WOLFTECH
AN AVID BRAND

Challenge

- Build sales momentum and global brand visibility for **Wolftech News** following its **acquisition by Avid**, positioning the newly integrated portfolio with senior technology buyers across news organizations and broadcasters.

What we did

- Delivered global media campaigns launching the newly integrated solutions portfolio – reaching target technology buyers at **news organizations** and **broadcasters**.
- Created a drumbeat of media stories building market interest and driving sales conversations around Avid's Wolftech News offering, from its **public debut** at NAB Show 2025 to **full availability** ahead of IBC2025 – and **new enhancements** at NAB Show 2026.
- Raised **company profile** across brand, solutions and executive levels through **C-suite interviews** and **thought leadership**.

Outcomes

- **80+** articles across global media over a 12-month period, with an audience reach of over **35 million** – supporting sales for the newly integrated portfolio.
- "A strong global profile is critical to increasing brand awareness and driving new sales conversations. Platform has helped us take our innovation story to the international market." – **Arne Berven, Wolftech CEO & SVP, Broadcast Strategy at Avid**.

Avid will debut its first-ever MediaCentral and Wolftech integration at NAB 2025.

Avid and Wolftech presenting the future of newsroom collaboration

streaming media

The Story-Centric Shift: Designing the Multi-Platform Newsroom for the Streaming Era

tvtech platform

Avid Discusses New Leadership, NAB Show Plans

TVB EUROPE

TVNewsCheck

Trust Content, Find ROI: Navigating The Virtual Newsroom

Avid integrates Wolftech News with MediaCentral

The integration is a result of Avid's acquisition of Wolftech in November and aims to drive newsroom efficiency and streamlined editorial collaboration.

mebucom

Avid zeigt neue Lösungen für digitale Nachrichtenproduktion

BROADCAST Tech

Avid integrates MediaCentral & Wolftech News

content + technology

Avid for News Redefines Newsroom Workflows

NABSHOW DAILY

Avid Brings New Leadership and Technologies to Vegas

Panorama audiovisual.com

Avid fusiona las capacidades de MediaCentral y Wolftech News en una única solución

iamt

Avid – The Story-Centric Newsroom: Demonstrating Value and Trust in the Age of Automation

digital media world

Avid's New Integrated Environment Connects Multi-Platform Newsrooms

NCS

Avid integrates MediaCentral with Wolftech News in newsroom platform

Avid makes the case that the most valuable AI in a newsroom stays in the background