



September 2010

AMWA will have Presence at IBC

- On Saturday, 11 September at 15:00, the AMWA and EBU will present a joint session on Interoperable Media Services, with a panel of senior media executives (see next page)
- Thanks to Cinegy, Barbara Main will represent AMWA at the Cinegy exhibit stand 7.A43. Send potential members to her for information about AMWA.
- Twenty-four AMWA members will have exhibits and most will display AMWA Member easels and/or have AMWA materials on hand. Thanks members!

AMWA/EBU Task Force on FIMS Task Force to report progress at IBC session

The FIMS Task Force was formed jointly by the AMWA and the EBU in late 2009. The aim was to combine the efforts of the two organizations in addressing the issues of system integration for TV broadcasters with enterprise level production environments.

Broadcasters are moving from linear workflows based upon videotape towards IT-based systems. A major obstacle to this shift in system architecture has been identified in the lack of standard interfaces between components and systems. That forces integrators to devote consistent resources in the development of custom adapters to integrate components from different vendors. This in turn generates scalability and maintenance problems as the substitution or upgrade of one component can require further adaptation expenses.

It was thought that the service oriented architecture (SOA) could be developed to meet the special needs of the media industry to the benefit of both system vendors and broadcasters. SOA has been widely adopted in other industries, and has been successfully deployed by many Hollywood studios and large television networks. A goal of the Task Force is to enable the development of such systems for the wider broadcast community. Important features

include flexibility, simple integration with production infrastructure, and a total cost of ownership as low as possible.

After a series of meetings in Europe and the USA, the Task Force reports good progress. The first step was to issue a Request for Technology (RfT), based on user requirements collected from the AMWA and EBU members, which was issued in April 2010.

The responses are being evaluated, and the Task Force will reveal the first results at a panel sessions to be held during the 2010 IBC Conference at the IBC panel session "Interoperable media services: What technology does for your business" at 15:00 on 11 September.



**Visit AMWA staff at
Cinegy Stand 7.A43**

MXF Program Delivery Specification

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 mix of video server makes and models, and PBS did not want a different format for each server. 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 program distributors to broadcast stations. The development of AS-03 acknowledges the reality that the great flexibility allowed by the MXF standards impedes interoperability between equipment from different vendors. By defining a subset of MXF, AS-03 simplifies the issues around file interchange between equipment.

AS-03 constrains the video essence to frame-by-frame interleaving, MPEG-2 or H.264, and the audio to be PCM pairs, AC-3 or Dolby E. Broadcasters can add a “shim” to AS-03 to even further constrain the delivery specification. This could include coding bit rates for example. In the case of PBS their shim defines coding rates of 25Mb/s for MPEG-2 and 18Mb/s for H.264 among many other parameters.

The specification can be downloaded at:

www.amwa.tv/downloads/specifications/AMWA-AS-03-Delivery-Spec-1_0.pdf

AMWA/EBU Session at IBC

“Interoperable media services: What technology does for your business” is scheduled on Saturday afternoon during the IBC Conference.

Attendees will learn from a panel of senior media executives about the challenges they have faced in building networked media facilities - and how they have overcome these challenges. They will also hear their views about how the industry would be best served by the development of a framework for interoperable media services.

The AMWA and the EBU will then present the first results of their Request for Technology for such a framework. Attendees to the session will have an opportunity to ask questions of the presenters as well.

The speakers are:

User panelists:	Representing the AMWA and EBU:
<ul style="list-style-type: none">○ Luk Overmeire – VRT, Belgium○ Ian Wimsett – Red Bee Media, UK○ Mirko Zimmer – Hessischer Rundfunk, Germany	<ul style="list-style-type: none">○ Giorgio Dimino – RAI CRIT, Italy○ Jean Pierre Evain – EBU, Switzerland○ John Footen – Chime Media, USA○ Brad Gilmer (co-chair) – AMWA, USA○ Hans Hoffmann (co-chair) – EBU, Switzerland

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