



The Advanced Media Workflow Association
- how we're structured and how we work -

Structure

The AMWA is comprised of Members from around the world and contracted staff.

The three main staff members are

- Executive Director
- Director of Membership & Marketing
- Operations Manager

They are the only personnel who can speak on behalf of the organization. Other contractors make regular but less frequent contributions, such as managing the website and newsletter distribution.

Management

The AMWA is run by its Board members, who are individual representatives nominated by each of the Principal member organizations. The AMWA Board plans the strategy and direction, and monitors high-level operations.

Staff members are responsible for the daily operations of the organization and are ultimately responsible to the Board. In normal operational matters, the Director of Membership & Marketing and Operations Manager report to the Executive Director.

Decision Making

In normal circumstances, staff members manage their respective responsibilities using their own skill and judgement. When appropriate, the Director of Membership & Marketing and Operations Manager consult with the Executive Director and all staff defer strategic decisions to the Board.

Member organizations are periodically invited to provide input on a wide range of topics, which helps to formulate final Board decisions.

In an industry where technology change is accelerating, the aim is always to make timely progress and achieve working goals.

Committees

These are formed and dissolved as required, depending on the evolving needs of the organization. The only permanent committee is for Finance, which is chaired by a volunteer Board member who is responsible for creating and reviewing the annual budget. Other ad hoc committees have been formed for technical projects, etc.

Funding

The AMWA is funded almost exclusively by membership dues.

Technical Projects

Projects are set up exclusively to solve specific business needs of Member companies or to more broadly address industry requirements. Before commencement, all projects must be fully resourced, either in funding, by staff resources provided by a Member organization or both. Every project has an "owner" who is responsible for the continual progress and eventual outcomes.

IPR Policy

The AMWA develops and maintains specifications and other deliverables, and must have the legal right to distribute materials without violating the copyrights of its members. In some cases, it is also possible that a specification or other material developed by the AMWA and its members might, if used as intended, result in the infringement of a patent claim by the user of that material. The AMWA and

its members wish to ensure that when someone implements an AMWA Specification, it does not knowingly infringe upon patent rights of any member or, to the extent possible, any non-member. As with other formal specifications organizations, the AMWA has an IPR policy for these reasons.

Liaison with other Organisations

Where there is strategic value for the AMWA, practical working relationships have been established with other media organisations, such as the EBU, SMPTE, NABA, the AIMS Alliance and the DPP, plus major trade shows, NAB and IBC.

These relationships have been formed to complement the skills and planning of the AMWA, to avoid duplication of effort and to help the AMWA achieve specific goals on behalf of the media industry.

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