



Internet Media Device Alliance Newsletter

APRIL 6, 2009

VOLUME 1, NUMBER 1A

Corporate Board:

Awox
Reciva
vTuner

Full Members:

Analog Devices
AWOX
BBC
Deutsche Welle
EBU
Frontier Silicon
Full Join
Global Radio
Orange
Pure
Reciva
Revo
Streamforge GmbH
SWR/WDR
vTuner

Associate Members

Audiovox
C Crane
Cambridge Consulting
ClearChannel
Otaki
Philips
Stream Unlimited
VSP Verband
Schweizer Privat
Radios

Welcome to the IMDA

This is the first issue of the IMDA Newsletter for Members. We would like to thank all of you who support the IMDA with your membership. It is much appreciated. What we hope to do in this first newsletter is to let you know of some future plans and bring everyone up to date on the progress that we have made.

Future Meeting Schedule

June 18, 2009: IMDA Summit in New York City

June 19, 2009: IMDA Technical Committee and Working Group Meeting in New York City

September 2009: Steering and Technical Committee meetings at IFA in Berlin

January 2010: General Assembly Meeting at CES in Las Vegas

IMDA Summit

We have started planning a full day summit which will be similar to the Internet Radio Summit held at the BBC last July. This will be held on June 18 in New York and it is open to all people interested in the works of the IMDA. We are starting to put together panels for the Summit to cover topics of interest to broadcasters and device companies related to the work of the IMDA. If you have an idea for a panel discussion, would like to volunteer yourself for a panel, or would like to recommend someone else for the panel please contact Harry Johnson, harry@vtuner.com, +1 631 261 5536.

The Summit will be free for IMDA members and there will be a fee of \$250 per person for non-IMDA members.

Report from the IMDA Corporate Board

The IMDA current membership includes 15 Full Members and 8 Associate Members

The IMDA has been formed as a New York State non-profit corporation. The papers have been filed with the state so it is already an operating entity. The Corporate Board companies have appointed the following people to represent their companies as Board Members:

Awox: Olivier Carmona
Reciva: Ben Terrell
vTuner: Harry Johnson

Steering Committee:

Chairman: Harry Johnson, vTuner

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Frontier Silicon
Global Radio
Orange
Pure
Reciva
SWR
vTuner*

The IMDA has an attorney working with us to formalize all legal requirements.

The IMDA is hiring a part-time administrative assistant to support the IMDA efforts

The IMDA has a website at www.imdalliance.org

The IMDA has a bank account and can also accept credit card payments for any fees you may owe to the IMDA.

Report from the IMDA Steering Committee

Chairman: Harry Johnson, vTuner, harry@vTuner.com, +1 631 261 5536

The Steering Committee (see sidebar at left) was elected by the Full Membership in January 2009.

- The term of the initial members of the Steering Committee is 2 years.
- The Corporate Board Members are permanent members of the Steering Committee.
- As the membership grows the Steering Committee will also grow as deemed appropriate by the Corporate Board on advice of the Steering Committee.

A Steering Committee Meeting was held on March 18, 2009 at Global Radio in London. We would like to report the results of that meeting (as well as some prior meetings).

- It was agreed that the IMDA logo is final and we are proceeding with trademarking the logo.
- It was agreed that Andy Giefer of Deutsche Welle will be the Technical Committee Chairman.
- It was agreed that at this point we would invite all Associate Members to participate (non-voting) in all Working Groups and Task Groups.
- It was agreed that we should complete Profile 1 in time to have IMDA certified products for display at the June 18 Summit.
- It was agreed that before we start a Task Group we need to have a commitment from the management of 4 or more companies to support the Task Group.

Technical Committee:

Chairman: Andreas (Andy) Giefer, Deutsche Welle

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vTuner*

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We're on the Web!
www.imdalliance.org

Report from the IMDA Technical Committee

Chairman: Andreas (Andy) Giefer, andreas.giefer@dw-world.de,

A Technical Committee Meeting was held on March 18, 2009 at Global Radio in London. We would like to report the results of that meeting:

- It was agreed that IMDA members must declare their intent regarding IPR when these items are first brought up in discussions of the TC, its working groups or its task groups.
- A task group "Certification" was formed, led by Peter Johnson of vTuner. The group will propose a self-certification process for profile 1 receivers. All IMDA members (full and associate) are allowed to self-certify, while only full members are allowed to specify test streams.
- A task group "File Formats" was formed, led by Nick Piggott of Global Radio. The group will clarify issues related to playlist, streaming and coding formats in the current draft description of profile 1.
- A task group "Metadata" was formed, led by Alan Ogilvie (BBC). The group will address service description and discovery (including podcasts), EPG support and synchronous messaging. First results are expected for the upcoming IMDA symposium in June but will not be part of profile 1.