



Internet Media Device Alliance Newsletter

NOVEMBER 17, 2009

VOLUME 1, NUMBER 7

Corporate Board:

*Awox
Reciva
vTuner*

IMDA Staff:

Claudia Jablonski Program
Manager
Telephone:
+1 631 262 6940
E-mail:
claudia.jablonski@
imdalliance.org

Full Members:

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

IMDA General Assembly Meeting

The IMDA will be holding a General Assembly Meeting during CES, at the MGM Grand Hotel on Friday, January 8, 2010. Join us for the launch of the standard station metadata for Internet radios and new developments for Profile 2-Rich Audio.

In addition to the IMDA working group activities, we will present pertinent Market Information and a Case Study of the Internet Radio Market. We will provide insight into challenges and accomplishments of the Internet Radio market over the last couple of years from the perspective of broadcaster, tech provider and manufacturer.

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.

OBJECTIVES OF GENERAL ASSEMBLY:

1. Roll out standard station Metadata specifications
2. Discuss the developments of our next Profile – Rich Audio Profile
3. Provide an opportunity to network with our members and share experiences

MEETING REGISTRATION: To register for the IMDA General Assembly Meeting please contact Claudia Jablonski. Telephone: +1 631 262 6940
E-mail: claudia.jablonski@imdalliance.org

Future Meeting Schedule

January 8, 2010 – IMDA General Assembly Meeting to coincide with CES, Las Vegas. The conference will be at the MGM Grand Hotel in Studio B and begin at 8:00am with a breakfast and we expect it will end at 1:00pm. This meeting is open to all interested parties.

January 8, 2010 – IMDA members attending the General Assembly meeting are invited to discuss Technical Committee matters informally during an IMDA lunch at 2:00pm which will be followed by a short Steering Committee meeting.

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*

IMDA 2010 Membership Dues

Full Membership: \$10,000

Associate Membership: \$2,000

Discounts for Full Membership:

Existing Full Members: If you commit to joining before December 31, 2009 the full membership fee will be \$7,500.

New Members: If you commit to joining before January 31, 2010 the full membership will be \$7,500.

For questions about membership please contact Claudia Jablonski.

Report from the IMDA Steering Committee

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

Steering Committee Activities:

The Steering Committee met in October at Reciva's office in Cambridge, UK.

A Public Relations task force was set up consisting of Mark Hopgood, Frontier Silicon, Colin Crawford, Pure, Ben Terrell, Reciva, Michael Reichert, SWR along with a representative of the BBC.

The IMDA certification logo for Internet radios Profile 1 shall carry a tagline "Plays Internet Radio".

Pricing for Profile 1 Certification was set as follows:

- ✓ Pricing would be on a per product basis
- ✓ \$100 members
- ✓ Lifetime per product
- ✓ IMDA membership requirement and certification fee waived until CES 2010.
- ✓ Offer ends 12/31/09 then non-members have to join to be certified.

Technical Committee:

Chairman: Andy Giefer,
Deutsche Welle
Analog Devices
AWOX
BBC
Deutsche Welle
EBU
Frontier Silicon
Full Join
Global Radio
Pure
Reciva
Revo
StreamForge GmbH
SWR/WDR
vTuner

Internet Media Device
Alliance
24 Woodbine Ave
Suite 12
Northport, NY 11768
USA

Phone:
+1 631 262 6940
Fax:
+1 631 261 5732
We're on the Web!

www.imdalliance.org

Report from the IMDA Technical Committee

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

IMDA Technical Committee Activities:

The Technical Committee met in October 2009 at Reciva's premises in Cambridge where it laid out the roadmap for future device profiles. During the meeting, it was decided to group device features into several profiles with the following working titles: Base, Rich Audio, Interactive, Color and Video. The 'Rich Audio' profile will follow the 'Base' profile (renamed from 'Profile 1') and the group drew up a list features that will be investigated for inclusion into this profile. These features include support for on-demand audio, more audio codecs and transport mechanisms as well as for live text, advanced network discovery, display of EPG data and Media Playback on local networks.

IMDA Metadata Working Group. Chairman Alan Ogilvie, BBC, alan.ogilvie@bbc.co.uk

A whole day was dedicated to the discussion on the topic of Central Service Discovery. For this purpose, the TC Metadata working group collected all requirements into an XML schema. In addition, the group developed first ideas on how to distribute updated service information through a real-time notification system.

The Technical Committee will present more details on the Metadata work at the upcoming IMDA General Assembly Meeting at CES 2010.