AMWA
Networked Media. Working.

Business Agility in Media Systems

BUSINESS GOAL

Efficiently, cost effectively, monetize content across delivery platforms

ENABLING FRAMEWORK

JT-NM Reference Architecture core

- Identity
- Timing Models
- Flows & Grains
- Common models

TECHNOLOGIES FOR DELIVERY

CLOUD FIT

IV. Dematerialized facilities**

Cloud-fit
Open, secure, public/private (on-premises) cloud solutions

EBU R146 — Cloud Security for Media Companies

AMWA Content Model and APIs — Agile Media Machine Core

JT-NM Security Recommendations — "Top-Ten" Security Tests

EBU R148 — Recommended minimum Security Tests

Non-media-specific IT
Self-describing, open APIs
suitable for virtualization

SMPTE ST 2110, AMWA NMOS, Specs, SDI

III. Network & Resource Management

AMWA NMOS Audio — Simple broadcast audio manipulation

AMWA Timing and Identity — Including mapping to ST 2110

AMWA IS-07 — Event & Tally

AMWA IS-06 — Network Control

AMWA IS-05 — Connection management

AMWA IS-04 — Discovery & Registration

System-level management and automated provisioning for flexible and sharable infrastructure at scale

II. Elementary flows

VSF TR-03

SMPTE ST 2059

SMPTE ST 2110 — Timing profile

SMPTE ST 2110-2x — Transport of compressed video

SMPTE ST 2110-x — Transport of separate essences

More flexible and efficient workflows
New formats like UHD and mezzanine compression

AES67

I. SDI over IP

SMPTE ST 2022-6

SMPTE ST 2022-x — Bridging SDI over IP with Elementary flows

0. SDI

Current and mature technology

OTT ATSC 3.0 5G RADIO

The graphic above is based on previous JT-NM Roadmaps.

It has been adapted to separate
1) **current developments associated with IP-based infrastructures (shown in red and orange) from**
2) **future infrastructures employing cloud-based services and applications and using non-vendor-specific technologies (shown in green).**

Examples of current developments on IP-based solutions can be seen during the show at the IP Showcase in the Central Hall, booth C12634.

Talk to us here to share your thoughts and plans about open, cloud-based solutions or, after the show, visit the Agile Media page on AMWA.tv.

Cloud-based services and applications using off-the-shelf IT hardware promise to bring a level of business agility that has not been possible with traditional media products and infrastructures.

The AMWA is keen to understand the opinions and plans of media companies and their service providers about open, non-vendor-specific technology solutions.

What are Agile Media Infrastructures?

This step change is based on the work of the Joint Task Force on Networked Media (JT-NM), comprising the AMWA, EBU, SMPTE and VSF, which produced a Reference Architecture and subsequent technology roadmap. **See www.jt-nm.org**

The use of cloud-based services and applications for acquisition, management and delivery of content promises to offer great flexibility, without the need for traditional investment in specialised media devices. At present there is no quick or easy way to achieve this using open standards or specifications, and careful planning is required to deliver against end users' needs.

Work in this area could become a new technical initiative for the AMWA (and other JT-NM partners) but all projects require solid business justification and support before proceeding. Therefore the AMWA is researching the level of interest across the end user community before deciding the way forwards.

To that end, there is a short online questionnaire, which we invite end users and their service providers to complete. There are only four simple questions.
Visit the Agile Media page of AMWA.tv to find the questionnaire.

Why is it relevant to my organization?

For the last ten years the professional media industry has been continuously changing around us, as new devices become available to consume content and with the arrival of online-only delivery channels.

The relevance of traditional business models is in steady decline, while the need to explore and satisfy new consumer requirements increases. Current implementations of media technology rely largely on specialist broadcast hardware and the investment in capital plant. While this methodology has worked in the past, it is not sufficiently flexible to adapt quickly to new demands or to exploit a closer two-way relationship between content creators and consumers, for example using automation and AI to generate new revenue streams from personalized content.

The requirement for business agility drives the move to new technologies and agile media infrastructures. In turn, these promise a means to create and monetize content more effectively than using conventional facilities.

To join or for further information

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