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.

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 AES, 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.
- 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 and its interoperability workshops, to develop the Networked Media Open Specifications (NMOS).
- Manages the AS-11 family of specifications to enable reliable MXF file-based delivery of content to broadcasters, along with a Certification Authority for products.
- Provides discussion at Technical Summits and training on industry trends at our Media Technology Days, informal "Tech-Togethers" and major trade shows.

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 roadmap with end users who face practical day-to-day challenges.

Both end users and suppliers work together on technical projects, combining skills and experience, to achieve results that work for both types of organizations.

Current Membership

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

Principal Members

ARISTA · AVID avid.com · BBC · CBC Radio-Canada · CISCO · EBU · ERICSSON · FOX · Imagine COMMUNICATIONS · PBS · SONY

General Members

A+E NETWORKS · BOSCH Invented for life · Canon · 4 · embrionix · grass valley A BELDEN BRAND · itv · JUNIPER NETWORKS · LIBRARY OF CONGRESS · sam Snell Advanced Media · telestream · TVNZ

Associate Members

AJA Video Systems	Interra Systems	Sohonet
Aperi	IRT, Germany	Stordis
Arvato Systems	KBS, Korea	Streampunk Media
Atos	KMH Audio-Visual	Suitcase TV
Axon Digital Design	Lawo / LSB	Supersport
Barco Silex	Macnica Americas	Tedial
Calrec Audio	Matrox	Tektronix
Canal +, France	Mellanox Technologies	Telstra, Australia
Coveloz	MOG Solutions	TF1, France
Dalet	NEC	The Telos Alliance
dB Broadcast	Nevion	Tokyo Broadcasting System
Deltacast	NHK, Japan	Univision
DirectOut	Panasonic	UR, Sweden
Evertz	Pebble Beach	Vidispine
EVS	Riedel	Vizrt
Gefei, China	Ross Video	Xytech
Harmonic	Signiant	Yamaha
IML, South Korea		Yle, Finland

To join or for further information

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AMWA
Networked Media. Working.