

The mediaXML Consortium

The mediaXML Consortium is a non-profit international organization that creates, supports, and promotes XML standards for the media industry. By joining the Consortium, you position your company at the center of development for Internet media standards and make a direct impact on the advancement of information technology.

Programs

The mediaXML Consortium achieves its objectives through the following marketing programs, which are administered by the Consortium's marketing committees:

Case Studies

The mediaXML Consortium publicizes successful implementations by publishing in-depth case studies. These studies focus on the business issues that drive an organization's decision to adopt mediaXML, as well as the solutions that the organization conceives, designs, and implements.

mediaXML Consortium Logo

The Consortium has designed a logo that is used to identify materials, training programs, conferences, and other activities that address issues pertinent to the adoption of mediaXML. The logo also helps the business community recognize mediaXML-related resources, including educational materials for people who want to learn it.

Vendor members may use the logo to identify products, literature, and business cards. However, the mediaXML logo may not be used to communicate any kind of approval, endorsement, or technical interoperability with other technologies or products.

Newsletter

The Consortium publishes a newsletter that addresses common issues and reports on Consortium activities. This newsletter is distributed to members, only.

Publishing

The Consortium works with established publishing channels to create and distribute printed and electronic publications.

Public Relations

The Consortium actively pursues public relations channels in order to increase people's awareness of mediaXML in commercial markets.

Web Site

The Consortium maintains a web site to publicize and report on mediaXML Consortium activities. The web site also archives Consortium case studies, white papers, and educational materials. Links to our members' companies are provided, as well.

Membership

The mediaXML Consortium offers two categories of membership: Founder and Sponsor. These categories let you choose a level of commitment and activity that best fits your needs.

Founder Membership

The Founder Membership is the mediaXML Consortium's most comprehensive category, providing a complete range of business, marketing, and technical benefits and participation rights. Founder Membership is intended for organizations that are financially committed to mediaXML and expect to invest in the Consortium's work on an ongoing basis.

Organizations that choose this membership tend to enjoy a high profile in the industry and are most likely to be affected by the work of the technical committee.

Benefits

As a Founder member, you can take advantage of all the benefits that the mediaXML Consortium offers, including the following:

- ◆ Opportunity to serve on the mediaXML Consortium's Board of Directors with voting rights
- ◆ Access to the mediaXML Consortium's technical output
- ◆ Participation in technical discussion groups
- ◆ Voting rights on technical resolutions
- ◆ Participation in technical editorial reviews
- ◆ Participation in marketing committees and joint marketing efforts
- ◆ Inclusion in all Consortium press releases and public relations materials, including your company logo

- ◆ A feature of your company information, including product descriptions and press releases, on the mediaXML Consortium web site with a link to your company home page
- ◆ Permission to use the mediaXML Consortium logo for your marketing materials
- ◆ Participation in all mediaXML Consortium seminars, conference panels, exhibits, and committee meetings
- ◆ Member discounts at exhibits, conferences, and other events
- ◆ Permission to submit, review, and distribute Consortium-developed materials, including presentations, white papers, and educational materials
- ◆ Access to Consortium mailing lists
- ◆ Listing in all Consortium referral mechanisms, including the membership directory

Sponsor Membership

The Sponsor Membership is intended for organizations that have invested in mediaXML but have no need for higher visibility in the industry. Sponsor members are primarily interested in the Consortium's technical work, in order to help drive computer system interoperability or to understand the directions taken by other members.

Benefits

Benefits for Sponsor members are the same as those for Founder members, with the following exceptions:

- ◆ Sponsor members do not serve on the mediaXML Consortium's Board of Directors.
- ◆ Sponsor members do not have voting privileges on technical resolutions.
- ◆ Sponsor members do not participate in technical editorial reviews.

Fees

Founder Membership

- ◆ Founder Annual Fee: \$20,000
- ◆ Associate Rate (companies with 5 or fewer employees): \$5,000
- ◆ Approved Non-profit Organizations: No fee

Sponsor Membership

- ◆ Sponsor Annual Fee: \$10,000
- ◆ Associate Rate (companies with 5 or fewer employees): \$2,500
- ◆ Approved Non-profit Organizations: No fee

Applying for Membership

Applications for both Founder and Sponsor Membership to the mediaXML Consortium are available online at **www.mediaxml.org**. Correspondence can be sent to **info@mediaxml.org**.