

**AIMS receives inaugural endorsement under International Association of Broadcast Manufacturers' Industry Collaborative Groups Endorsement Program**

**BOTHELL, WA, 22 June, 2016** — AIMS has announced that it has received endorsement by IABM (International Association of Broadcasting Manufacturers), under its newly initiated Industry Collaborative Groups (ICG) Endorsement Program. AIMS is the first industry organization to receive an endorsement.

IABM is the international trade association for suppliers of broadcast and media technology. Its members represent over 80% of market revenues. IABM facilitates the important networking and interaction between suppliers that shape and define the unique ecosystem of the broadcast and media technology industry.

Launched at NAB Show in April, the ICG Endorsement Program is an industry-wide scheme for Industry Collaborative Groups (ICGs) within broadcast and media technology. It is a major IABM initiative, designed to encourage collaboration across a wide range of industry issues and opportunities, from best practice to standardization and interoperability. IABM's vision is for a universally recognized framework where endorsed collaborative groups will be supported, promoted and encouraged to fulfill their potential and move forward in an open, constructive environment to the benefit of the wider industry.

IABM Director of Technology and Strategic Insight, John Ive stated, "AIMS moved forward very quickly with its application when we announced the ICG Endorsement Program at NAB, and I'm delighted to announce it as our first endorsed group.

"AIMS' objectives, structure and methodology align perfectly with those of our ICG Endorsement Program and we look forward to supporting AIMS in delivering the unifying leadership on IP issues that our industry needs to move forward as we transition from SDI to IP infrastructures."

Responding for AIMS, Chairman Michael Cronk said, "From the founding of AIMS last December, we have made it our mission to foster collaboration within the industry towards the adoption of open, ubiquitous standards for IP interoperability. To be the first organization to be recognized as an IABM certified Industry Collaborative Group is a validation that that mission and collaborative approach is resonating with media companies, service providers and equipment suppliers alike."

AIMS' efforts are focused on promoting the adoption, standardization, development and refinement of open protocols for media over IP, with an initial emphasis on VSF TR-03 and TR-04, SMPTE 2022-6 and AES67. Broadcasters and other media companies are seeking to leverage IP to increase the flexibility of their networks, help streamline workflows and improve agility to better compete in a rapidly evolving ecosystem. Open standards are the key to protecting current investments and ensuring long-term interoperability.

Open standards work for the IP transition is already underway by the 77-member Video Services Forum (VSF), with the support of organizations such as SMPTE and the EBU. AIMS endorses the work of the VSF and will continue to lend support in the development of a standard approach to IP; more than 30 broadcast equipment suppliers and broadcasters were involved in the development of VSF TR-03 and companies are actively testing and validating it today.

AIMS provides specific guidance in its bylaws to its members and to the media industry via the AIMS Roadmap. The organization endorses an IP transition plan that includes support for SMPTE 2022-6, AES67 and VSF recommendations TR-03 and TR-04.

A number of solutions are already on the market to help media companies begin the transition by introducing IP components to an SDI workflow. The transition represents a significant investment and will not happen overnight. An open standards approach allows media companies to implement the technology over time and transition at the pace that makes sense for their businesses.

Membership in AIMS is available to all individuals and companies that support open standards and share a commitment to the group's founding principles.

For more about the importance of open standards and interoperability in the broadcast and media industry, visit the alliance website at [www.aimsalliance.org](http://www.aimsalliance.org) and download the Alliance for IP Media Solutions' white paper "An Argument for Open IP Standards in the Media Industry."





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**About the Alliance of IP Media Solutions**

The Alliance of IP Media Solutions (AIMS) is a not-for-profit organization dedicated to the education, awareness and promotion of industry standards for the transmission of video, audio and ancillary information over an IP infrastructure, as well as products based on those standards. The group represents the interests of both broadcast and media companies and technology suppliers that share a commitment to facilitating the industry's transition from SDI to IP through industry standards and interoperable solutions that enable the rapid evolution to open, agile and versatile production environments.

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