



# AMWA Business and Technology Membership Benefits for Media Companies

## ► Business Benefits

- **The market in which we operate** constantly changes and media companies need to respond quickly and effectively. The AMWA actively leads and supports technology solutions that are flexible and adaptable.
- **The AMWA provides an environment** which lowers the financial risk of technology decisions and helps you get maximum return on investment by building cost effective, well integrated systems.
- **Better management of media assets** enables an increase of revenue by wider distribution, efficient reversioning or resale.
- **Cost savings** can be achieved through the manpower efficiencies and the best use of personnel provided by better integrated workflows.
- **An appropriate mix** of automation and human resources allows you to get the best of both, allowing staff to be released for creative duties which add value, such as station branding and on-air look.
- **Do more with your finite resources** – more output and more reliability.

## ► Technology Benefits

- **AMWA is the only media-industry association** that focuses on enabling smoother, more efficient, workflows
- **The AMWA works to integrate** broadcast and IT interconnection standards with initiatives such as the Framework for Interoperable Media Services (FIMS) and Service Orientated Architecture (SOA) based solutions.
- **Interoperability is enhanced** using the Application Specifications defined by AMWA
- **Constrained MXF profiles** assure that movement of files works the first time, which saves time and money.
- **Standardized interconnections** allow you to build best of breed systems from your preferred suppliers.
- **The growing number** of media companies and vendors working with AMWA standards provides increasingly future proofed workflows.
- **Learn best practices** and avoid workflow pitfalls by associating with other AMWA members.

## Membership Levels and Benefits

### Principal Members

- Eligible to serve on board of directors
- Appoint members to all committees
- Access member-only resources and communications on AMWA Forum
- Submit unlimited project proposals to Business Steering Committee
- Propose extensions/amendments to existing and new specifications
- Access to AMWA Application reference implementations and sample files
- Access to AMWA community (AMWA Forum)
- Attend AMWA educational events
- Member company logos posted to AMWA website with links to company pages
- Manufacturers can list AMWA-compliant products on AMWA website with links to company websites
- List AMWA-compliant products on AMWA website, with links to company sites

**Annual Membership Dues: \$10,300**

### General Members

- Entitled to the same benefits as Principal Members, except:
- Not eligible to serve on board of directors
  - Submit one project proposal per year to the Business Steering Committee

**Annual Membership Dues: \$5,200**

### Associate Members

- Eligible to participate in the Technical Steering Committee
- Access to AMWA Application reference implementations and sample files
- Access to the AMWA community (AMWA Forum)
- Attend AMWA educational events
- Submit project proposals and extensions/amendments, with sponsorship from a Principal or General member

**Annual Membership Dues: \$2,000**

### Individual Members\*

- Eligible to participate in all committees
- Submit project proposals and extensions with sponsorship from a Principal or General member
- Access to the AMWA community (AMWA Forum)
- Attend AMWA educational events

**Annual Membership Dues: \$185**

\* Specific membership eligibility requirements apply - [www.amwa.tv/join.shtml](http://www.amwa.tv/join.shtml)

## What You Should Know About the AMWA

With representatives from major players in the global media and entertainment industry, the AMWA focuses on file-based workflows to benefit content creators and distributors including film, television, advertising, Internet and post-production professionals



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