



## Advanced Media Workflow Association Project Process

---

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

**Source: AMW ASSOCIATION**

**Version: 2.0**

**Approved Date: July 8, 2010**

### **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)"). 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.

### **2 Deliverables**

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

**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 Business Steering Committee (BSC).

**Technical Specification:** Defines technical details of the new work or change with respect to an existing specification. For expediency, changes to existing functionality should be specified as a list of changes to the currently adopted Specification (versus an updated version of the full Specification).

**Reference Implementation:** An implementation that contains the new work or change.

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

**Sample Files:** Files created with the Reference Implementation to help in the development and compliance verification.

**Intellectual Property Disclosures:** Disclosure of IP contained in the change in conformance with the Association's IPR Policy.

### **3 Proposal Development**

It is assumed that a proposal will be developed by one or more Proponents. Proponents are entities who initially support the work and are responsible for serving as evangelists, conveying the business and technical vision of the work to other AMWA members. The Proponents are responsible for a) developing the proposal, b) soliciting other members in support of the proposal, and c) revising the proposal based upon feedback received prior to the proposal being formally adopted.

Proposals are developed using this document and a proposal template which can be found at [www.amwa.tv/policies](http://www.amwa.tv/policies). For a proposal to move forward, the Proponent must sign up users and manufacturers, and must identify resources that will be available to contribute to the work. See below for additional information required in proposals.

It is the responsibility of the BSC to aid a proponent in the submission of a proposal by providing timely feedback to the Proponent regarding their proposed submission. Proponents are encouraged to contact the Chairman of the BSC prior to submission of a proposal for help.

## 4 Phases

**Proposal Phase:** New work or changes to existing Specifications require a formal proposal to be submitted to the Business Steering Committee (BSC) for approval prior to the AMWA commencing work on a project. For information on the membership of AMWA committees, see Sections 2.4, 2.5, 2.6, and 5.5 of the “BY-LAWS OF AMW ASSOCIATION, INC.”. Proposals must include the name of the Proponent, an abstract, a business justification devoid of technical jargon, a list of user requirements, an author, a list of sponsors and participants and a timeline. The contributors listed must be willing and able to commit to seeing the proposal through all phases of the process. After a two-week review period by the BSC, a vote will be taken to determine whether the work outlined in the proposal should be undertaken by the AMWA as a Recommended Specification (new work) or a Recommended Change (modification to existing work). With the consent of a simple majority, the proposal moves on to the Editing and Review phase.

**Editing and Review Phase:** At this point, the proposal is handed off to the Technical Steering Committee (TSC). The deliverables described above are developed by the contributors and other AMWA members, and are delivered to the full TSC for a one-month review and comment period. Comments are incorporated by the author and the process repeats until a majority of the TSC members actively participating (as determined by the TSC chair) in the review of the deliverables agree that the deliverables are stable enough to submit for approval by the full TSC. Once stability has been achieved, the deliverables move to the Approval Phase. A gap analysis should be performed to demonstrate that the user requirements are met by the technical specification. Note that, at his discretion, the TSC Chairman may create and assign the work of a particular proposal to a working group, a sub-committee of the TSC. Note also that during this process, the BSC may be actively involved in development of the document, to the extent that end-user and business-level input is required for the project.

**Approval Phase:** Deliverables are submitted to the full TSC for an 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 approval 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 of the resolution action taken and extend the approval process by one week. 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 Editing and Review phase for at least one update cycle (review, comment, update) prior to another approval vote.

Once the TSC has approved the deliverables they become a Recommended Specification (new work) or a Recommended Change (modification to existing work). In the case of a Recommended Change, once approved, the authors must update the Specification to reflect the Recommended Change. This becomes an Updated Specification.

Once approved by the TSC, the Recommended Change or Updated Specification is submitted to the BSC for a minimum one-month review period. At this time, the Recommended Change or Updated Specification is circulated to all AMWA members in good standing. (Note well that this one-month review period also marks the point in time from which the Executive Director may start of the mandatory 45-day IPR review period as outlined in the AMWA IPR policy.) During this time, the BSC evaluates the TSC documents, a) for conformance to the original user requirements, and b) to verify that the documents meet the original business need as outlined in the proposal business justification. The BSC may provide feedback and/or ask questions about the proposal during this review period. At the end of this BSC review period, the Chairman of the BSC will submit the document to the full BSC for an 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 the deliverables fail to achieve approval, the BSC Chairman may confer with the TSC Chairman regarding disposition of the document. Their options include, a) remanding the document back to the Editing and Review phase for at least one update cycle prior to another vote, b) asking the TSC to provide clarification on how user requirements or the business justification is met by the

document, or c) requesting input from the proponent on whether they wish to continue to support the proposal. In any case, the Chairman of the BSC shall provide clear, concise and specific enumeration of any issues raised by the BSC which caused a proposal not to be approved, along with suggested changes, if any.

Once approved by the BSC, the Recommended Specification or the Updated Specification is submitted to the AMWA Board of Directors for adoption. 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."

If the deliverables fail to achieve approval within 18 months of the initial proposal approval, a new proposal must be made to the BSC before work on the deliverables may continue. If the re-proposal is approved, then work on the deliverables resumes in the Editing and Review Phase.

The figure below shows the timeline for AMWA document development. Note that, while this drawing shows a linear flow, that in actual practice, the process is iterative.

