What is BXF?

 BXF (Broadcast eXchange Format) - SMPTE standardized protocol for data exchange in the broadcasting industry
In June, 2004 a small group with Chris Lennon as chairman was created under SMPTE (Society of Motion Picture and Television Engineers) in order to develop a solution to replace the various archaic text conversion schemas by a fully-automated tool.
Today BXF is the only protocol allowing data transmission between Automation Systems and Business Systems and assuring cross-system interoperability.
BXF allows:

- Near real-time messaging and updating between systems
- Content movement from source to destination
- Comprehensive event structure
Why do I need it?

- **BXF for broadcasters:**
  - Immediate error detection
  - Real-time changes in a running playlist
  - Quick reports generation
  - Easy financial planning

- **BXF SDK for broadcast systems developers:**
  - Smart tool that supports BXF protocol
  - Encapsulates the internals of BXF implementation
  - BXF messages validation
  - Integration with ESB (Mule)
  - Advanced subscription mechanism
What benefits do I get?

- Workflow efficiency and automation
- Flexibility for sales and advertisers
- Security
- Revenue optimization
- Saving money
- Saving time
To get BXF toolkit as it is
To get integration service based on BXF SDK
Tecom Group, Inc. – your reliable partner!

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