December 2007

AMWA London Meetings were a Marketing Success

The major marketing event has been the completion of the European MXF awareness event held in London 13-16 November. This was the culmination of several months work in cooperation with a UK government-funded non-profit organization, the Digital Television Group (DTG). The event was held at the DTG's London headquarters immediately before the AMWA/EBU users meeting and AMWA Engineering meeting (more on those later). The event drew in excess of 50 attendees from various European countries, most of whom were at the CTO/CEO level, so we definitely reached our target market! The object of the event was to raise awareness of MXF via case studies of actual implementations and the benefits which those organizations are reaping from adoption of MXF, and to also raise awareness in Europe of the AMWA and its activities in promoting the use and development of AAF, MXF and SOA in the industry.

The day started with a keynote speech from Roderick Snell, one of the founders of Snell and Wilcox, and continued with case studies of actual implementations that have been deployed in Europe to date. The crown jewel of the event was a demonstration of an end-to-end MXF solution being used by Turner Broadcast in London for the production of a TV channel called "NutsTV". Steve Fish from TBS UK kindly loaned us his lab system for the demonstration, and acted as the "Demo Diva", delivering an in-depth look at how MXF and SOA are fundamental to the production of the content used daily on this fast-paced channel – *Thanks, Steve!!*

The following day, AMWA held a joint event with the European Broadcasting Union (EBU), focusing on user requirements in EMEA, and looking into cooperative activities that can be undertaken by both entities to forward those requirements through the use of AAF, MXF and SOA. It was an extremely well planned event, attended by more than 40 people, and everyone was pleased to discover that there is definite symbiosis in the activities of the two organizations. The event was organized by Phil Tudor, and sponsored by the BBC, to whom we are immensely grateful.

Steve Fish from TBS demonstrated an end-to-end MXF solution being used by Turner Broadcast in London.

The next two days were devoted to the AMWA engineering meeting –read more about these activities in Phil Tudor's Engineering Meeting Report. But once again, the meeting was extremely interesting and useful in forwarding the activities of the Engineering Committee.

You'll notice that this newsletter and the website are sporting a new logo. The board determined that the former logo was not a sufficient representation for our association. For example, the previous logo tagline stated that AMWA was forwarding the adoption of AAF and MXF, but didn't indicate our activities in Service Oriented Architectures and the use of Web Services. We think the new logo shows active association activity and has a global element to show the global scope of our membership. We hope you like it.

As always, we will continue in our efforts to promote the association, issuing press releases on significant events and producing messaging tools for use by our members. A major goal we are working diligently on is to increase membership of the Association. If you have any suggestions for other activities (or existing ones!), please feel free to contact me directly.

Paul Turner, pturner@omneon.com

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Engineering Meeting Report

Following on from the awareness event and joint user meeting held with the EBU, the AMWA finished the week with two days of engineering meetings at the BBC in London.

On the first day, the meeting concentrated on file format projects, including the latest work on the AMWA software toolkit to support AAF, MXF and XML, new work to define a second set of standard video effects for use by AAF (including color decision lists, opacity and text effects), and an update on the AMWA product registration web site development.

The second day, focused on media services architectures, with a review of use cases, services and standards bodies, and the first demonstrations of the Media Authoring with Java API showing media metadata manipulation within an application server environment. The MXF Mastering application specifications and MXF web services API were presented to the group, and the working group kicked off to work on these over the next few months.

The meetings were well attended, with approximately 25 people from UK, Europe, USA & Japan. Visitors enjoyed a tour of BBC buildings and meeting rooms during the week. We enjoyed hosting the AMWA meetings, and look forward to good results from this valuable project work.

Phil Tudor, phil.tudor@rd.bbc.co.uk

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New Email System Coming

Once again, we apologize for the bothersome spam that everyone has received from our current email system. To bring this to an end, the AMWA is switching to a new system as of **December 15**. If you haven't already done so, please register yourself for the new system at forum.amwa.tv, click on "Register" and follow the prompts. Please encourage others in your company who may be interested in receiving AMWA communications to register, too. Thank you for your patience.

Barbara Main, barbara_main@amwa.tv

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AMWA Membership is Growing!

Earlier this year, the Board voted to change the membership benefits and dues structure. It seems to have been a positive change since the association was 41 members strong at year-end 2006. As of the end of November 2007, the association membership numbers 51. New members since the October newsletter are:

- Cinegy GmbH
- BT Media & Broadcast
- Three new Individual Members

Check the website for the full membership list.

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