



# AIMS

Alliance for IP Media Solutions

# *Education Initiative*

*AES New York Convention*  
October 2022

# Motivation



*The Early Days of IP  
Media Networks*



*IP Media Networks  
Today*



*To foster the **adoption** of one set of common, ubiquitous, **standards-based** protocols for **interoperability over IP** in the media and entertainment industry*





So, what's next?

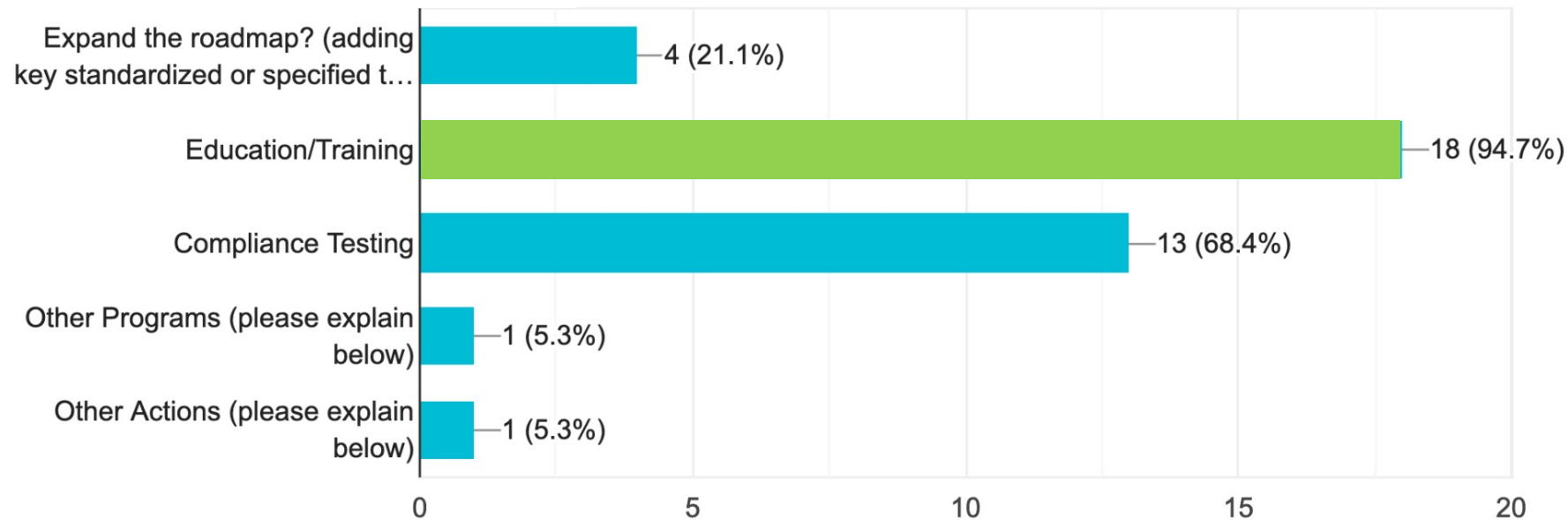


# So, What's Next?

- A solid technology base is not useful if people don't understand it
- Many people are looking to understand IP Media Networking
- There are a lot of new concepts to learn
- We recognized that there is a skill gap

## AIMS Member Survey 2022

What could AIMS be doing to broaden the base of users and customers for the technologies on the current roadmap?



# Motivation



*IP Media Networks  
Today*



# Education Working Group

- Formed in November 2021
- Good cross-section of backgrounds including:
  - Broadcast
  - Audio
  - Enterprise / Pro AV
  - Networking / IT
  - Telecom
  - WAN & Cloud



# Mission

To define what is needed to establish a **foundation of shared knowledge** and **practical experience** in the area of IP media networking.

We seek to **remove barriers** to entry, **improve training**, expand educational opportunities, and collaborate with industry organizations and others that might be developing classes, programs or certifications.

Our goal is to rapidly **expand the base of qualified professionals** to meet the growing demand for IP media networking expertise.





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So, how do we get there



# Aspects of the Problem

Who is our Audience?

What do they know now?

What do they need to know?

What material is out there?

What is the gap and how do we fill it?

