



Internet Media Device Alliance Newsletter

MARCH 1, 2010

VOLUME 2, NUMBER 1

Corporate Board:

*Awox
vTuner*

Full Members:

*Analog Devices
AWOX
BBC
Deutsche Welle
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Frontier Silicon
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Future Meeting Schedule

March 2010 – IMDA Technical Committee and Steering Committee conference calls will take place (dates to follow).

Fall 2010 - We will have our next IMDA Summit in the Fall of 2010. The Summit will be held in conjunction with an industry event. We would like to have a meeting in the U.S. and/or Europe and are researching possible venues (details to follow).

Summary of IMDA General Assembly at CES, Las Vegas

The IMDA event at CES was an enormous success! The panel discussions were riveting and the quality of attendees was excellent. Ideas were shared and many informative discussions took place that day between industry professionals.

Topics included:

Perspectives on Internet Radio/TV in 2015

Moderator: John Ousby, vTuner; Panelists: Jeff Littlejohn, Clear Channel Radio; Carlos Barrionuevo, NPR; Colin Crawford, Pure; Nader Gharachorloo, Verizon

Ubiquitous Internet Media – How long will it take?

Moderator: Mark Hopgood, Frontier Silicon Panelists: Todd Beals, Audiovox; Howard Soroka, Universal Music; Ray Archie, CBS Radio; Teemu Tarnanen, Nokia

Andy Giefer summarized IMDA Profile 1 and led a discussion on new developments for future IMDA Profiles what we should look to achieve.

Alan Ogilvie spoke about a metadata schema that the IMDA is currently working on and looking to publish later in 2010.

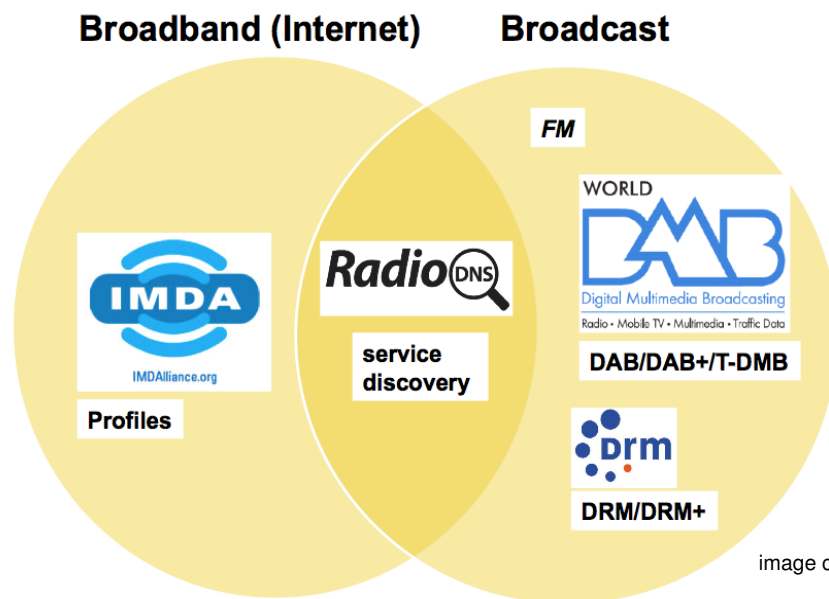
Presentations and videos from the IMDA Summit are available on the IMDA website (www.imdalliance.org). The presentations are accessible to all interested parties. You will need a password to view the video. If you would like to view the video and have not received a password, please contact claudia.jablonski@imdalliance.org.

Report on EBU Digital Radio Summit

Reported by: John Ousby, Director, Broadcaster Services, vTuner

In February the EBU set up a Digital Radio Summit to enable discussion and collaboration between members of organizations involved in the use of open standards for the delivery of digital radio in Europe. The bodies represented included Digital Radio Mondiale, RadioDNS, WorldDMB and IMDA. There were 146 attendees from across the digital radio value chain, from broadcasters to device manufacturers, platform providers to transmission companies.

Details of the summit can be found at <http://tech.ebu.ch/events/digitalradio10>



The summit highlighted several areas where all organizations are actively involved and where harmonization could be advantageous. From an IMDA perspective this is relevant for profiles, content provider metadata and service discovery.

In conclusion, the EBU proposed the formation of a European Digital Radio Forum as follows:

Mission:

- Harmonisation of digital radio in Europe.

Objectives:

- Gather standardisation bodies working on digital radio as a primary service.
- Provide a forum for discussions on points of common interest, harmonisation of technologies.
- Enable broadcasters to promote coherent and consistent technology policies across different digital radio platforms.
- The EBU will come back to the IMDA in March with a suggested workplan regarding the EDRF.

Technical Committee:

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

Report from the IMDA Technical Committee

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

IMDA Technical Committee Activities:

The Technical Committee and the Profile 2 working group held a joint meeting in February at EBU's offices in Geneva.

The main decisions are as follows:

1. The draft IMDA Metadata Guidelines should be available by the end of Q1/2010. Following that, IMDA broadcasters will be asked to test the specification against their respective metadata requirements so that feedback can be incorporated in time for a document release to the outside world in Q2/2010.
2. The Profile 1 specification will be aligned with the Metadata Guidelines in order to make sure that mandatory metadata can be displayed on profile 1 receivers. The group feels confident that all receivers that are already certified according to Profile 1 do already fulfill the addition requirements.
3. The group decided that it is desirable to insert a consultation phase into the Profile 2 specification process. This will allow broadcasters and manufacturers, including those outside of the IMDA, to comment on a proposed list of device features. Based on the comments, the group will identify mandatory and optional features as well as those features that should be shifted to future device profile discussions. It was agreed that the proposed feature list should be ready in summer 2010 - in time to collect comments before the upcoming IMDA events in fall 2010.
4. A new "Central Discovery Service" working group was setup. The group's task is to specify a notification system designed to propagate broadcast metadata updates to aggregators and devices. The group will be led by Sebastian Kett (SWR).

