Networked Media. Working.

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, one half is based in the USA and one half in Europe, Asia and Australia / 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.

It works closely with other technical trade associations, such as the AES, EBU, SMPTE and VSF, to provide a coherent, open approach to industry developments, plus marketing trade associations, AIMS, IABM and MNA.

What are the Benefits to member companies?

Media companies:-
- Keep up to date on emerging technologies and identify potential benefits.
- Share the business and operational challenges with contemporaries and gain consensus on key issues.
- Offer suppliers a vision of their future thinking.

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 organization.

What does the AMWA do?

- Looks ahead to identify technology trends that are valuable to our industry and supports end users and their suppliers through implementation. Most recently, this has included development of the Networked Media Open Specifications (NMOS) and the AMWA Labs initiative for IP based solutions.
- Manages projects that provide technology solutions to specific business challenges, for example AS-11 to enable reliable MXF file based delivery of programs to broadcasters.
- Supports broad industry initiatives to promote interoperability, both as an independent organization and through task forces, such as the JT-NM. These include the Networked Media Incubator project and the Framework for Interoperable Media Services (FIMS).
- Provides training and discussion on industry trends at events such as our Media Technology Days, Tech-Togethers and at major trade shows.

Current membership

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

Principal Members

Avid · BBC · CBC Radio-Canada · Cinegy · EBU
Ericsson · FOX · Imagine Communications · PBS · SONY

General Members

Adobe · A+E Networks · ARISTA · BOSCH Invented for life · Canon
Channel 4 · CISCO · embrionix · grass valley A Belden Brand · Juniper Networks
Library of Congress · Snell Advanced Media (sam) · telestream · TVNZ

Associate members

AJA Video Systems	IRT, Germany	Streampunk Media
Aperi	KMH Audio-Visual	Suitcase TV
Arvato Systems	KBS, Korea	Supersport
Atos	Lawo	Tedial
Axon Digital Design	Macnica Americas	Tektronix
Barco Silex	Matrox	Telstra, Australia
Calrec Audio Ltd.	Mellanox Technologies	TF1, France
CANAL+, France	MNC Software	The Telos Alliance
Coveloz	MOG Solutions	Tokyo Broadcasting System
Dalet	Nevion	Univision
dB Broadcast	NHK, Japan	UR, Sweden
DELTACAST	NRK, Norway	Vidispine
DirectOut	Panasonic	Vizrt
Evertz	Riedel	Xytech
EVS	Ross Video	Yamaha
Harmonic	Signiant	YLE, Finland
IML Co. Ltd., Japan	Sohonet	
Interra Systems	STORDIS	

To join or for further information

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