# Who is the Audience?

## TECHNICAL

- Broadcast Technical Staff
  - Facility Engineers
  - Eng Managers / CTO
  - Systems Integrators
  - Architects
- AV Technical Staff
- Network / IT Engineers
- Product Development
- Academic / Research

## BUSINESS

- General Manager / CEO
- Business Manager / CFO
- Resellers
  - Account Managers
  - Technical Sales
- Project Managers

## OPERATIONS

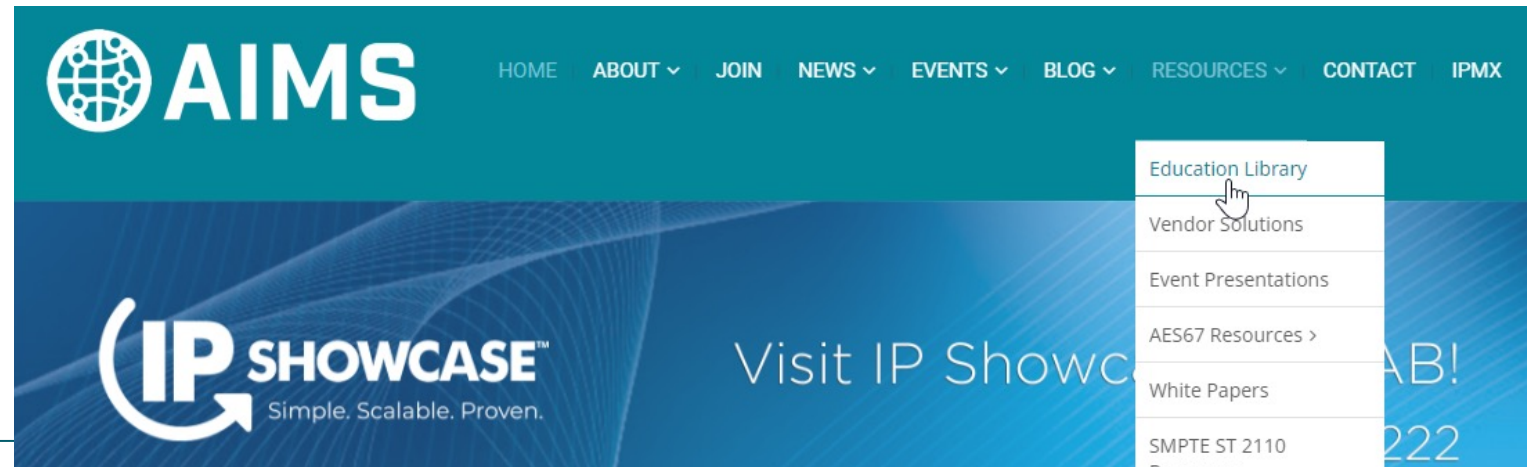
- Technical Directors
- Producers
- Directors
- Editors
- Creative

# What Material is Out There?



# The Education Library

- We've organized content into categories
- Review and refinement of content is ongoing
  - Is content still relevant and up to date?
  - Are there duplicates?
  - Who is each item targeted at?



# Education Library – Topic Areas

- IP and ST 2110 Basics
- Case Studies
- IP Network Architectures
- Test and Measurement
- AMWA NMOS
- Security
- Audio
- PTP and Synchronization
- WAN and Cloud
- ST 2110-40 ANC
- Software Solutions
- Redundancy - Seamless protection switching
- ProAV and IPMX
- Video Codecs
- TR-1001
- JT-NM Tested
- Panel Discussions
- Other

# What Material is Out There?



## ST 2110 Launchpad

- A curated “getting started” guide for key ST 2110 concepts
- The EWG will continue to work with organizers to define similar series of interesting topics and build engaging learning tracks with depth and cohesion



# What's Next

This is just the beginning!

- Evolve the library into a richer experience
  - Search / Sort / Filter
  - Progressive learning paths for different users
  - Build an approachable system for novices and experts
- Define more curated learning series / tracks
  - Working with IP Showcase and future events to define meaningful series of learning
- Work with our partner organizations to bring forward quality learning
- Build introductions and “Start Here” signposts

## We'd love to hear from you!

- What would you like to see from the AIMS EWG?
- What are you looking to learn?
- What skillsets are lacking in your business?
- Got a success / war story to share?

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*Thank You!*