



Advanced Media Workflow Association

AMWA heads to Amsterdam

Thanks to everyone who gave such a positive reaction to our first Community Newsletter in early summer!

Much has happened since then; especially regarding the annual IBC show in Amsterdam. We're delighted to have an open Conference session where we can share the experiences of some well known media companies and how they have successfully adopted file based workflows.

IBC2010 Sessions - How Technology Benefits Your Business

As part of the 2010 IBC Conference "Added Value" program, there will be a panel session planned jointly by the EBU and AMWA entitled "Interoperable Media Services: What Technology does for your business". This session will feature senior media executives presenting the challenges they have faced in building networked media facilities and how they have overcome these challenges. We will also hear how the industry would best be served by the development of a Framework for Interoperable Media Services (FIMS). As part of this, the AMWA and the EBU will present the first results of their Request for Technology for such a framework. It's on [Saturday at 3:00PM in E105-107](#) and is free to all IBC attendees. Please arrive in plenty of time as space is limited and will be allocated on a first come, first served basis.

IBC will also be the first chance to obtain a set of white papers and case studies. These will be available at the panel session and from Barbara Main, Director of Administration for the AMWA. Barbara can be found on the stand of AMWA member Cinegy ([stand 7.A43](#)) who have kindly provided space in support of the AMWA.

Application Specification AS-03 is Now Approved

The AMWA has released issue 1 of AS-03, MXF Program Delivery Specification. It was developed to meet a real need from the PBS network for a single file format to deliver ready-to-air programs to their member stations. The many stations have a mix of video server makes and models, and PBS did not want a different format for each server.

AMWA Member Benefits

Join AMWA at a level that fits your business needs:

[Join/Upgrade](#)

EBU / AMWA IBC Session

Further details of both the joint EBU / AMWA Session and the IBC Exhibition and Conference available here

[Session Details](#)

[IBC Conference Details](#)

[Exhibition Floor Map](#)

AS-03 issue 1 Available

Please contact us if you have a possible application for AS-03.

See further details of Application Specifications
[Download Specification PDF](#)

Although the servers could accept MXF files, the specification was very loose and OP1A, for example, is insufficiently constrained to be considered a file delivery specification. AS-03 describes a vendor neutral subset of the MXF file format to be used for delivery of finished programming from program producers and distributors to broadcast stations. [More AS-03 Details](#)

We would like to connect with you on Linked In

AMWA invites you to stay current on the latest AMWA activities, connect with your colleagues and meet new industry professionals by joining [our Linked In Group](#)...

There are already 3 discussion threads on: The Adoption of SOA Architectures, Business issues to be faced when adopting File Based Transfer, and The Potential for Cloud Based Services.

Watch for a recap of the AMWA's presence at IBC 2010 in the next Community Newsletter where we'll also be bringing a report on the FIMS panel session.

At your service...

We appreciate your interest in the AMWA. If you have any business, operational or technology issues relating to the adoption of file-based workflows, please let us know.

Many thanks for reading!

Barbara Main
AMWA Director of Administration

You have received this email because you have expressed interest in the work of the AMWA by email or at a trade event or meeting. We do not anticipate publishing more than four each year.

- *If you no longer wish to receive these, please click the "unsubscribe" link at the bottom of the page and you will be removed from the mailing list.*
- *If you have been sent this email by a colleague and wish to receive future editions directly, please click the "subscribe" link and you will be added to our contacts list.*

This newsletter was created and distributed by Scene&Heard Public Relations and Marketing: www.sceneandheardpr.com

AMWA is Linked In

Stay in touch with AMWA Community colleagues when you join our [Linked In Group AMWA Linked in Group](#)

Contact Us:

If you have questions, need help with membership, or have experience that could become a Case Study, please contact:

Barbara Main
Dir. of Administration
+1-608-513-5992
barbara_main@amwa.tv

www.amwa.tv

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 or trademarks are the property of their respective holders.

[Click here](#) to forward this email to a friend

