

For Immediate Release

## **Adobe Reinforces Digital Video Software Leadership With Top Ranking In M2 Research Report**

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**Award-Winning Adobe Product Line Outsells Competition Nearly Four to One**

San Jose, Calif., (March 6, 2000) (Nasdaq:ADBE)—Adobe Systems Incorporated holds a commanding lead in the worldwide video software market with its Adobe After Effects® and Adobe® Premiere® products according to a recent report from M2 Research, a market research firm providing analysis to the digital media industry.

The results of the study reinforce Adobe's position as the only company to offer a fully integrated suite of award winning professional desktop software products on both Macintosh® and Windows® platforms for editing video and developing stunning motion graphics and visual effects for film, video and the Web. Adobe also provides integrated cross platform support for all of the leading Web streaming video formats for professional-quality video for the Web. When used together with Adobe GoLive™, Adobe Illustrator®, Adobe Photoshop®, Adobe After Effects and Adobe Premiere empower users to bring Web sites to life with dynamic, visually rich content.

“Adobe leads the digital video market with an impressive 58 percent market share based on revenue, while the nearest competitor holds just 15 percent,” said Wanda Meloni, founder of M2 Research and author of the report titled, “Market Spotlight on Digital Video Software.” The report commissioned by Digital Media Net, as part of the Digital Media Net Research Center, concludes that Adobe's product revenues were nearly four times that of any other competitor in the \$270 million dollar video software market of 1999. Additionally, M2 Research cites that the video software market is projected to nearly double in volume by 2001.

“This research reinforces Adobe's digital video leadership and underscores that Adobe is providing the software solutions professionals need whether outputting to film, video or the Web,” said Bruce Chizen, Adobe executive vice president worldwide marketing. “Adobe takes its leadership role seriously and we are committed to continuing to provide users with the high-quality, well-integrated software they expect, while pushing the limits of what is possible in digital video editing, motion graphics and visual effects.”

(more)

The report breaks down the digital video software market into three sections: editing, compositing and paint/effects software. Of these categories, editing software represents 70 percent of total market revenue, with compositing software making up 17 percent, and paint/effects software following at 13 percent. The full report is featured on the Digital Media Net web site at [www.digitalmedianet.com](http://www.digitalmedianet.com).

A powerful suite of tools for non-linear video editing, motion graphics and visual effects, Adobe Premiere, Adobe After Effects, Adobe Illustrator and Adobe Photoshop can be purchased separately or together at an exceptional value as the Adobe Dynamic Media Collection. These Adobe products are available for purchase in the Adobe Store online at [www.adobe.com](http://www.adobe.com) or through participating resellers. In addition, the Adobe Store is running a special offer on Premiere 5.1 and After Effects 4.1 standard version in the U.S. and Canada for \$995 (U.S.) through May. This offer will be available worldwide in the second quarter of 2000.

#### **About Adobe Systems Incorporated**

Founded in 1982, Adobe Systems ([www.adobe.com](http://www.adobe.com)) builds award-winning software solutions for Web and print publishing. Its graphic design, imaging, dynamic media, and authoring tools enable customers to create, publish and deliver visually rich content for various types of media. Headquartered in San Jose, California, Adobe is the fourth largest U.S.-based personal software company, with annual revenues exceeding \$1 billion.

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