

## **VSF Accomplishments**

- Created Video Services Directory that includes a directory of services offered by providers in North America for each state/province.
- Created a forum where Users and Service Providers can participate in frank discussions and reach common ground on many issues.
- Encouraged industry efforts to analyze and test the impact of transmission errors on video quality.
- Participated in drafting Video over IP testing and performance specifications, in conjunction with the IETF and the ITU.
- Hosted video technology tutorials for members.
- Provided leadership for efforts to create mapping for SMPTE 259M signals into ATM/SONET transmission systems.
- Hosted Manufacturer Interoperability Test and Demonstration for Pro-MPEG COP3/SMPTE 2002-1 Standard

## **Active VSF Activity Groups** (As of March 1, 2008)

- WAN Video IP Activity Group
- Test and Measurement Activity Group
- CoP3 Standardization Activity Group
- CoP3 VBR Activity Sub-Group
- High Bit Rate Audio Video over IP (HBRAV- IP) Transport and FEC Activity Group

## **VSF Industry Liaisons**

- SMPTE - The Society of Motion Picture and Television Engineers
- Committee T1
- IETF - Internet Engineering Task Force
- IEEE - Institute of Electrical and Electronics Engineers
- ITU - International Telecommunications Union

## **VSF Members** (as of March 1, 2008)

- Altera Corporation
- AmericaFree.TV
- Analog Devices, Inc.
- Artel Video Systems
- AT&T
- BRIDGETECH A/S
- British Telecommunications
- CBC/Radio Canada
- Comtech EF Data
- Digital Fountain
- Dimetis GmbH
- DIRECTV
- DVBLink
- Evertz
- Fox Broadcasting
- Genesis Networks
- Georgia Technology Authority
- Harmonic, Inc.
- Harris Broadcast Communications
- IneoQuest Technologies
- ION Media Networks, Inc.
- Iowa Public Television
- IPITEK
- Level 3 Communications/Vyvx
- Media Links, Inc.
- MEDIATVCOM
- Merrill Weiss Group
- Mixed Signals
- Motorola, Inc.
- Net Insight
- NetworkFX Communications
- Pleora Technologies, Inc.
- Qvidium Technologies, Inc.
- Scientific-Atlanta, A Cisco Company
- Signiant
- Spirent Communications
- Sunrise Telecom
- Symmetricom
- System Resource Consulting
- T-VIPS
- TANDBERG Television
- Telecom Product Consulting
- Thomson Grass Valley
- Turner Broadcasting
- Verizon
- Video Products Group/ Network Electronics ASA
- Xlinix



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

## About the Video Services Forum (VSF)

The Video Services forum is a unique industry association made up of companies that participate in the world of professional video transport – service providers, equipment/services providers, and end users. With periodic full meetings, and small group meetings in between, the VSF promotes great communications between all of the member companies.

The VSF is an association incorporated under the Not For Profit Corporation Law of the State of New York. Membership is open to businesses, public sector organizations and individuals worldwide. Key activities of the VSF include:

- Providing forums to identify issues involving the development, engineering, installation, testing and maintenance of video networking technologies
- Exchanging non-proprietary information to promote the development of video transport service technology and to foster resolution of issues common to the video services industry
- Promoting interoperability by contributing to and supporting development of standards by national and international standards bodies

**History** The VSF traces its roots to a Bellcore sponsored organization: the Video Services Industry Forum (VSIF), which was formed after divestiture to support uniform delivery of video services across the separate RBOC's. After the VSIF disbanded, key members of the organization regrouped to form the Video Services Forum in 1997. Currently, the VSF has 48 member companies.

### Mission of the VSF

The Video Services Forum is an international association composed of service providers, users and manufacturers dedicated to interoperability, quality metrics and education for video networking technologies.

**Organization** Member companies can belong to any one of three interlocking groups that make up the VSF: the VSPF, the VSIF or the VSUG.

- Video Services Provider Forum (VSPF) is made up of terrestrial and satellite video transport providers. The VSPF is concerned with the service offering and provisioning aspects of the video transport business and the interconnection between carriers necessary to provide end-to-end services.
- Video Services Industry Forum (VSIF) is made up of suppliers of video transport equipment, The VSIF is concerned with the technical requirements and standards necessary to permit the offering of services and interconnections between carriers required for delivery of end-to-end services.
- The Video Services User Group (VSUG) is made up of end users of video transport services. They help to identify services that will be required in order to meet their business needs and the qualities of such services necessary for their acceptance by the user community.

The Board of Directors is responsible for the overall management and financial oversight of the VSF. The 8 member board is comprised of members from the member companies. The Board of Directors appoints officers to two-year terms, including the President, Vice President, and Secretary/Treasurer. The VSF also retains the services of an Executive Director and an Operations Manager who are responsible for the day-to-day operations of the VSF.

Many activities of the VSF are accomplished in Activity Groups. Volunteers form these groups whenever action is required on a topic that has been approved by the Board of Directors. They hold periodic meetings, develop working papers, and provide liaison to industry standards organizations, such as SMPTE and ANSI. They are responsible for drafting the VSF documents that address specific topics, including recommendations on industry standards, industry practices, and service interface descriptions.

**Meetings** The annual VidTrans conference is a unique opportunity for participants to learn about the current state of video transport technology, with a particular focus on wide area and public networks. This conference is oriented towards individuals from the television and telecommunications industries with technical, product and field responsibilities.

Each year, in addition to VidTrans, the VSF holds two (2) VSF Meetings. A typical agenda includes a review of current activities, reports on liaison activities, and discussions of new technologies. Tutorials about video transport and related technologies are frequently featured. Most meetings feature technical presentations, technology demonstrations and/or tours of significant video facilities that are local to the meeting site.

**Membership Benefits** The biggest benefit of joining the VSF is ensuring your company's ability to help shape the future of the video transport services industry – no other forum offers as focused, or well rounded group of industry insiders. Only Members can become Officers or Directors in the VSF, and only Members are allowed to vote in VSF elections. Member companies are encouraged to send representatives to each regular meeting, and receive a discount on booth space at VidTrans. Plus, you will feel comfortable in knowing that you are supporting a valuable organization.

There is a \$275 per person charge for non-members to attend VSF Meetings.

<b>Membership Levels</b>	<b>Annual dues</b>
VSPF (for service providers)	\$5,000
VSIF (for suppliers)	\$5,000
VSUG (for users)	\$900
VSF Associate	\$2,000

One year trial memberships and consultant/small business membership levels are also available.

To join the VSF please contact Bob Ruhl at [bob.ruhl@comcast.net](mailto:bob.ruhl@comcast.net) or 856-627-6672.