadcaster modernizes its newsrooms with a new infrastructure based on the MediaCentral platform for faster, more efficient and streamlined news production

BURLINGTON, Mass., April 26, 2018 (GLOBE NEWSWIRE) -- [Avid®](#) (Nasdaq: AVID), the platform that powers media and entertainment, today announced that RTS, a public news broadcaster in Senegal, has transformed its infrastructure by standardizing on the Avid [MediaCentral®](#) platform in combination with Avid newsroom and graphics tools. This solution enables RTS' four national television networks to engage viewers with state-of-the-art graphics supported by faster, more efficient and more timely news story creation and delivery.

Headquartered in Dakar, RTS broadcasts across four TV channels. With an outdated architecture that was cumbersome and resource-heavy, RTS turned to Avid and its distribution partner, Studiotech, to completely overhaul its two news studios. By standardizing their end-to-end news production workflow on MediaCentral, the industry's most open, tightly integrated and efficient platform designed for media, RTS is now seamlessly supporting HD and SD formats in a highly adaptable, fast-turnaround environment.

"We needed a system that would reduce time-to-air, free up our staff for more creative work and help us grow without a lot of additional expenditure," said Boubou Sall, Director of New Technologies, RTS Senegal. "Avid did that and more, with an integrated ecosystem that eliminated our siloed approach and enabled us to better meet the demands of news production today."

RTS invested in newsroom and graphics tools for a collaborative news broadcast workflow solution for the creation, distribution and optimization of its news content. RTS chose the [Media Composer® | NewsCutter® option](#), which integrates directly with [MediaCentral | Newsroom Management](#) to provide RTS with a familiar, yet sophisticated, toolset that helps users tell compelling stories. Serving as the dynamic nerve center of content creation and distribution, MediaCentral | Newsroom Management allows RTS Senegal to create and deliver news to multiple platforms.

To streamline media production, RTS chose [Avid FastServe | Ingest](#) file-based workflow orchestration; Avid [AirSpeed® | 5500](#) broadcast video server; and [MediaCentral | Production Management](#), which manages content creation, automates workflows, and enhances teamwork. Collaboration is also at the core of RTS' storage, as the [Avid NEXIS®](#) software-defined storage platform allows the team to streamline, expand and accelerate workflows as necessary in real time. To modernize its studio and on-air look, RTS adopted Avid [Maestro™ | Designer](#) to generate on-air graphics and display impressive large scale, high resolution content on its studio video walls.

"As a member of our global customer community, RTS knew we could deliver a new story-centric workflow that could be easily integrated and deployed across its sites to elevate the throughput and efficiency of its 150-strong production team," said Tom Cordiner, Senior Vice President of Global Sales, Avid. "RTS' MediaCentral-based newsroom infrastructure provides modern efficiencies that facilitate collaboration, maximize productivity and help them better meet the exacting demands of today's competitive news environment."

#### About Avid

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](http://www.avid.com), connect with Avid on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), [LinkedIn](#), or subscribe to [Avid Blogs](#).

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