



For Immediate Release

DPP and NABA form Strategic Partnership

Toronto, Canada / London, UK (April 7, 2015) – The UK’s Digital Production Partnership Ltd (DPP) and the North American Broadcasters Association (NABA) have today announced they will work together in a strategic partnership to promote international exchange of content through the definition and implementation of common standards, to the benefit of the wider broadcasting industry.

The DPP brings its recent experience of defining and implementing a common standard for file-based programme delivery in the UK; while NABA brings its leadership role in the Joint Task Force on File Formats and Media Interoperability (JTFFMI) – and the huge experience of the North American networks that make up the NABA membership.

“The DPP is committed to making the international exchange of content quicker, cheaper and easier – that’s what digital media should be all about,” says Mark Harrison, Managing Director of the DPP. “The DPP has always had huge respect for NABA, and their commitment to international standards is every bit as great as ours. By working together I believe we can both realise our ambitions.”

NABA’s Director-General Michael McEwen says, “Our partnership with DPP is a tangible step forward to developing common standards and transparency in File Formats and improving the efficiency of our operations. The DPP work and process has been highly successful in the UK and as we tackle these issues through the Joint Task Force a strategic partnership with the DPP brings us closer to the solutions we all want in a timely manner. I look forward to working with Mark Harrison and the DPP team.”

The two organizations have signed a Memorandum of Understanding, and have established a joint steering group. The NABA/DPP Steering Group will include amongst its members:

- Richard Friedel, Executive Vice-President & General Manager Fox Networks, Engineering & Operations
- John Lee, Executive Director Media & Enterprise Technology Services, CBC/Radio-Canada
- Clyde Smith, Chair, JTFFMI
- Paul Clark, Controller Online, Pay and Interactive Technology ITV
- Andy Quested, Principal Technologist, BBC and DPP lead on international standards
- Michael McEwen
- Mark Harrison.

The two organizations have also established a joint technical working group, which will hold its first workshop at NAB 2015, looking at how the AS-11 DPP standard can form the basis for a common delivery standard for North America.

The NABA/DPP technical group will in turn bring its work to the JTFFMI which is jointly sponsored by the following organisations: The American Association of Advertising Agencies (AAAA); The Advanced Media Workflow Association (AMWA); The Association of National Advertisers (ANA); The European Broadcasting Union (EBU); the IABM; NABA; and the Society of Motion Picture and Television Engineers (SMPTE).

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digital production partnership



Notes to editors

The DPP was established in 2010 by the BBC, ITV and Channel 4 to make the move to fully end-to-end production happen more quickly, efficiently and effectively.

Since it was formed the DPP has produced several industry analysis reports; staged numerous public events, attracting colleagues from all sectors of the industry; produced best-practice guides for production; defined common standards; operated interoperability and compliance programmes for manufacturers and service providers in support of those standards; and provided change management.

The partnership is best known for its definition of a common technical and metadata standard for file-based programme delivery in the UK (2012), known as AS-11 DPP, and for the successful implementation of that standard across the whole UK industry (2014). This made the UK the first country in the world to set and operate a common file-based programme delivery standard – an achievement that has attracted considerable attention from other territories.

The DPP became a not-for-profit limited company **Digital Production Partnership Ltd** on April 1st 2015, with a Board made up of senior executives from ITV, the BBC and Channel 4. For more information visit www.digitalproductionpartnership.co.uk

NABA is a non-profit association of the most influential broadcasting organizations throughout North America committed to advancing the interests of broadcasters at home and internationally. Network broadcasters, both public and private, in the United States, Mexico and Canada, work together to provide a common voice for the North American broadcast community. As a member of the World Broadcasting Unions (WBU), NABA creates the opportunity for North American broadcasters to share information, identify common interests and reach consensus on issues of an international nature. NABA provides representation for North American broadcasters in global forums on topics including journalism issues, protection of content, spectrum related concerns, the territorial integrity of broadcasters' signals, and digital transmission issues. For further information about NABA, please visit: www.nabanet.com.

The Joint Task Force on File Formats and Media Interoperability (JTFFMI) was formed in 2013. It is jointly sponsored by the following organizations: AAAA, AMWA, ANA, EBU, IABM, NABA and SMPTE. Its vision is that new and more efficient file based workflows may be enabled through improving the specification and exchange of professional media, between organizations. The JTFFMI mission is to gather and analyse requirements for a machine generated and readable file interchange and delivery specification for the professional media industry by bringing together manufacturers, broadcasters, advertisers, Ad agencies, and industry organizations serving the professional media market.