



at a glance

What You Should Know About the AMWA

The AMWA is extremely user focused, soliciting direct involvement of users in workflow analysis and the definition of best practices for AAF, MXF and Service Oriented Architectures in various use cases throughout the entertainment industry.

As a trade organization, the AMWA's technical committees are open to full involvement of every manufacturer and end user through Principal and General membership. Associate and Individual members may participate on committees but have no voting privileges. All participation and input is welcomed as the association works to define best practices for the industry which are intended to be as ubiquitous and easy to use as SDI or genlock.

Originally founded to develop the AAF specification, the scope of the organization has been expanded to include MXF-based workflows. Work continues on both formats simultaneously, as well as in the field of Service Oriented Software Architectures.

The goal of the organization is to develop streamlined workflows with little or no new invention and to develop documents that explain how to use AAF and MXF in particular applications.

AMWA Board Planning Session

In August 2008, the AMWA Board made changes that will position the association for growth, better serve the industry and ensure that the AMWA remains business and end-user focused.

Two new steering committees were formed to handle routine business which will allow more time for the board to focus on policy, strategy and the industry at large. AMWA marketing will be enhanced and technology development continues to be a major focus for the association.

The AMWA mission was revised and a new vision was created:

AMWA Mission

Lead the media industry worldwide in developing and advancing the adoption of open standards and technology that enable more effective networked media workflows.

AMWA Vision

The Advanced Media Workflow Association is an open, community-driven forum focused on the creation of timely, innovative, business-driven specifications and technologies for networked media workflows.

Check Out the Benefits of Membership

Join the Advanced Media Workflow Association and participate in shaping industry technology. Choose from several levels of membership, each carrying specific benefits and corresponding dues.

Principal Members guide the organization, and are the only class of members eligible to serve on the AMWA Board of Directors. The Board sets the direction of the Association and determines the budget, which ultimately directs the resources of the Association. Principal Members enjoy all the privileges of association membership.

General Members form the core of the organization and corporations are encouraged to participate at this level. General members enjoy all the benefits of membership except they are unable to serve on the board of directors. They may:

- Appoint voting members to committees and work groups
- Propose new project work, or propose changes to existing work
- Access committee communications on the AMWA Forum
- Attend all educational meetings and trainings at discounted fees
- Have their company logo posted on the AMWA web site with a link to company web sites
- Have their company logo promoted at AMWA special events

Associate Members are available as a one-year "trial" to allow companies to get to know the association and enjoy a wide array of benefits. However, Associate members that wish to continue their membership after one year must renew at the General or Principal level. Associate members may:

- Participate on committees and work groups, but not as voting members
- Propose changes to existing work, with sponsorship of a Principal or General member
- Access all Member Resources, including the Developers Directory for programming assistance
- Attend meetings and trainings at discounted fees

(The one-year term for Associate members goes into effect on January 1, 2009. Existing Associate members will be allowed one renewal as Associate members in 2009.)

Individual Members are **a)** an individual without any company affiliation in the media industry, **b)** an individual in academia as a student, researcher, or in some other way actively associated with an institution of higher learning, or **c)** a sole proprietor or the only employee of a corporation. Individual members enjoy the same benefits as Associate members but members renew annually.

recent news

AMWA Meeting at PBS in May

Another highly successful AMWA Engineering & Users Meeting was hosted May 7-9 by PBS in the Washington DC area. The first two days focused on Engineering Committee work on the feature list for the 1.1.3 version of the SDK (the 1.1.2 version was released to Source Forge), the registration site (where vendors and customers can run compliance tests against their clips to ensure conformity to the specifications), the current work to progress our AS02 specification, and SOA implementations. The third day included a major emphasis on user input. The AMWA strives for significant interaction among users, and these sessions resulted in spirited discussion of a wide variety of subjects and possible future tasks for the organization.

AMWA Europe Holds Second Meeting

On 5 June, BT Media & Broadcast hosted the second meeting of the AMWA Europe group at the BT Tower in London, which was attended by a cross-section of media and broadcast companies plus manufacturers.

Topics covered were the current submission to SMPTE on possible options for metadata structures and work on interface and operation specifications that cover an increasing range of practical subjects, from AAF edit protocols, MXF versioning, MXF programme distribution, language tagging and control of on-screen graphics. Several AMWA members gave updates on various areas of work and a large emphasis was placed on how all the strands of work could be made easily available to end users in their technical developments.

The next AMWA Europe Group meeting will be held in November or December. Check www.amwa.tv for meeting details.



More than 100 people attended the conference that was organized by Emap in association with Broadcast and sponsored by Omneon.

Mastering Digital Workflows

Several AMWA members participated in the "Mastering Digital Workflows" conference in London on 6 March that focused on the practical aspects of working in an entirely file-based world.

Simon Fell of ITV discussed the consumer drivers which are at play in creating demand for new technologies in the broadcasting industry – the rise of the personal media player, time and location shifting, PVR usage, etc. Users who have been through cycles of change in their infrastructures shared their experiences. Case studies included the BBC Scotland's Pacific Quay campus, VRT's Digital Media Factory and Turner Broadcasting's London operation focused on the changes operators and engineers had to cope with in putting together their state-of-the-art tapeless facilities and planning elements for an orderly and

smooth transition to file-based workflows.

The day ended with a discussion of change management as viewed by producers working in the industry, which provided an interesting perspective from those working directly in the "firing line."

Principal Members

- Ad-ID
- Adobe Systems, Inc.
- Ascent Media
- Avid Technology
- BBC
- Cinegy
- Discovery Communications
- IBM
- Lifetime
- Metaglue Corporation
- National TeleConsultants
- Omneon
- PBS
- Quantel
- Snell & Wilcox
- Turner Broadcasting
- Video Communications Inc.

General Members

- Blue Order Solutions
- FOX
- Grass Valley
- Harris Corporation
- National Geospatial-Intelligence Agency
- Red Bee Media
- Secure Path Technology
- Sony
- TMD Limited

Associate and Individual Members can be viewed online at www.amwa.tv.

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JOIN US!

AMWA Technical Meeting • October 15-17, 2008 • Lifetime – New York, NY

AMWA Europe Meeting • Late 2008

Check www.amwa.tv for agenda, registration and meeting details!