



# Diverse Organizations Unprecedented Alignment

**JOINT | INTEROPERABILITY**  
D E M O N S T R A T I O N

*Align* 2016

# 7 SPONSOR ORGANIZATIONS



# AUDIO ENGINEERING SOCIETY



- Only professional society devoted exclusively to audio technology
- Continually involved in the creation and maintenance of international standards in the areas of digital and analog audio engineering, communications technology, acoustics, media preservation and creative practice

# ADVANCED MEDIA WORKFLOW ASSOCIATION



- Traditionally focused on rapid development of open, interoperable software specifications for the professional video space

# ALLIANCE FOR IP MEDIA SOLUTIONS



- A not-for-profit trade alliance recently formed to “***foster*** the ***adoption*** of common, ubiquitous protocols for interoperability over IP”

# EUROPEAN BROADCASTING UNION

# EBU

- The world's leading alliance of public service media (PSM). Their members operate over 1,800 television and radio channels together with numerous online platforms. The EBU offers technical expertise, advocacy, guidance, tools and recommendations to its members



- The international trade association for suppliers of broadcast and media technology, with over 450 member companies

# SOCIETY OF MOTION PICTURE & TELEVISION ENGINEERS



- A professional membership association and a leader in the advancement of the art, science, and craft of the image, sound and metadata ecosystem worldwide
- Has developed more than 800 standards (ST), recommended practices (RP), and engineering guidelines (EG)



# VIDEO SERVICES FORUM



- An international association comprised of service providers, users and manufacturers dedicated to ***interoperability***, quality metrics and education ***for video networking*** technologies. For many years, the VSF has been active in developing video over IP ***technical recommendations*** and conducting interoperability testing for its member companies.

# WHY ARE THESE ORGANIZATIONS JOINING TOGETHER AT IBC?

- All ***share a commitment*** to open, collaboratively developed standards, specifications and recommendations
- All ***see the promise*** and power of IP and Internet technology
- All ***understand*** that ***we*** as an industry ***must collaborate*** in order to forge a bright future for our industry.



EBU



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