Advanced Media Workflow Association

PRESS RELEASE

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Amsterdam 2015.

AMWA Launches Networked Media Incubator Project

New AMWA project to work with a range of media companies and their suppliers to deliver practical interoperability across IP based infrastructures.

AMWA's Networked Media Incubator (NMI) is a project to deliver a framework for IP based media systems using interoperable and open specifications for end-to-end identity, media transport, timing, discovery & registration, connection management and control. The project will also examine methods to expose and interact with compositions of media assets, such as during an edit or a delivery workflow.

The aim is for the industry to provide IP systems that preserve content identity and metadata from cameras, through production systems, on to audiences and archive. This will allow media companies to define and maintain relationships between production assets, unlock new workflows and content formats, and deliver richer, customizable content propositions on today's emerging platforms.

The project will build upon the work of the EBU/VSF/SMPTE Joint Task Force for Networked Media (JT-NM) by taking a practical approach to implement aspects of the JT-NM Reference Architecture model[1] through clearly scoped inter-operation and development workshops, to enable participants to deliver tools suitable for an 'Internet-first' media industry.

The launch of the NMI is timely as the industry stands at a crossroads on its journey towards a network-based future. While efforts such as JT-NM have made good progress towards defining the characteristics of a future-looking professional media framework, practical work by manufacturers has mostly focused on IP as a 'wire-for-wire' replacement to SDI. The NMI project aims to bring all of these aspects together to take the industry to the next stage.

AMWA will formally announce the project at IBC2015 in the "Technology in Action" Theatre, on Friday 11th September at 17:00 CEST, as an IBC exclusive.

BBC will lead the initial phase of this work, alongside AMWA members including Ericsson, Quantel Snell, Cinegy, Telestream, Dalet, EVS and Sony. From the wider broadcast industry, arkona technologies, Axon, Barco Silex, InSync Technology, and Lawo have also agreed to participate.

Richard Cartwright, Principal Architect – Software, Quantel and Snell, comments:
"Participating in the AMWA's Networked Media Incubator will demonstrate essential cross-vendor interoperability, providing our customers with a choice of best-of-breed products that can flex to meet their needs."

Jan Weigner, CTO at Cinegy, summarizes his reasons: "Preaching the future of software defined television and IP is not enough. We need industry-backed open standards now without painting ourselves into another proprietary corner."

BBC Research & Development will provide reference implementations for the work through its IP Studio project. This will be presented in the Future Zone – Hall 8, stand 8.G08, and demonstrate how handling content as individual elements through the creation process can enable the next generation of user experiences. Also, as part of the Technical Conference at 08.30 on Sunday 13th September, BBC R&D's Phil Tudor will explain how this approach can provide new ways of covering live event broadcasting.

There will be a formal press announcement and an opportunity to ask questions about this project during IBC at the Technology in Action theatre in Hall 3 on Friday 11th Sep at 17:00 CET

Further project details will be made available after IBC on the AMWA website. www.amwa.tv/projects

About the AMWA
The Advanced Media Workflow Association is a user-focused industry body, comprising both media companies and their suppliers. It is dedicated to the promotion, development and adoption of open, accessible standards and specifications relating to file-based workflows (including AAF, MXF and other formats), Service Oriented Architectures and Application Specifications as they apply to the areas of content creation, production, post-production, archiving and distribution.

AMWA members include Avid, BBC, CBC Radio-Canada, Cinegy, EBU, Ericsson, Fox, IBM, PBS, Quantel Snell, A+E Networks, Adobe, ABC Australia, CANAL+, Canon, Channel 4, Dalet, Grass Valley, Imagine Communications, Library of Congress, National Teleconsultants, Sony, SVT, Telestream, TF1, TMD, Turner Broadcasting and TVNZ.

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Further technical information on this project

This AMWA project aims to deliver practical interoperability that builds upon aspects of the Reference Architecture of the EBU/VSF/SMPTE Joint Task Force for Networked Media. This includes:

· An elemental approach to essence and data
· Unique identification of content, data and resources
· Timing and synchronization
· Discovery and registration
· Connection management
· Control and monitoring

The aim is to build IP systems that are capable of preserving content identity and metadata from cameras, through production systems, on to audiences and archive. This will allow media companies to define and maintain relationships between production assets, unlock new workflows and content formats, and deliver richer, customizable content propositions on today's emerging platforms.

The Networked Media Incubator project (NMI) has been created on the premise that the industry should use open technologies at an infrastructure level, leveraging standard Internet protocols and design patterns to offer the best chance of longevity and practical scalability for its work.

NMI will take a incremental approach, with the first phase of work concentrating on the following subset:

· RTP multicast transmission and reception of RFC4175 (uncompressed) video and L24 audio streams
· Carriage of unique identifiers and timestamps within RTP header extensions
· Registration and discovery of networked resources using REST APIs onto a distributed registry
· Routing of multicast RTP Flows using REST APIs and SDP file parsing

We will start practical work with a web-based kick-off meeting soon after IBC, followed by regular web meetings and Internet-based collaboration, with the first physical plug-fest expected in January 2016 (likely to be at BBC location in the UK).

To enable interoperability work to proceed at pace, BBC R&D has developed a set of reference implementations as part of its IP Studio project, and will provide NMI participants with access to these, together with a documentation pack.

[1] The Joint Taskforce Reference Architecture Version 1.0 (JT-NM RA v1.0) is available at http://www.jt-nm.org/RA-1.0