



# Newsletter

[www.amwa.tv](http://www.amwa.tv)

April 2010

## **AMWA/EBU FIMS Joint Task Force**

The Advanced Media Workflow Association (AMWA) and the European Broadcasting Union (EBU) have formed a new Joint Task Force to address the system integration issue in modern and complex TV production environments.

The first meeting was held in Geneva, March 9-10, 2010. The Task Force developed a Request For Technology (RFT), which will be formally issued April 19, 2010. Preliminary conclusions from the evaluation of submissions are scheduled for release in September 2010.

In this RFT, the Task Force is soliciting information regarding service definitions, which will be later applied to some very specific functions. That said, they are also looking for submissions which provide an overall framework which would support the business functions of the professional media industry. Furthermore, the focus of the RFT is on Service Oriented Architecture (SOA), and reflects a move by the media industry toward these systems. Media companies are drawn toward these systems because of a need to increase agility in a market where user requirements are changing rapidly. Keywords are maintainability, scalability and extensibility.

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## **Project News**

### **AS-02 and the Interoperable Master Format**

Successful meetings have been held with The Entertainment Technology Center (ETC) as a result of the AS-02 presentations at the October 2009 AMWA/SMPTE seminar in Hollywood, CA.

The ETC ([www.etcenter.org](http://www.etcenter.org)) brings together senior executives from the entertainment, consumer electronics, technology, and services industries to discuss and importantly, to act upon, topics related to the creation, distribution, and consumption of entertainment content. The ETC is best known for the Digital Cinema Lab, a home for discussions, which led to the Digital Cinema specifications (DCI).

The ETC has been working on a project to develop an Interoperable Master Format (IMF) for the interchange of master files (and associated metadata).

This being a very similar requirement to the AS-02 MXF Versioning specification, the AMWA is liaising with the ETC to align the requirements and to save duplication of effort.

### **AS-03 MXF Program Delivery**

The AS-03 MXF Program Delivery has passed its final vote in the Technical Steering Committee. In keeping with the AMWA's Project Process Policy, this application specification will now be reviewed by the Business Steering Committee, and if approved, sent to the Board of Directors for final approval.

The purpose of this specification is: MXF optimized for program delivery intended for direct playout via a video server for example. This is based on a PBS profile for MXF program delivery.

### **AS-05 Released**

The AS-05 AAF Effects Protocol was formally approved by the association February 2010. The AAF Effects Protocol allows greater interoperability between video post-production systems by defining a set of new effects beyond those in the AAF Edit Protocol (AS-01).

Using the AAF Object model the specification supports the exchange of metadata concerning title, opacity and color effects. Title data includes the

position, font and color of video titles. The color metadata is based upon the American Society of Cinematographers Color Decision List (CDL) format, which defines a set of parameters for interchanging basic color correction information.

### **AS-06 Content Integrity Project**

AAF and MXF files are subject to many business operations that involve the creation of internal and external metadata. A process may add additional essence (language tracks, subtitles etc), but leave existing essence untouched.

The AS-06 project builds upon the work of the SMPTE digital cinema community (SMPTE 429) to add a lightweight Media Integrity Check (or signature) to the essence. This would cut down on unnecessary QC checks on essence that is unchanged by the process of adding essence or metadata. This also allows external non-MXF metadata (such as a QC report, transcode log or transmission log) to verify that it relates to the media file by simple calculation and comparison of signatures.

SMPTE Standard 429-6-2006 describes the use of an algorithm to calculate a media integrity code that can be used to check the integrity of the essence.

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### **May Meetings Scheduled in DC Area**

The next Technical Steering Committee meeting will be held in Herndon, VA, on Monday, May 17.

On May 21, a SMPTE BXF-MXF meeting will be held at NAB Headquarters in Washington, DC. Mapping AMWA AS-06 is the topic of this meeting.

More information will soon be posted on the AMWA website.

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### **Business Steering Committee Update**

"May you live in interesting times" - this old proverb is definitely applicable to the TV industry at present. There can be no doubt that fundamental changes in program creation and delivery are impacting the industry. The primary function of the BSC is to ensure that the AMWA focuses its attention on issues and challenges which directly affect its members as they continue to advance the state of the art in practical file based workflows.

Current projects include specifications for wrapping of material to improve its manageability within content repurposing workflows, a program

delivery application specification to simplify delivery of finished program material to the point of distribution and even file security and integrity assurance. As 3D program delivery advances, the BSC will also work to ensure that the AMWA can add value in that arena too.

There is certainly no shortage of work to be done!

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### **Case Studies**

Have you implemented a project recently that graphically illustrates the advantages of using AMWA standards? We are looking for case studies that can demonstrate the advantages of using MXF and AMWA output specifications in digital media workflows. This may be for essence interchange, or control data using standards like BXF.

Another area where we would like to demonstrate benefit is in the application of a Service Oriented Architecture (SOA) in media workflows.

If you have a project which you are happy to reveal to other members, please contact Barbara Main, [Barbara\\_main@amwa.tv](mailto:Barbara_main@amwa.tv), or 1-608-513-5992 to initiate the preparation of the Case Study.

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### **New AMWA Members**

Welcome to the new AMWA Members that have joined since the December 2009 Newsletter:

- Chime Media
- Chyron Corp.
- DVS Digital Video
- Library of Congress

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