



Internet Media Device Alliance Newsletter

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Reciva
vTuner*

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Full Members:

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

Associate Members

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

Future Meeting Schedule

July 9-10, 2009: IMDA Technical Committee and Working Group Meetings in London. All Full Members are eligible to attend. All Associate Members have been invited to attend. For those unable to attend in person a conference call into the meeting has been arranged. If you are eligible and would like to attend (in person or by phone) please contact Claudia Jablonski, claudia.jablonski@imdalliance.org phone: +1 631 262 6940.

July 10, 2009: IMDA Steering Committee Meeting in London. Steering Committee members only.

September 6, 2009: IMDA Summit at IFA in Berlin. All interested parties are invited.

January 2010: General Assembly Meeting at CES in Las Vegas. All interested parties are invited.

IMDA Summit at IFA

September 6, 2009 (2:30 to 6:00): We will be holding a half day Summit which will take place during the IFA Conference in Berlin. It will take place on the premises in the ICC Building. The Summit is open to all people interested in the works of the IMDA. We will have panels to cover topics of interest to broadcasters and device companies. 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 Claudia Jablonski.

It would be appreciated if you could pass along this information to others that you believe might be interested in the IMDA Summit.

There will be no charge for IMDA members to attend the Summit. There will be a fee of \$150 per person for non-IMDA members.

We will be sending you an invitation to the IMDA Summit in the next few weeks.

Steering Committee:

Chairman: Harry Johnson, vTuner

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Report from the IMDA Corporate Board

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

The IMDA current membership includes 14 Full Members and 8 Associate Members.

In May the first IMDA staff member Claudia Jablonski started as Program Manager. Claudia is working with the Steering Committee and the Technical Committee to help make everything work better. We would like to welcome Claudia to the IMDA. Claudia works in the IMDA office in New York.

Report from the IMDA Steering Committee

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

Steering Committee Activities:

- We are working together to ensure a great IMDA Summit to be held during IFA.
- Just before the Summit meeting we will be holding a press event. It is our plan to present a number of IMDA (Profile 1) Certified Devices with the IMDA logo.
- The Steering Committee elected a Technical Committee Chairman, Andy Giefer, Deutsche Welle. Claudia and Andy are now hard at work organizing the Working Groups.
- We have started using Central Desktop as the collaborative work tool for the IMDA. In the brief time we have been using it, Central Desktop seems to be quite effective for the needs of the IMDA. All members should have received an invitation to join the IMDA Central Desktop group. If you are a member and have not received an invitation, or have had some difficulty getting it to work for you, please contact Claudia.
- We are looking for other organizations with which we could have mutual benefits from cooperation. We have started to discuss cooperation with the Digital Media Association (DiMA). DiMA is a US trade organization devoted primarily to the online audio and video industries with members such as Amazon, Apple, Live365, Pandora, and Rhapsody.

**Technical
Committee:**

Chairman: Andy
Giefer, Deutsche
Welle

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

Report from the IMDA Technical Committee

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

We have organized 3 working groups as follows:

Certification led by David Litt, vTuner

Metadata led by Alan Ogilvie, BBC

Profile 1/"File Formats" led by Andy Giefer, Deutsche Welle

The next working group meetings will be held on Thursday, July 9 and Friday, July 10, 2009 in London.

The status of the working groups is as follows:

- Profile 1 is in final review.
- A first proposal for a Profile 1 Certification process is under review.
- The Metadata working group is working on a unified XML schema to be used by broadcasters to describe the on-demand and live streaming content.
- The Technical Committee aims to present the final version of Profile 1 at IFA in Berlin at the beginning of September.