

**QVEST**MEDIA

THE LEADING SYSTEMS ARCHITECT

# „BROADCAST IMF“

## Requirement Gathering

- International European survey
- Participants:
  - Broadcaster
  - Manufacturer
  - Researcher
- Topics:
  - Awareness
  - Workflows
  - Master formats



## Roadmap

- Versioning
  - Language versions
  - Distribution formats
- Enhanced metadata handling
- Support broadcast codec
- Subtitle integration



## Proof of Concept

- Implementation of PoC in cooperation with **MARQUISE TECHNOLOGIES**
- Standard-conform implementation of broadcast requirements
- Continuous review of results with industry partners















„B-IMF“

## Result of PoC: “Broadcast-IMP”

- ✓ Video: AVC-I 100 wrapped into MXF OP1a
- ✓ Subtitles: TT wrapped into MXF OP1
- ✓ Descriptive metadata as EBU Core XML
- ✓ Linked in CPL, PKL and Assetmap via UUIDs

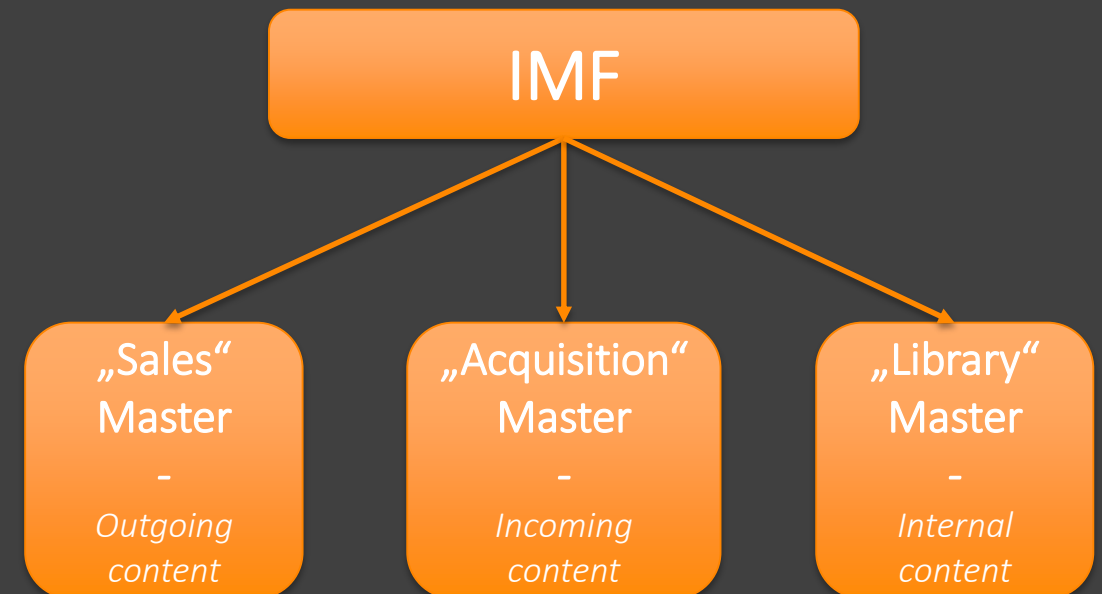
Details in EBU Technical Review:

<https://tech.ebu.ch/publications/the-applicability-of-the-interop>

 4cc458ef-bace-4761-bbb9-662c63abe3cc_wav	MXF-Datei
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 ASSETMAP	XML-Datei
 CPL	XML-Datei
 PKL	XML-Datei
 VOLINDEX	XML-Datei

## EBU QC – Subgroup IMF

- Initiated by EBU Technical Committee
- Definition of business requirements and workflows
- 3 main Use Cases:
  - „Sales“-Master
  - „Acquisition“-Master
  - „Library“-Master
- „Sales“-Master to be the an IMF Broadcast App (HD, UHD, HDR, ...)



Details on IMF sub group: <https://tech.ebu.ch/imf>

# WHAT'S THE STATUS IN THE REAL WORLD?

20% theoretical typical savings... but:

- Where is really the value?
  - Data and metadata sync mechanism
  - „Sausage factory“ model
- Challenges
  - Many „IMF-like“ implementations
  - Evolving formats...?
  - Human challenge first
  - Then IT prerequisites: MAM, workflow engine, etc.

THANK YOU FOR YOUR KIND ATTENTION