

# IMF

The Interoperable Master Format (IMF), a standard for multi-version audio-visual content often used in cinema content distribution, is making inroads into television and online distribution with a new SMPTE Technical Specification.



## THE CHALLENGE

Broadcasters operate across a number of platforms and distribution channels with a diverse set of specifications, requirements and services. This complicates workflows for production, storage and distribution.

The EBU sees strong potential in IMF to help streamline these workflows and welcomes the publication of the “Application DPP (ProRes)” specification as a first step towards meeting EBU members’ requirements.

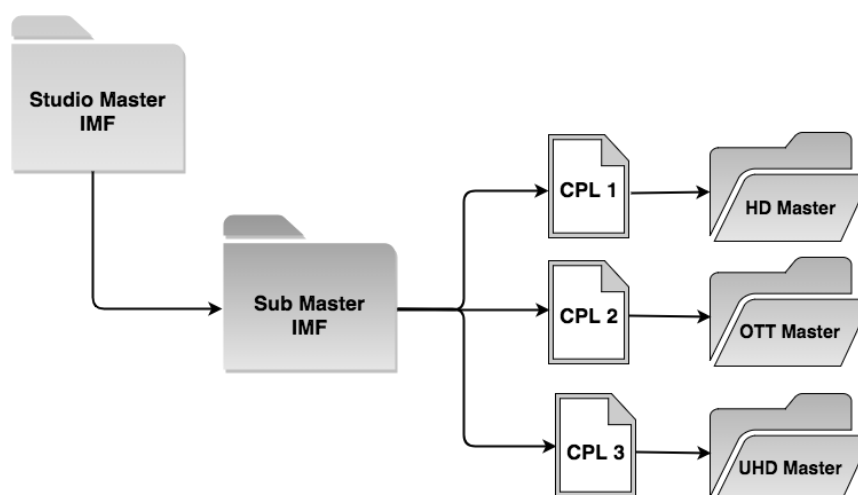
## HOW THE EBU HELPS

The EBU, together with the Digital Production Partnership (DPP) and the North American Broadcasters Association (NABA), is actively supporting the work on IMF to produce practical applications based on their members’ business requirements.

It’s these business requirements that were used to create “Application DPP (ProRes)” (SMPTE TSP 2121-1) which simplifies the use of IMF for TV and online programme production, mastering, delivery and exchange.

## WHY PRORES?

ProRes is one of the most commonly used codecs by international distributors for programme mastering and exchange. Many workflows are based on its use, making it an ideal candidate this pilot specification project.



Example of a broadcaster IMF workflow

This does not mean ProRes is the only option. The ProRes-based IMF specification can be used as a template by those who want to benefit from IMF workflows but have different infrastructure requirements.

## ONGOING WORK

The EBU, DPP and NABA will next look at H.264 & J2K, and welcome information on additional business and operational needs from their members.

## FIND OUT MORE

EBU IMF-TV Group

[tech.ebu.ch/imf](http://tech.ebu.ch/imf)

Evaluation of IMF for broadcasters

[EBU Tech Report 040](#)

SMPTE TSP 2121-1:2018

[www.smpte.org/](http://www.smpte.org/)