



October 2007

AMWA Meetings, London, UK – November 13-16

The AMW Association is co-sponsoring the **MXF Summit** with Digital TV Group on November 13, the **SOA Training & Users Meeting** in conjunction with the European Broadcasting Union (EBU) on November 14, and an **AMWA Engineering Meeting** on November 15-16. The MXF Summit will be held at DTG's new offices and the other meetings will be held at BBC's London offices. Complete registration information and agendas are posted at www.amwa.tv.

From your Board of Directors

On behalf of the Board of Directors, thank you for your interest in the Advanced Media Workflow Association. A lot is happening these days, including continuing work on AAF and MXF as well as new work on SOA and file-based workflows. A few highlights are:

- ◆ We sponsored a demonstration of the MXF Mastering Format at NAB 2007
- ◆ We've made major improvements in the AAF File Analyzer, a tool that helps in the analysis of AAF files
- ◆ We've formed the Media Software Architectures Group, a group focused on file-based workflows
- ◆ We've established a liaison relationship with the European Broadcast Union
- ◆ We are continuing the educational part of our mission with a meeting in London in November and a Users Group meeting and Tutorial to be held in the Washington, DC area in the first quarter of 2008
- ◆ Very soon, we will be announcing the newest release of the AAF SDK
- ◆ We modified our membership levels and benefits so the organization can remain viable over a long term

At the same time, our membership has continued to grow. I'm pleased to let you know that Ad-ID, Discovery, National TeleConsultants, Omneon and PBS have joined as Principal members. Other new members joining this year include Harris, TMD Ltd, Arbitron, BPI Improve, Digital Vision, eBus Ltd, Marquis Broadcast, National Geographic, NBC Universal, Pro-Bel, SAIC, SGI, and five new Individual members. We welcome all of our new members, and we hope to see you in person at one of our upcoming events.

Brad Gilmer, Executive Director

AMWA's New Group: MSAG

AMWA recently started a new group, the Media Services Architecture Group (MSAG). One of the first orders of business was to define its purpose in the form of a mission statement:

The Media Services Architecture Group of the Advanced Media Workflow Association (AMWA) is responsible for providing information on architectures and best practices for enterprise-level software technology in digital media workflows. We will fulfill our mission through the production of reference documents, educational information, examples, and specifications where applicable. The group will continually seek to leverage existing technologies and standards from other industries wherever possible.

We've engaged in a number of activities and are excited about the progress:

- ❖ We've brought up a wiki to use to collaboratively edit documents – this wiki is available to others in AMWA
- ❖ We've developed a first version glossary of terms related to SOA and Web Services. This is on our wiki and we intend to release a reference .pdf shortly.
- ❖ We are examining the ingest process as a first step, with a view towards how we might be able to standardize service interfaces in our industry.
- ❖ We've provided feedback to the MXF Mastering API project with regards to the interface definition and continue to participate in ongoing work.
- ❖ We are working on a survey of other industries to try to understand what experience we can draw from them.

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- ❖ We have begun a best practices document, appropriate for the Media and Entertainment industry, with regards to SOA and Web Services.

We have had excellent interest and participation, but we would really like more organizations to join in the fun! We have a lot of goals to achieve and the more help we have, the more we quickly they can be achieved. If you would like to learn more, please contact me.

John Footen, john.footen@ntc.com.

MXF Tutorial & Presentations at SMPTE

Thursday, October 25th, is the day three AMWA members will make presentations at SMPTE's New York Technical Conference on Thursday, October 25th, at the Marriott Brooklyn Bridge Hotel. Bruce Devlin, Snell & Wilcox, will present an MXF Tutorial from 8:00-9:15 am to describe how MXF works, how it is deployed today and work is being done to create a controlled MXF environment which simplifies the design of facilities. Tutorial handouts are taken from chapter 2 of the MXF book:

<http://www.themxfbook.com>, and can be purchased at: <http://books.elsevier.com/us/focalbooks/us/subindex.asp?isbn=024080693x>. MXF standards, available from SMPTE, include many documents in the MXF suite and it's advisable to buy them on CD-ROM which is less than buying individual paper documents: <http://store.smppte.org/category-s/22.htm>; purchase at: <http://store.smppte.org/category-s/6.htm>.

Al Kovalick, Avid Technology, and Oliver Morgan, Metaglobe Corporation will present papers on Thursday afternoon. In the "Using Metadata in the Real World..." session, Oliver's presentation is called, "wsMXF Middleware for File-based Production". Al's presentation in the "Topics in Hybrid AV/IT Systems" is titled, "An Overview of Timekeeping and Synchronization Methods as Used in Hybrid AV/IT Systems". Full agenda information can be found at

http://www.smppte.org/events/fall_tech/schedule/session_descriptions/#managing.

Marketing Committee Highlights

Following is a recap of activities undertaken by your Marketing Committee, which consist of Adrian Scott - Pro-Bel, John Shike - Snell and Wilcox, Neil Dunstan - Metaglobe, and Committee Paul Turner - Omneon:

- NAB demonstration of the Mastering Format – this was the culmination of two years of work by several manufacturers. The AMWA assumed management of this demonstration late in the first quarter and it also served as the official introduction of the "new" association to the industry.
- AMWA "At a Glance" document – the committee realized that, as a new organization, we needed a document to explain the association and its goals to attract new members and help current members explain the activities of the organization. The document outlines the mission statement, explains the membership levels and lists current members. All members are encouraged to use it by downloading it from the AMWA website.
- To effectively serve our membership, we created a questionnaire to solicit feedback from you. We received excellent feedback and have acted on several of the requests. In fact, you're reading the result of this questionnaire – one of the many requests was for a newsletter to keep you better informed of the activities of the association!
- London MXF Summit -- a great deal of effort has gone into the organization of this event, scheduled in London next month. We now have a great venue, a tremendous agenda, and the ability to really promote AAF, MXF and the use of SOA in our industry. It includes the Mastering Format demonstration, with new progress made since the demonstration at NAB. This event is being held in cooperation with the DTG (Digital Television Group – a UK-based non-profit organization focused on the video industry), and will be followed by the AMWA engineering meeting.
- A messaging document for members to use at IBC to promote the MXF Summit.

We will continue in our efforts to promote the AMWA, issuing press releases on significant events and producing messaging tools for your use. We also strive to continue increasing membership in the association. If you have any suggestions for other activities (or existing ones!), please feel free to contact me.

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