



Newsletter

www.amwa.tv

June 2008

Board Votes Change in Associate Membership

The AMWA has made several changes in its membership structure over the past few years in an effort to balance our members' needs with our fiscal responsibilities. Last month the AMWA Board of Directors voted to continue to make the Associate membership level available to our members. Members will be able to join at the Associate level, and remain at that level for one year while they learn about the activities of the Association. After one year, Associate members will be able to renew at either the General or Principal membership level, but they will not be able to continue their membership at the Associate level. We appreciate your membership at whatever level you have selected, and we remind you that your membership fees make the Association possible, since they are our primary source of income.

AMWA Meeting Held May 7-9 at PBS

Early May brought another highly successful AMWA Engineering and Users Meeting. PBS graciously hosted the three-day event at their Crystal Springs facility in the Washington DC area. Despite a schedule conflict with an event organized by the ATSC, attendance was favorable. Our thanks go to all the organizers for putting on a quality event.



More than 30 people met at the May Engineering and Users Meeting in Arlington, Virginia

The first two days focused on Engineering Committee work covering such topics as the feature list for the 1.1.3 version of the SDK (the 1.1.2 version was

released to SourceForge), the registration site (where vendors and customers can run compliance tests against their clips to ensure conformity to the specifications), the current work to progress our AS02 specification, and SOA implementations. These sessions covered a great deal of detail and were educational and informative to all who attended.

The third day included a major emphasis on user input. The AMWA strives for significant interaction among users, and these sessions resulted in spirited discussion of a wide variety of subjects and possible future tasks for the organization.

AMWA Europe Holds 2nd Meeting

BT Media & Broadcast hosted the second meeting of the AMWA Europe group on June 5th at the BT Tower, London, which attracted a cross-section of media and broadcast companies plus manufacturers.

Discussion opened with the current submission to SMPTE on possible options for metadata structures. This was followed by an update on the progress of work on interface and operation specifications. These cover an increasing range of practical subjects, from AAF edit protocols, MXF versioning, MXF programme distribution, language tagging and control of on-screen graphics. (See www.AMWA.tv for further details.)

To enable file-based transfer of content, many organizations are planning or implementing Service Orientated Architectures (SOAs) to construct their systems. John Footen, NTC, gave an update of the AMWA Media Services Architecture Group's work to define standard

interfaces and interoperability for these loosely coupled systems. This work is drawing extensively on SOAs already used in other industries. Peter Brightwell and Daniel Abunu of the BBC gave an overview of the Digital Media Initiative and the six main enablers on which the project is based. Richard Cartwright explained his work on media authoring for Java API.

Throughout the meeting a large emphasis was placed on how all the strands of work could be made easily available to end users in their technical developments.

Media Business Workflow Group Organizes

In the media industry, an increasing amount of business is done electronically and the amount of content that is moved digitally is showing the need for better “business to business” flow of metadata. At NAB, 28 individuals from the industry met at a breakfast sponsored by VCI Solutions and Ad-ID to discuss how to address this need under the AMWA umbrella. This was followed up by a presentation and discussion at the May AMWA meeting, where members from PBS expressed a similar interest and talked about their efforts in this area.

From these meetings three working groups have formed to focus on high-level workflow for commercial, syndicated and long form programming from creation through distribution and then broadcast. The groups are working to create an understanding of the separate but related paths that content and contractual information take in each area. A separate group has been formed to coordinate a glossary of business and operational “vocabulary” used to provide consistent terminology for future discussions. Even the initial discussions uncovered areas where early insertion of metadata could create substantial improvement for all involved. The Chairs for each group are:

- **Commercial Group**
Harold Geller, Ad-ID
hgeller@aaaa.org
- **Syndicated Group**
Thomas Edwards, FOX
Thomas.edwards@fox.com
- **Long Form Group**
Gwynne McConkey, Lifetime
mcconkey@LifetimeTV.com
- **Glossary Group**
Jamie Meyer, VCI Solutions
Jamie.meyer@vcisolutions.com

Each group will meet individually initially and then together to share results with the larger community. Anyone interested in contributing to any of the groups should contact the respective chair. Greater participation of more AMWA members is welcome. Join in the discussion of fascinating topics that relate to the nature of the connection point between the business of media and the technology.

Lowell Putnam, Lowell.putnam@vcisolutions.com

Future Marketing Efforts

Following successful meetings in Arlington and London, the Marketing committee is now focused on our presence at the HD Masters Conference, June 24-25, in London. Next are two major items of focus: IBC in Amsterdam in September, and a redesign of the AMWA web site.

Plans for IBC are underway – we’ll repeat the work we did for NAB, but expanding the scope in order to reach out to more potential members. We should be well covered for PR during the event, as several of our members are involved in the conference side of the house, which should produce a few mentions. We’ll provide AMWA resources – small AMWA member easels and flyers for vendor booths. We also will list all members who are speaking and exhibiting at IBC on the AMWA website so send your information to Barbara Main at Barbara_main@amwa.tv.

For the web site, I’m soliciting members to participate in the redesign. It’s your resource as much as a flagship property for the association, and I’d like to make the web site as useful and user-friendly as possible. If you’re interested in helping, drop me a line: pturner@omneon.com

As always, we will continue our efforts to promote the association, issuing press releases on significant events and producing messaging tools for use by members. Other suggestions are welcome.

Paul Turner, pturner@omneon.com

New AMWA Members

In 2008, the association membership has grown to 59, which compares quite favorably to 41 members at year-end 2006. New members since the February newsletter are:

- IBM
- Lifetime
- Integrated Media Technologies
- Nielsen
- Secure Path Technology
- One new Individual Member

Check the website for the full membership list.

CONTACT: Barbara Main, Director of Administration; Ph: +1-608-513-5992; barbara_main@amwa.tv

Copyright © 2008 Advanced Media Workflow Association, Inc. (AMWA). All rights reserved. Advanced Media Workflow Association, Advanced Media Workflow Association, Inc., Advanced Authoring Format, AAFA, AAF-X, AAF SDK, AAF Edit Protocol, and the AMWA and AAF logos are trademarks or service marks of the Advanced Media Workflow Association, Inc. in the United States and in other countries. All other brand names, product names, or trademarks are the property of their respective holders.