AMWA

MXF Application Specifications

MXF for Contribution – AS-11
File Based Delivery of Finished Programs and Commercials / Promos to Media Companies

What is it?
AS-11 is an AMWA specification for the interoperable delivery of finished programs or commercials and promos from post houses to media companies. This content is normally the final edited material but may require further simple processing, for example the creation of trailers, etc.

How could this help you?
These AMWA specifications were initially based on requirements from UK's Digital Production Partnership (DPP), to enable public service broadcasters to move from tape to file based delivery.

Is it in use? Yes.
Since October 2014, suppliers of content, typically post production companies, must provide files which match the AS-11 DPP specification. The DPP was originally established by the BBC, Channel 4 and ITV and has active support from Sky, Channel 5 / Viacom, BT Sport and TG4.

More recently, new versions have been defined for UK broadcasters.
- X1 for UHD programmes.
- X5 and X6 for UHD and HD commercials and promos.

Has there been international interest? Yes.
Building on the success of AS-11, additional versions have been developed.
- X2 HD AVC Intra for use in Australia and New Zealand.
- X3 and X4 HD AVC Long GOP at European and US frame rates for seven Nordic broadcasters.
- X8 and X9 HD MPEG-2 and HD AVC delivery of programmes for the North American Broadcasters Association.

Has interoperability been considered? Yes.
To ensure that files exchanged between products and between media companies were interoperable, the DPP and the AMWA worked together to establish Compliance and Certification Programs. A growing number of suppliers have now successfully passed this process and can demonstrate interoperability of their products.

Can I see the family of specifications? Yes.
The complete family of specifications for all regions can be found at www.AMWA.tv/projects/AS-11

How could AS-11 help my business?

The broadcast industry is becoming more and more connected between individual companies and across international borders.

For decades, broadcasters have collected and distributed news content around the world. Now, we can add the influence of global media networks, multi-national funding of program commissions and the international sale of network programs.

All of these factors support the drive for cost savings through content sharing plus greater efficiency in content creation and distribution. AS-11 makes a specific contribution through the easy, efficient movement of program material.

The requirement for one consistent delivery standard across a broad range of media companies removes technical and operational ambiguity at both the post house in creating the file and at the broadcaster in receiving predictable and easily managed content.

What is AS-11?

MXF for Contribution (AS-11) is a vendor-neutral file format for the delivery of finished program material from the producers to broadcast networks or program origination facilities.

It is based on proven SMPTE Standards and supported by major manufacturers.

What about metadata?

Easy metadata exchange was important to the broadcasters so a small common group of essential metadata was chosen.

AS-11 defines a minimal core metadata set and a program segmentation metadata scheme.

What is an Application Specification?

AMWA Application Specifications define a set of rules that constrain a standard, such as MXF, to suit a particular use. An Application Specification can be further constrained to meet the needs of one or more users.

As industry operations evolve, developments of a published Specification are always considered if a media company has new requirements that extend the Specification and do not disrupt the original operation.

To join or for further information

www.AMWA.tv

Neil.Dunstan@AMWA.tv

Apr 2018