ADM/S-ADM IMPLEMENTATION Meeting
EBU - Geneva on 27 and 28 May 2025

Audio production technology is undergoing a fundamental shift, driven by the need to fulfil increasingly complex requirements to provide accessibility, multiple languages and immersive sound experience for programme exchange, traditional broadcast and on-demand platforms.

ADM and SADM, the ITU standards initiated by BBC R&D, IRT and NHK, has proven to be and become the standardized solution to address these requirements.

From the very beginning, the EBU, too, has been an enabler and strong advocate for ADM.

After numerous tests and pilots in the past years, the ADM/SADM approach has been applied at large scale recently for the Paris Olympics by France TV and Globo in Brazil. Major vendors throughout the media production chain have adopted this technology and offer its capabilities in their range of products.

EBU, via the [Audio Systems group](), invites you to join the **ADM/S-ADM IMPLEMENTATION Meeting in Geneva on 27 and 28 May 2025.**

The meeting is to discuss and develop strategies to implement ADM/SADM in infrastructures and workflows to ensure technical interoperability and reliable content exchange.

To facilitate the meeting, we envisage to collect the issues you are facing in implementing ADM/SADM beforehand.

Please send a short presentation including the challenges you are dealing with to Paola Sunna (sunna@ebu.ch). A summary of the challenges will be prepared, by the chairs of the EBU Audio Systems group, and presented during the meeting. This pre-analysis will help in planning topic-based discussions during the meeting.

Exemplary topics for the meeting include – but are not restricted solely to:

- **Production**
    - Implementation of the draft EBU Production Profile (attached to this registration page) and Emission Profile (ITU-R-REC-BS.2168-0)
    - Production Profile last checks before publication.
    - ADM templates for production
    - Tools that allow more direct editing of ADM metadata (particularly programme/content elements and structure)
- **Testing and QC**
    - Tests files for
        - Plugfest events
        - General public use for testing and reference
    - Quality Control (QC) and error handling of ADM/S-ADM deliverables
    - Support for BW64 file format (>4Gb files)
- **Conversion and processing**
    - Design and implementation of squeezing algorithms
    - Cartesian ↔ polar coordinates conversion
    - Dealing with existing ADM files that are not compliant with BS.2076 and/or need updating to more recent versions.
    - Loudness: controlling cascading re-leveling with ADM
- **Live delivery**
    - S-ADM for end-to-end live broadcast production in SDI and SMPTE 2110-31/41 environments
    - Applicability for ADM-OSC
    - File-based ADM to S-ADM conversion.
    - Impact of frame rate support/conversion
- **Carriage of (S-)ADM**
    - ADM and S-ADM in MXF SMPTE ST 2127-1, ST 2127-10, ST 2131
    - ADM for legacy track layouts in MXF (e.g. EBU R123)
    - Migration of Dolby E assets to ADM/S-ADM in PCM with RDD6 metadata
    - EBU Core-wrapped ADM metadata

DRAFT AGENDA

27 May 2025 (14:00 – 18:00 CEST)

14:00 – 15:30	• Tour de table - introductions • Implementing ADM/SADM: challenges faced by the industry (EBU AS group – chairs)
15:30 – 16:00	*Break*
16:00 – 18:00	How to address the challenges

28 May 2025 (09:00 – 13:00 CEST)

09:00 – 10:00	ADM/OSC
10:00 – 11:00	Workplan to address the challenges (drafting session)

11:00 – 11:30	*Break*
11:00 – 13:00	Workplan to address the challenges (drafting session)