



# Internet Media Device Alliance Newsletter

October 4, 2010

VOLUME 2, NUMBER 5

## Corporate Board:



## Full Members:



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## Associate Members:



## Future Meeting Schedule

October 21, 2010 - The IMDA has been asked to present at the Le Radio conference in Paris on October 21<sup>st</sup>. Philippe Chapot of Editions HF is inviting receiver manufacturers and key radio broadcasters. Olivier Carmona, Awox, Harry Johnson, vTuner, Andy Giefer, IMDA TC Chairman will be presenting. Le RADIO! is a unique event gathering professionals in Audiovisual, New Media and Radio industries. In 3 days participants will be immersed in a show full of new techniques and technologies in image and sound, and all the equipment dedicated to radio stations.

December 2010 - The IMDA working groups, Technical Committee and Steering Committee plan to meet in the UK in early December. Exact dates and meeting location to be determined.

January 7, 2011 - We have started planning our Third Annual General Assembly Meeting to coincide with CES, Las Vegas. The conference will begin at 8:00am with a breakfast and we expect it will end at 1:00pm. There will be no charge for IMDA members to attend the General Assembly. There will be a fee of \$150 per person for non-IMDA members. Agenda and details to follow.

## IMDA Presentation at the NRSC (National Radio Systems Committee)

Harry Johnson and Alan Ogilvie made a presentation last week during the Radio Show at The National Radio Systems Committee. The NRSC is jointly sponsored by the National Association of Broadcasters (NAB) and the Consumer Electronics Association (CEA). Its purpose is to study and make recommendations for technical standards that relate to radio broadcasting and the reception of radio broadcast signals. The NRSC is a vehicle by which broadcasters and receiver manufacturers can work together towards solutions to common problems in radio broadcast systems.

The presentation was well received and a copy of the slides was added to the NRSC meeting minutes. We will talk more in the future about how we can further collaborate.

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DIGITAL MEDIA ASSOCIATION

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Technical  
Committee:  
Chairman: Andy Giefer



BBC



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IIS



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RECIVA  
INTERNET RADIO



SWR



## Report from the Marketing Committee

Chairman: Michael Reichert, [michael.reichert@swr.de](mailto:michael.reichert@swr.de)

The IMDA held presentations during IBC last week and also published an article in Radio World Magazine which describes the aims, background and the standards of IMDA.

The article can be viewed at:

<http://www.imdalliance.org/wp/content/Radio-World-Article-9.8.10.pdf>



### IMDA Showcase at IBC

A compelling presentation was given by Harry Johnson & Andy Giefer. Broadcasters from all over the world were in attendance. Attendees brought up some interesting points and the discussions were productive. We are already signing up new members! You can view our presentation at: <http://www.imdalliance.org/wp/content/IMDA-presentation-at-IBC-9.10.10.pdf>

## Report from the Technical Committee

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

As already established during previous meetings, the Technical Committee dealt with reports from two of its three working groups (Metadata and CDS) as well as embedding the meeting for the third working group: Device Profile 2. During the associated discussion, the group went through a list of proposed technologies and decided which ones should be made mandatory and which ones should be recommended as optional. Based on these decisions, the Device Profile 2 document will be edited with the intention to present it to the Steering Board for approval in December 2010.

## Steering Committee:

Chairman: Harry Johnson, vTuner



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## 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.

The Service Identification also provides a legal framework (Terms and Conditions) for the use of the metadata.

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.

## Central Discovery Service Working Group

Chairman: Sebastian Kett, SWR, [Sebastian.Kett@swr.de](mailto:Sebastian.Kett@swr.de)

Having metadata organized in a standardised way is really useful. However being able to provide metadata yields to the next question: How do I distribute the information and updates? As, from a broadcasters point of view, there are a lot of aggregators to address... and from an aggregators point of view there are even more broadcasters to inquire.

That's why the IMDA is also working on the "Central Discovery Service" – the second cornerstone for the harmonization of the exchange of metadata. This service, where every interested party can register, works alongside with the IMDA Service Identification and will allow broadcasters an easy-to-use way of sending notifications to a central entity (the CDS) around changes in their metadata. Such notifications will then be automatically forwarded to every registered aggregator.

In its last meeting in Hilversum, the CDS working group finalized the requirement specification and initiated the tender process for the programming of the system assuming that the implementation of the CDS starts at the beginning of next year.

## Report from the Steering Committee

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

The IMDA Steering Committee met at the offices of Radio Netherlands World in Hilversum earlier this month.

We had an interesting discussion about the future of internet radio devices. The SC needs to spend some more time thinking about what type of research would be beneficial to the organization.