

## **TRAINING, EDUCATION AND MENTORING ■ BOOT CAMP**

**THURSDAY, 23 JULY ■ 10:00AM – 11:00PM – MASTER CLASS ROOM I**

**Title: BXF Broadcast Exchange Format**

**Presenter: Rick Stora  
Product Manager, Avid|Sundance Digital Automation  
Avid Singapore**

### **Abstract**

Since the adoption of the Broadcast Exchange Format by SMPTE in April, 2008, many broadcasters and manufacturers have been busy implementing the standard into their systems and workflows. The paper will cover; a short background of the history of the development process, a core explanation of the messaging system, a look at the underlying XML and a review of each message type and it's usefulness in the broadcast workflow. If time allows, a review of the best practices as developed by the committee.

### **Bio**

Rick Stora -

A solid background in broadcast operations is a must to develop usable, critical applications for master control. Now entering his 37th year in television, Rick's career has spanned a variety staff and management positions at television stations, corporate roles and as a software developer. He was an automation user long before he became involved with Sundance Digital as one of the first staff members.

Rick and his colleagues at Sundance Digital are focused on expanding the functionality of their products with features that modern broadcasters need. The Avid automation suite of products allows them to configure a system that suits the needs of operators of virtually any size. Avid Automation from Sundance gives facilities exactly what they must have: Solid, reliable and redundant functionality that runs 24/7/365.

Rick is a charter member of the SMPTE 2010 committee that recently brought the Broadcast Exchange Format (BXF) to life as a standard.