



# Internet Media Device Alliance Newsletter

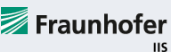
August 18, 2010

VOLUME 2, NUMBER 4

## Corporate Board:



## Full Members:



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## Associate Members:

**Absolute.**

[absoluteradio.co.uk](http://absoluteradio.co.uk)



## Future Meeting Schedule

September 8, 2010 - The IMDA metadata and CDS working groups will meet in Hilversum at the offices of Radio Netherlands Worldwide. All members are welcome to participate in the meetings, please RSVP [claudia.jablonski@imdalliance.org](mailto:claudia.jablonski@imdalliance.org).

September 9, 2010 - The IMDA Technical Committee and Steering Committee will meet in Hilversum at the offices of Radio Netherlands Worldwide. Meetings are open to Committee members only, please RSVP [claudia.jablonski@imdalliance.org](mailto:claudia.jablonski@imdalliance.org).

September 10, 2010 - We will have an IMDA Showcase on September 10, 2010 in Amsterdam. The Showcase will coincide with IBC on September 9-14<sup>th</sup>. The meeting will be held in the Business Club Lounge at RAI. We will have a repeating presentation and participants will be invited to attend one of 3 sessions. If you would like to take part at the IMDA showcase, please contact Christoph Müllers, [muellers@konstant.de](mailto:muellers@konstant.de) for accreditation.

September 30, 2010 - We will have a Forum in Washington, D.C. on September 30<sup>th</sup> at 10:00am at NPR's headquarters. The Forum will coincide with NAB which takes place from September 29 - October 1 in Washington, D.C. Agenda to follow.

## Report from the Technical Committee

Chairman: Andy Giefer, [andy.giefer@imdalliance.org](mailto:andy.giefer@imdalliance.org)

The Technical committee is currently working on the technical specification for the next IMDA device profile, currently called 'Profile 2'. The objective of IMDA Profile 2 is to enhance the user experience for the next generation of Internet Radios. The final Profile 2 document will contain guidance and justifications from IMDA members, building on experience and ideas of media organisations, aggregators and manufacturers.

Profile 2 is the IMDA's second Internet Media Device profile. It includes all requirements defined for an IMDA Profile 1 device and adds additional features that focus on, but are not restricted to, extended audio functionality. Profile 2 will be the minimum feature set we would expect a next generation Internet Radio to have - of course individual products may exceed this feature set. All Profile 2 requirements will be defined in a way that allows certification.

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### Technical Committee:

Chairman: Andy Giefer

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RECIVA  
INTERNET RADIO

RNW  
RADIO NETHERLANDS  
WORLDWIDE

SWR

vTuner

In the process, we have identified a list of candidate technologies that we would like to collect feedback on in order to decide which features will be:

- \* included as mandatory features
- \* presented as optional features
- \* shifted into discussion on future profiles (beyond Profile 2)

The IMDA invites others to validate the proposals in this document and suggest additional requirements.

Feedback can be provided to: [profiles@imdalliance.org](mailto:profiles@imdalliance.org)

The document containing the list of candidate technologies is sent alongside this newsletter.

### Metadata Working Group

Chairman: Alan Ogilvie, BBC, [Alan.Ogilvie@bbc.co.uk](mailto:Alan.Ogilvie@bbc.co.uk)

As mentioned in our last Newsletter, we are opening up version 1.0.0 (Beta) of the Service Identification specification on our website <http://bit.ly/imdasib> for you to use.

The Service Identification describes a way for a broadcaster, or media organisation, to expose their data to a hardware or software solution run by a third party. The data from the media organisation contains details of itself, its brands and its brands' transport methods.

This is an initial publication which we hope broadcasters and aggregators alike will use and provide feedback <http://bit.ly/imdasibetacontact> so that we can provide updates, feature requests and corrections.

We are now asking that all Broadcasters make their XML Metadata ready to us as soon as possible so that we can refer to it during our IBC presentations on September 10, 2010.

### Steering Committee:

Chairman: Harry Johnson, vTuner



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### IMDA Staff:

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[www.imdalliance.org](http://www.imdalliance.org)

## Report from the Steering Committee

Chairman: Harry Johnson, vTuner, [harry@vtuner.com](mailto:harry@vtuner.com)

The IMDA plans hire an independent research organization to conduct a market survey for Internet radio. It was further concluded that the membership of the IMDA represented a large part of the market and we could start by compiling data from the membership we would have a very good understanding of the Internet radio market worldwide.

Once we have the study from the membership we will also consider having the research firm prepare a more extensive market survey.

Of course, a key element of this is to assure the participation of the member companies that are in the device ecosystem. That is the companies that would be able to provide historical production information as well as some projections.

This market research will be available only to IMDA members.