



## Advanced Media Workflow Association Document Process

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*Title:* **Advanced Media Workflow Association Project Process**

*Source:* **AMW ASSOCIATION**

*Version:* **4.0**

### **1 New work or changes to existing work**

New work, or changes to existing Specifications, may be proposed to the Advanced Media Workflow Association (AMWA™) by either Principal or General members, or by other members with the sponsorship of a Principal or General member (the "Proponent(s)"). (In this case, new work means work that is expected to result in an AMWA Specification.) More than one entity may make a proposal. Existing Specifications can be changed in two ways: (i) new functionality can be added, and (ii) existing functionality can be changed. Note that a member may propose a project that creates some other work product other than a Specification, such as a white paper or other output.

### **2 Deliverables**

Any new work or changes to existing Specifications require the following deliverables, as appropriate:

***User Requirements Document:*** Defines what the system being specified shall do, as perceived by its users.

***Business Justification:*** A description of the problem being addressed by the proposal, worded in strictly business terms, to be evaluated by the AMWA Board of Directors.

***Technical Specification:*** Defines technical details of the new work or change with respect to an existing specification. Acceptable forms of technical specification are defined by the Technical Steering Committee. For expediency, changes to existing functionality should be specified as an enumerated list of specific changes to the currently adopted Specification.

***Reference Implementation:*** Running software or hardware that demonstrates all of the functionality of the new work or change. (Note that in some cases, the TSC may not require a full Reference Implementation, such as with services, where the interface definition, if accurately described using appropriate technology, ensures proper interoperation. In such cases, a Sample Implementation may be sufficient.)

***Sample Implementation:*** Running software or hardware that demonstrates portions of the functionality of the new work or change. A Sample Implementation is not as complete as a Reference Implementation.

***Test Suites:*** Instructions and/or software that test the implementation to see if it is compliant with the suggested new work or change.

***Sample Files:*** Files that are intended to help in development and compliance verification.

***Intellectual Property Disclosures:*** Disclosure of Intellectual Property in conformance with the Association's Intellectual Property Rights (IPR) Policy.

### 3 Concept Development

AMWA Projects start with a Project Concept. A Project Concept is a short summary of the work a proponent would like to undertake in the AMWA. This can be a short, informal document or email sufficient to outline the highlights and objectives of the proposal *from a business perspective*. A Proponent may want to include information about others who are interested in the work and a short description of how the project would be resourced.

Stage Gate #1 – Project Concept in Queue for Board Business Review. The proponent should give the completed Project Concept to the AMWA Executive Director. At this stage gate, the Project Concept is awaiting review by the AMWA Board. During the Board business review, the main criterion for acceptance is that the proposed work is within the scope of the AMWA, and that there is likely to be general industry support for the project. The AMWA is unlikely to accept proposals that are supported by only one vendor or user, or proposals that are un-resourced.

Once a Project Concept has been approved by the AMWA Board, the Proponent prepares a formal proposal.

### 4 Project Proposal in Development

After the AMWA Board has approved the Project Concept, the Proponent prepares a formal proposal. Proposals should include:

- (a) The name of the Proponent(s);
- (b) An abstract describing the new work or changes proposed;
- (c) A business justification for the project;
- (d) A list of user requirements;
- (e) A list of author(s);
- (f) A list of Proponents and sponsor-participants;
  - The Proponents and supporters listed must be willing and able to commit to seeing the Proposal through all phases of the process.
- (g) A timeline;
- (h) An estimate of the resources required to achieve the project goals and a description of how the project will be resourced. The proposal should identify resource commitments on the part of the proponent or any of the sponsors. These commitments may be in the form of manpower, technical contributions, or funding or any combination of these. The AMWA will not approve un-resourced projects.
- (i) If the project will create a new AMWA Specification, a declaration regarding the IPR Mode of the project is required. Allowed declarations are RAND-Z Only Mode or RAND Mode.
  - A *RAND-Z Only Mode* project means that any licenses required under the project will be made available without compensation and under reasonable and non-discriminatory terms.
  - A *RAND Mode* project allows the owner of any required IPR to charge a fee or a license, under reasonable and non-discriminatory terms. RAND-Mode projects also accept RAND-Z contributions.

- (j) IPR Contribution Form(s) – Fully completed and signed for each Proponent and sponsor, if they are making a technology contribution at the outset of the project. *The form may be found in the AMWA IPR policy.*

A template and “worked examples” of Approved Project Proposals are available from the AMWA Project Management Office (PMO). The PMO will work with the Proponent to ensure that the proposal is complete and may ask questions to help the Proponent clarify their Proposal.

After the Proponent has completed a Project Proposal, it will be presented to the AMWA Board. The AMWA Board will then vote on the proposal. If the proposal is approved by a simple majority of board members, the document becomes an Approved Project Proposal, and the project moves to the **Specification Development Phase**, or if the project’s goal is to create some other work product, it is assigned to a working group.

