



The AMWA - what we do -

What is the AMWA?

The AMWA was created to establish an open forum for business, operational and technology discussion across the electronic media industry.

Our members are both media organizations and their suppliers, ranging from single person developer companies up to large multi-nationals. Geographically, members are based in North America, Europe, Asia, Australia and New Zealand. End users and suppliers work together on technical projects, combining skills and experience, to achieve results that work for both types of organizations.

How does the AMWA operate?

The AMWA is primarily funded by member dues and its direction is set by the Association's Principal Members who serve on its Board. The AMWA has several membership levels, set up to match an organization's preferred level of activity and involvement.

What does the AMWA do?

- Works closely with other international trade bodies to define a coherent, open strategy for technology development across the industry. These include other technical trade associations, such as the Joint Task Force on Networked Media (JT-NM) comprising the EBU, SMPTE and VSF plus marketing trade associations, AIMS and IABM.
- Brings specialist software skills to Networked Media, to enable future technologies and efficient workflows and to promote interoperability. This includes discussions on new Internet-based technologies, such as the Agile Media Blueprint (AMB) which promises to bring genuine business agility to media companies.
- Bases all projects for technology solutions on clearly articulated business challenges and supports end users and their suppliers through implementation.
- Manages the Networked Media Incubator project and its interoperability workshops, to develop the family of Networked Media Open Specifications (NMOS).
- Manages the AS-II family of specifications to enable reliable MXF file-based delivery of content to broadcasters, along with a Certification Authority for products.

What are the Benefits to member companies?

Media companies:-

- Share the business and operational challenges with contemporaries and gain consensus on key issues.
- Help set the direction of emerging technologies that deliver the greatest business benefits.

Suppliers of products and services:-

- Gain insight into significant industry initiatives and use this to refine and speed product developments.
- Offer early thinking on products to influence their potential customers' plans.
- Test their product roadmaps with end users who face practical day-to-day challenges.

Current Membership

The companies below see a commercial value in membership, to help their business grow and prosper.

Principal Members

ARISTA



BBC

CBC Radio-Canada



EBU



FOX



SONY

General Members

A+E NETWORKS



Disney



JUNIPER NETWORKS



telestream



Associate Members

AJA Video

Atos

BFE

Dalet

DHD audio

EVS

IML

KMH

Leader

Media Links

NEC

Nevion

Pebble Beach

Signiant

Streampunk Media

Tektronix

The Telos Alliance

Vizrt

Aperi

Axon Digital Design

Calrec Audio

dB Broadcast

DirectOut

Gefei

Interra Systems

KBS

Macnica

Mellanox Technologies

NEP Group

NHK

Riedel

Sobey

Suitcase TV

Telstra

UR

Yamaha

Apple

Barco Silex

Canal+

Deltacast

Evertz

Harmonic

IRT

Lawo

Matrox

MOG Solutions

Net Insight

Panasonic

Ross Video

Stordis

Tedial

TFI

Vidispine

Yle

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