



Internet Media Device Alliance Newsletter

OCTOBER 7, 2009

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vTuner*

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Full Members:

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

Future Meeting Schedule

October 27, 2009– IMDA Steering Committee & Technical Committee meetings in Cambridge. This meeting is open only to Steering Committee & Technical Committee members. We would like to thank Reciva for hosting this meeting.

October 28, 2009 - IMDA Metadata Working Group meeting in Cambridge. All Full and Associate members are eligible to attend. A conference call into the meeting will be arranged for those unable to attend in person. If you are eligible and would like to attend (in person or by phone), please contact claudia.jablonski@imdalliance.org. We would like to thank Reciva for hosting this meeting.

January 8, 2010 – We have started planning a half-day General Assembly Meeting and Summit to coincide with CES, Las Vegas. The conference will begin at 8am 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.

IMDA General Assembly Meeting and Summit

The IMDA will be holding a General Assembly Meeting at CES, tentatively scheduled for Friday, January 8, 2010. The agenda for this meeting is still to be set, but it will be a combination of some IMDA business presentation and topics of interest to all in the Internet Media marketplace. This meeting will be open to all interested parties.

The technical focus of this meeting will be on the IMDA Broadcaster Profile 1 (standard station metadata) which is already well under way and on Device Profile 2 which is currently being scoped by the Technical Committee.

The agenda for this meeting will be set at the IMDA Steering Committee meeting on October 27. You will be notified shortly afterwards of the agenda and other specifics for this meeting.

Summary of IMDA Summit at IFA, Berlin

The IMDA event at IFA was a huge success! The IMDA announced a baseline certification standard for standalone internet radio players. Called IMDA Device Profile 1, the standard aims to protect consumers by aligning competing technologies and future-proofing internet radio product design.

Associate Members:

*Audiovox
BridgeCo
C Crane
Cambridge
Consulting
ClearChannel
DiMA
Institut für
Rundfunktechnik GmbH
Orange
Otaki
Philips
StreamUnlimited
VSP Verband
Schweizer Privat
Radios*

**Steering
Committee:**

Chairman: Harry
Johnson, vTuner

*Awox
BBC
Deutsche Welle
EBU
Frontier Silicon
Global Radio
Pure
Reciva
SWR
vTuner*

PRESS EVENT:

Mark Hopgood of Frontier Silicon presented the IMDA Profile 1 to the press. Over 20 IMDA Certified Device Profile 1 Internet radios were on display for the press. This was really quite an impressive accomplishment for the IMDA since the IMDA was started only 10 months earlier. The press took interest in the IMDA announcement and coverage was observed from the U.S., Europe and Asia. The event was covered by technical, consumer and radio press and conversations were generated in Twitter. Ideas were shared and many informative discussions took place that day between radio manufacturers and broadcasters.

IMDA SUMMIT:

Andy Giefer of Deutsche Welle presented the final IMDA Device Profile 1 specification and certification process.

Roland Beutler of SWR and Chairman of the EBU Future of Radio Group presented "The Future of Audio Broadcasting".

Nick Piggott from Global Radio led an interesting discussion on our objectives for Profile 2 and what subsequent profiles should look to accomplish.

Colin Crawford of Pure presented a lively discussion on Social Networking.

Presentations, videos and pictures from the IMDA Summit are available on the IMDA website (www.imdalliance.org). The presentations and pictures are accessible to all interested parties. You will need a password to view the video. If you would like to view the video and have not received a password, please contact claudia.jablonski@imdalliance.org.

Report from the IMDA Steering Committee

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

Steering Committee Activities:

The "IMDA Device Profile 1" which provides baseline requirements for Internet radio was issued for use in August 2009. A companion document "Certification Tests for IMDA Device Profile 1" was also issued so that companies wishing to certify their products would have a clear set of test requirements. Many companies have now certified their products to IMDA Device Profile 1 and over 20 IMDA certified Internet radios were on display at the IMDA meeting at IFA.

The Steering Committee would like to thank all the presenters at the IMDA Press Conference and Summit for a fine job. We would also like to thank the attendees for their support.

The IFA meeting did result in quite a number of membership inquiries and we are pleased to announce that BridgeCo, DIMA, Institut für Rundfunktechnik GmbH and Orange have all joined as Associate members.

The Steering Committee would also like to thank Nick Piggott and Byron Smith of Global Radio for giving the IMDA website a fresh new look and for maintaining the website for the IMDA.

**Technical
Committee:**

Chairman: Andy
Giefer, Deutsche
Welle

Analog Devices

AWOX

BBC

Deutsche Welle

EBU

Frontier Silicon

Full Join

Global Radio

Pure

Reciva

Revo

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We're on the Web!

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Report from the IMDA Technical Committee

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

In order to meet its main target to write the technical documents necessary for Profile 1 certification, the Technical Committee spawned the work into three working groups: Profile 1, Certification and Metadata. The members of the Profile 1 group specified the technical characteristics that Profile 1 devices are required to meet, the Certification group wrote the two documents that guide through the certification process and which include a list of about 120 URLs that devices need to be able to deal with.

The Metadata group produced a first draft of an XML structure able to describe live services - making sure, through the extensible nature of XML, that other services can be added in the future, such as on-demand content, EPG data, slide shows, live text etc. The group also developed first ideas on how broadcasters should make this information available in a uniform way.

Finally, several IMDA Technical Committee members presented Profile 1 as well as their plans for future Metadata work to attendees of the EBU Internet Radio Workshop in Stockholm in September 2009. The interest was high and European Public Broadcasters encouraged IMDA members to present a "Service Discovery Metadata" draft proposal in the first Quarter of 2010, indicating that there was a high demand for a common way to make Internet Radio Services discoverable.