



Advanced Media Workflow Association

Real World FIMS...early working system at IBC

Want to see how FIMS helps real media companies solve their workflow issues? Visit the FIMS booth at the EBU Village at IBC.

Message from Brad Gilmer

Hi Everyone,

It is time again to catch up on what is going on in the AMWA. Even though it is summer time, AMWA members have been busy working on a range of projects.

FIMS technical discussions

The joint AMWA/EBU/FIMS (Framework for Interoperable Media Services) group held a meeting in late July at IBM's facilities in New York. The emphasis of the meeting was on finalizing arrangements for the FIMS V1.0 specification and on preparation for the IBC FIMS demonstration at the EBU Village in September. See below for details. Over twenty people attended the working session, and a deadline of Friday, August 19th was set for final comments on the first FIMS specification. Attendees also discussed what should come after the release of FIMS V1.0. Information on FIMS is available at <http://wiki.amwa.tv/ebu>.

FIMS in the Real World

The FIMS project has now reached an exciting milestone. IBC will be the second major trade show this year at which we demonstrate an early working system. The SOA principles have been shown to work in a media environment and we now need to focus our energies on what helps real media companies solve their business, operational and technology problems; either in production workflows or interfaces to back office systems. If you have any challenge that you think the FIMS project might help to solve, please come and talk to us. Remember that we are still seeking participants - you are welcome to join this important industry initiative.

AS-02

The AMWA Application Specification on MXF for Versioning (AS-02) has been contributed (in draft form) to SMPTE. The IMF group within the SMPTE is considering using some of the wrapping elements of this Specification in their

See Demos at IBC 2011 -
FIMS in the EBU Village in
Hall 10. Booth #10.F20



New AMWA Members since
May 2011

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- Dalet

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- CBC
- Isilon
- JVC

Two new Individual Members

Contact Us:

efforts. Meanwhile, the Technical Committee has conducted a second ballot on AS-02. The second ballot was required after significant contributions were made during the first round and the group felt that it was important to consider these contributions. To find out more about AMWA Application Specifications, go to our home page <http://www.amwa.tv> and click on "Find out more" under Application Specifications.

That's the highlights. Please continue reading for in-depth information.

See you at IBC!

Brad Gilmer
Executive Director

The AMWA at IBC 2011

As most of you know, the AMWA has been working closely with the EBU on the Framework for Interoperable Media Services (FIMS) Initiative. We are delighted to be working with them again, this time at the EBU Village to showcase our work towards interoperability in Service Oriented Media Workflows. There you will see the first FIMS demonstration in Europe of how media processes in a file based workflow can be used more flexibly and how an open architecture allows these to integrate efficiently with business systems.

We thank the participating vendors and supporters, all of which are listed in the banner. You will find us at booth 10.F20 in Hall 10.

Current Projects

Agile development

On large development projects it is common for progress to be slow, due to the complicated nature of the requirements, the large number of contributors and often the fact that there is a "moving target". To increase speed towards a satisfactory outcome, the AMWA is adopting agile development for some new projects to achieve usable results faster than the legacy process.

To read more on this subject, please read the AMWA [white paper](#).

Application Specification, MXF for Program Versioning, AS-02

This was developed to support storage and movement of MXF program components, to enable versions and inventories for use in a multi-version, multi-lingual, multi-delivery media environment. AS-02 is now at the voting stage with the TSC. It is expected to be approved in October.

Application Specification, MXF for Production, AS-10

At the request of CNN, Harmonic and Sony, the AMWA has launched a new application specification titled AS-10 MXF for Production. This new AS is geared towards establishing a common MXF file format for a typical end to end production workflow including camera acquisition, server acquisition, editing, playout, digital distribution and archive. The initiative will take into account

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

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existing MXF based systems & devices that have been deployed with an aim toward backward compatibility.

The project is now under way. However, participation and contributions are still welcome.

Application Specification, MXF for Contribution, AS-11

AS-11 is a specification for the delivery of finished programming from program producers to broadcast stations or program origination facilities. Similar to AS-03, AS-11 should allow for codecs that are MPEG up to 50Mbps, and additionally, MPEG or non-MPEG with bitrates of up to 50Mbps or higher.

Recent progress means that a first draft to satisfy the needs of the UK DPP broadcast group is well advanced. The first draft specification will be complete in a few weeks, along with a reference implementation and sample files. The next step will be to expand the specification to accommodate the needs of a geographically broader group of users as required.

Application Specification, MXF for Commercial Delivery, AS-12

AS-12 is a specification for the delivery of finished commercial assets to broadcast stations or program origination facilities. In particular, AS-12 reduces risk for a media outlet adopting file-based commercial workflows by enabling the explicit identification of content that facilitates computer-assisted matching of commercial assets to schedule log entries.

The project is now under way with the Technical Steering Committee.

If you would like further information on any of these projects, please let us know. Contact Barbara Main (barbara_main@amwa.tv) or Neil Dunstan (neil_dunstan@amwa.tv).

Best regards,

Barbara

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

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