IMDA Metadata Working Group

Chairman: Alan Ogilvie, BBC, alan.ogilvie@bbc.co.uk

Metadata Working Group (MWG) report - Geneva, February 2010

Metadata was much of the discussion at the European Broadcasting Union hosted week, and we had two official meetings around our work at the IMDA's MWG.

In our first meeting we went through the proposed outline for the first IMDA metadata draft specification for service identification. This will cover live service provided by media organisations and some key decisions were proposed to the IMDA TC:

1. Genres - a decision around the plethora of different 'genre' specifications out there required us to escalate to the TC (and ultimately the SC) for decision. Though one recommendation was to adopt a 'domain' for genres, with a default domain being TV-Anytime. That decision later came back as - use TV-Anytime genre lists and investigate how TVA can be supported.

2. Terms and Conditions are to be drafted by IMDA legal team and proposed as the default T's&C's - allowing any media organisation to quickly deliver to the specification and fit within a framework needed by many manufacturers and brands. Though an exception area would allow the media organisation to highlight areas which are excluded from the default wording. This was proposed to the TC for SC consideration, and later returned as agreed.
3. Appropriateness of content - it was highlighted that, similar to the T's&C's discussion, the IMDA should provide a guide that allows manufacturers and brands to list services provided by the organisation. Basically - by having a simple default structure that identifies that live services are appropriate to all audiences (i.e. do not contain pornography, etc - wording to be identified by IMDA legal) would allow manufacturers and brands to list them easily without further negotiation. This was proposed to the TC for SC consideration, and later returned as agreed.
4. IMDA shared vocabularies around streaming types was proposed to the TC for SC consideration - this was because we have not found a suitable way of identifying streaming media types that is open, accessible or complete, e.g. WMA - windows media audio. We found IANA mime-types lacking completeness as it didn't try to identify streaming types, and the DLNA media types somewhat complex and it was felt unnecessary. Later this returned from SC as agreed.
5. Logos - it was recommended to the TC that we should add some more appropriate specifications for TV and other platforms, an MWG member was assigned should this be agreed. This was agreed.
6. It was recommended to the TC that another sub-group be established to look at the topic of Central Discovery Service - a resource that would allow media organisations to notify users of their data that something has changed. Later the recommendation was approved by TC and SC. A new sub-group has now been established and is seeking input from members - there is an area on the IMDA's Central Desktop service.
7. A roadmap for the next steps was agreed for recommendation to the TC, returned agreed. We desire to have the Draft Specification for 'IMDA Metadata Guidelines - Service Identification' to be available to all IMDA members on the 29th March 2010 we will seek implementation feedback over April as members attempt to use this and will include any changes (if there are any) by the 3rd-19th May we will be able to publish the specification for public consumption.
8. It was recommended that this first specification be open to anyone upon final publication, and that there be no charge for its use. (The Central Discovery Service may charge - but that is not decided and use of the CDS isn't mandatory or entirely necessary for organisations). Recommendation to TC returned with acceptance.

The second meeting around Metadata was a pre-arranged joint meeting with the WorldDMB. In general this went very well, by presenting the high level plan around our first specification. WorldDMB members had a few comments around Genres, which we already understood was an issue and our ideas matched about how to resolve the issue, and they were most vocal around how we identify on-demand services in the

future. We had agreed that we should propose reusing an existing standard - DAB EPG - but both organisations agreed that this required some extension to support identifying on-demand locations for IP-based solutions. Recommendation was for the chair of the IMDA MWG and Chris Gould from WorldDMB to meet and work on the On-Demand issue and establish a proposal which can be returned to the organisations for agreement. Though it was understood this would not take precedent for the IMDA MWG over their roadmap for Service Identification specification.

In summary - we met and agreed on most topics, actioned any disagreements and we have a roadmap for roll-out.

Report from the IMDA Steering Committee

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

Steering Committee Activities:

The Steering Committee meeting met in February at EBU's offices in Geneva. We scheduled this meeting to coincide with the meetings taking place during EBU Radio week.

A special thank you goes out to Peter MacAvock and Mathias Coinchon of the EBU for organizing the February meetings! The Digital Radio Summit was very informative and it was a good opportunity for IMDA members to meet other broadcasters. We also appreciated the opportunity to liaise with WorldDMB at our joint metadata meeting which proved to be very productive for both parties. We would also like to thank the EBU for hosting the IMDA SC & TC meetings as well.

Agreed Proposals:

1. IMDA SB to review revised EBU proposal on the European Digital Radio Forum when available. There will be no fees involved.
2. That the following points are accepted as the IMDA statement on IPR policy.
 - By default, each IMDA member will agree 30 days after publication of profile, in a written statement that it does not own any related patent.
 - In the event, one or several IMDA members own related patents, they must claim it and agree to license it without discrimination, at reasonable terms.
 - All IMDA Members agrees not to transfer patents on the purpose of circumventing the above.
3. IMDA to take over control of IMDA website hosting, updating and maintenance graciously provided by Global Radio.
4. IMDA will have an event at the US NAB publishing metadata profile and encouraging broadcaster sign up. European event could be IBC. Technical paper for presentation to be offered.
5. Independent research into internet radio sales agreed as worthwhile.

Steering Committee:

Chairman: Harry Johnson, vTuner

Awox

BBC

Deutsche Welle

EBU

Pure

Reciva

SWR

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