



AMWA Application Specification AS-12

AS-12 Commercial Delivery File Format

- AS-12 is a subset of MXF intended for the delivery of commercials.
- AS-12 addresses the mismatch that can occur between transactional business workflow—the sale and scheduling of slots—and the media workflow that delivers the transmission copy of the commercial.
- AS-12 embeds a unique identifier, and carries slate information as metadata.
- The initial release of AS-12 is expected to support Ad-ID for the United States; future releases are expected to support other recognized Advertising identification schema.
- The AMWA Application Specifications define a set of rules that constrain a specification—like MXF—to suit a particular use.
- An Application Specification can be further constrained to meet the needs of a user through use of a “shim”.

Questions about AS-12

▶ **What is AS-12?**

AS-12 is a subset of the MXF file format for the delivery of finished commercials to broadcast stations or program origination facilities.

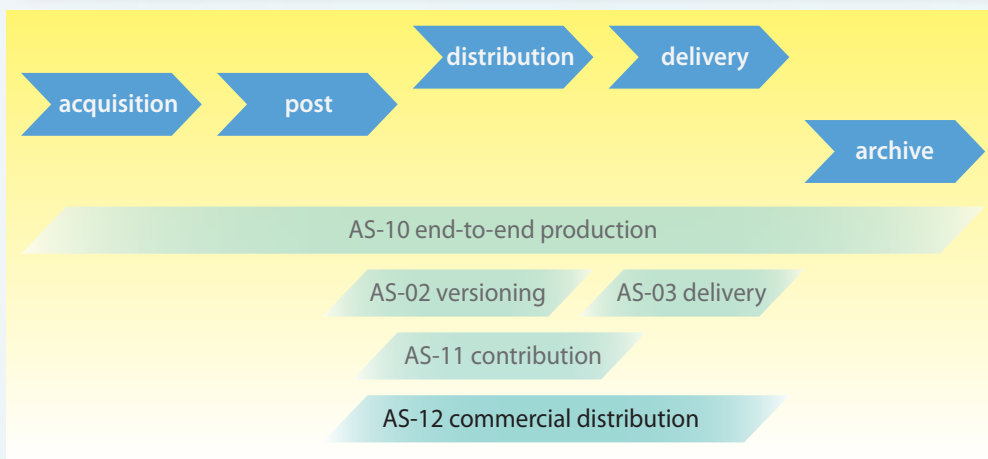
▶ **Who should use AS-12?**

Production and post-production facilities, commercial distributors, broadcasters, cable networks.

▶ **Why use AS-12?**

AS-12 provides for explicit identification of content, which will ease the matching of ingested commercials to the traffic instructions.

The technical metadata should assist the airing of commercials in a consistent manner across different networks. For example, it can aid transmission with the correct active format (AFD).



AS-12 is in development

The AMWA welcomes contributions to the development of this specification. Interested members should contact the chair of the Technical Steering Committee, Richard Cartwright, email: richard_cartwright@amwa.tv.

If you are interested in this specification, but are not a member of the AMWA, please visit the AMWA web site at www.amwa.tv/join.shtml or contact:

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