***Stage Gate #2 - Approved projects in Queue for Development.** This stage gate recognizes that an approved project may not start immediately, depending upon the availability of resources. Once the project starts, it moves to the Specification Development Phase.*

## **5. Specification Development Phase**

At this point, the Approved Project Proposal is handed off to the Technical Steering Committee (TSC).

The Chairman of the TSC shall create a Working Group for each Approved Project Proposal. Members who would like to participate in the Working Group should notify the TSC Chair who, in conjunction with the Operations Manager and PMO, shall ensure that a list of Participants is maintained.

***In compliance with the AMWA IPR Policy, the work of the Working Group shall not be visible to AMWA members who have not formally signed up to Participate in the Working Group. However, for the first 60 days from the launch date of a Working Group, there is a “free look” period where members may attend Working Group meetings without becoming a Participant.***

***During technical development, there is an ongoing obligation for those who are personally aware of any IPR that may be contained in the draft Specification to make a declaration of that IPR using the appropriate Contribution of Technology form as required in the AMWA IPR policy.***

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If a Participant chooses to withdraw from the Working group after the 60-day “free look” period, they must complete an official Withdrawal Notice. Such notice may be found in the appendices of the AMWA IPR Policy.

The deliverables defined in the Approved Project Proposal are developed by the Working Group. Throughout the project, the Working Group Chair will report project status to the PMO for communication to the Board. At some point in the process, the Working Group Chair will notify the

TSC Chair that he has determined that the deliverables are stable and ready for final review. It is at this point that the deliverables move to the **Review and Voting Phase**.

## **6. Review and Voting Phase**

When the Review and Voting Phase begins, the Executive Director shall begin a 45-day IPR review period. It is at this time that the deliverables are shared with the entire AMWA membership. Note that members of the Working Group do not respond to the IPR review. *(See detail below.)* AMWA members who have not Participated in the Working Group are asked to respond to the IPR review by returning an IPR declaration form. This form is found in the appendices of the AMWA IPR Policy. The process described here is for information – members should consult the complete IPR policy for more information.

*Participants in the development of the Draft Specification do not participate in the IPR Review. All Participants are under an ongoing obligation to disclose IPR at all times during the Development process. Allowing Participants to declare IPR at the end of the Development phase might encourage game-playing by allowing the Working Group to include IPR that was known to one member, but having that IPR declared at a point very late in the process. The impact could be to derail a Specification or to force the inclusion of IPR that could have otherwise been avoided if it was disclosed earlier in the process. Therefore, at the time that the Draft Specification passes the TSC Review, ALL Participants will have deemed to have granted RAND-Z license to any IPR contained in the Draft Specification unless they have filed a declaration as described in the AMWA IPR Policy.*

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The TSC Chair submits the deliverables to the full TSC for review and an approval vote. The TSC Review will be a minimum of 30 days. Comments received during the 30-day period are incorporated into the Draft Specification by the Working Group, and the process repeats until a majority of the Participants actively participating (as determined by the TSC Chair) in the review of the deliverables agree that the deliverables are stable enough to submit for final approval. (Note well the detail below regarding becoming a Participant by commenting on a Draft Specification.)

*Note that anyone who comments on the Draft Specification during the TSC review shall be considered to be a Participant in the Working Group under the AMWA IPR Policy. These individuals must disclose any owned IPR as soon as they become personally aware of it. If they fail to do so prior to the beginning of the IPR review period, they will have been deemed to have granted a RAND-Z license to any owned IPR.*

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When the 30-day TSC review period has concluded, the TSC Chair shall begin a two-week voting period. Eligible members may change their vote at any time during the approval process. If the deliverables fail to achieve approval then they are sent back to the **Specification Development phase** for at least one update cycle (review, comment, update) prior to another approval vote.

Deliverables are approved according to the rules specified in Sections 3.6 and 3.8 of “BY-LAWS OF AMW ASSOCIATION, INC”. If an issue such as a technical flaw or an item of corrigenda is identified with the deliverables during the voting phase, the TSC chairman should either resolve the issue or fail the deliverable. In the case where the issue is resolved, the TSC chairman must notify all AMWA members who are eligible to vote regarding the resolution action taken and the chairman will extend the approval process by one week.

Once approved by the TSC, the Draft Specification is submitted to the AMWA Board of Directors for approval as an AMWA Specification.

**NOTE WELL:** At the Executive Director’s discretion, the IPR review period may be conducted at a time when it is believed that the draft has stabilized and no further contributions containing IPR are expected to be received.

### **7. Board Approval Phase**

At the conclusion of the IPR review phase, the Draft Specification is submitted to the AMWA Board of Directors for approval. For information on the procedures for adoption of Specifications, see Sections 2.8 and 4.12(b) of the “BY-LAWS OF AMW ASSOCIATION, INC.”. Once approved by a two-thirds majority vote of the Board of Directors, the Draft Specification shall be published as an AMWA Specification.