



at a glance

Principal Members

- Ad-ID
- Adobe Systems, Inc.
- Ascent Media
- Avid Technology
- British Broadcasting Corporation
- Cinegy
- IBM
- Lifetime
- Metaglobe Corporation
- National TeleConsultants
- Omneon
- PBS
- Turner Broadcasting System

General Members

- AmberFin
- Blue Order Technologies
- Discovery Communications
- Harris Corporation
- National Geo-Spatial Intelligence Agency
- OmniBus Systems
- Open Text Media Group
- Quantel
- Red Bee Media Ltd
- Sony Corporation
- TMD Ltd

Associate Members

- 3T Technology
- Aspera, Inc.
- Automatic Duck, Inc.
- Chyron Corp.
- E! Entertainment
- eBus Limited
- Florical Systems
- FOX
- Grass Valley
- Harmonic
- Hula Media Exchange
- Integrated Media Technology
- MAGIX
- Marquis Broadcast
- NBC Universal
- Panasonic
- Quantum
- RadiantGrid
- SAIC
- SAN Solutions
- SeaChange International
- SGI Japan
- Signiant
- Snell
- StorerTV
- VRT



The panel of studio executives and industry consultants at the AMWA / SMPTE Hollywood Seminar, October 2009.

Why Join the AMWA?

Our industry is subject to changing business and market pressures combined with rapidly evolving technologies. It can be difficult to make investment decisions which both match your current business needs and capitalize on the most recent proven technology solutions.

AMWA Members are many of the major players in the worldwide media production industry, largely broadcasters, facility companies, manufacturers, and technical developers. AMWA Members share knowledge and experience to improve the effectiveness of media production. This is achieved by advancing the adoption of open standards and technology to enable more effective networked media workflows for all.

Your Company will Benefit from AMWA Membership

Media Companies

- Learn from existing AMWA members who are already using media workflows
- Gain an insight into the business benefits of file based architectures
- Make the best decisions for technology investment and future proofing
- Understand industry trends in technology development
- Influence industry thinking in line with your business
- Gain easy, direct access to a wide range of manufacturers

Vendors

- Meet potential customers who are planning file based systems
- Learn customer business drivers and how this affects their operation
- Gain valuable input from relevant users about your product range
- Share your product strategy in an unpressured, non-sales environment
- Demonstrate the interoperability of your products with other manufacturers
- Better understand and help set industry standards

- All members enjoy more benefits such as discounted fees for AMWA educational meetings, opportunities for technical demonstration participation at high-profile industry events, and enhanced visibility among industry peers.

**View members at
www.amwa.tv**

Complete membership details are available at www.amwa.tv.

What You Should Know About the AMWA

With representatives from major players in the global media and entertainment industry, the AMWA focuses on file-based workflows to benefit content creators including film, television, advertising, Internet and post-production professionals.



The AMWA:

- promotes open, accessible standards for file-based workflows, including AAF, MXF and other formats
- is extremely customer focused, supporting content creation, production, post-production, rich media authoring, archiving and distribution applications
- promotes the development and adoption of Service Oriented Architectures and Application Specifications
- acts to educate and inform end user organizations to stimulate demand for compliant products and systems
- works worldwide to encourage manufacture of products designed in compliance with these specifications
- maintains relations with other standard setting organizations and industry consortia to ensure a coherent approach with these organizations

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AMWA Membership Levels and Privileges

Principal Members

Principal Members guide the organization, and are the only level of members eligible to serve on the AMWA Board of Directors. The AMWA Board sets the direction of the Association, determines the budget, and ultimately directs the resources of the Association. Principal Members may:

- propose new technical work for the organization or changes to existing work without the support of another member
- propose extensions or additions to existing and new specifications without the support of another member
- chair and/or appoint voting members to all committees
- access all member-only resources on the AMWA Forum
- link to a specific page of their web site from their logo posted on the online AMWA member list

Principal Member dues are \$12,500 the first year and \$10,000 annually for subsequent years.

General Members

General Members enjoy member benefits including the ability to:

- propose new technical work for the organization, or changes to existing work without the support of another member
- propose extensions or additions to existing and new specifications without the support of another member
- appoint a voting member to most committees
- access all member-only resources on the AMWA Forum
- link to a specific page of their web site from their logo posted on the online AMWA member list

General Member dues are \$5,000 annually.

Associate Members

Associate members may:

- propose new technical work for the organization, or changes to existing work with the support of Principal or General Member
- propose extensions or additions to existing and new specifications with the support of a Principal or General Member
- participate on most committees, but without voting privileges
- access all member-only resources on the AMWA Forum

Associate member dues are \$1,500 annually.

Individual Members

Individual members enjoy the same benefits as Associate Members.

Dues for Individual members are \$175 annually.

