



# Internet Media Device Alliance Newsletter

June 1, 2010

VOLUME 2, NUMBER 2

## Corporate Board:



## Full Members:



PURE



## Associate Members:

**Absolute.**

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



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## Future Meeting Schedule

September 2010 - The IMDA working groups, Technical Committee and Steering Committee will meet in Hilversum at the offices of Radio Netherlands Worldwide. We are looking at September 8 & 9 as possible meeting dates.

September 2010 - We will have our next IMDA Summit in September of 2010. The Summit will coincide with IBC which takes place in Amsterdam on September 9-14<sup>th</sup>. Details to follow as to what day we are having the event.

September 2010 - We are also considering an event in conjunction with the NAB Radio Show. The show takes place from September 29 - October 1 in Washington, DC.

## Report from the IMDA Corporate Board

AWOX was formally elected to the IMDA Corporate Board. The 2 members of the IMDA Corporate Board are Awox and vTuner.

The IMDA Board is working with the Steering Committee to implement the strategy for 2010. If you have any thoughts on IMDA strategy we would be glad to hear them. Please send your thoughts to Claudia Jablonski, [claudia.jablonski@imdalliance.org](mailto:claudia.jablonski@imdalliance.org)

## Report from the IMDA Marketing Committee

The IMDA Marketing Committee was formed is chaired by Michael Reichert of SWR. The following companies are on the committee: Fraunhofer, Frontier Silicon, Pure, Reciva and vTuner.

The Marketing Committee will run the IMDA PR/recruitment initiative. We distributed a marketing questionnaire to IMDA member companies and will use information collected to define the focus of the activities of the Marketing Committee and to assure that the IMDA marketing message reflects the thinking of the members.

The marketing committee will also coordinate IMDA events at IBC and NAB.



### Technical Committee:

Chairman: Andy Giefer,  
Deutsche Welle



## Report from the IMDA Technical Committee

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

The IMDA Technical Committee met on Friday, 26th of May 2010 in Paris.

The main results are as follows:

1. The IMDA Metadata Guidelines document, now renamed "IMDA Service Identification for Broadcasters & Aggregators", is still on track to be published in draft form in Q2/2010 on the IMDA website. Both IMDA members and non-IMDA members will be invited to comment.
2. Device Profile 1 ("Base") has been slightly revised, highlighting mandatory fields and aligning it with the upcoming Metadata Guidelines document. Device and platform manufacturers will be asked to resubmit their certification requests in accordance with the revised profile. Changes are only minor, therefore it is expected that companies who already obtained their preliminary certification will also receive a final Profile 1 certification.
3. The draft Profile 2 document is on track to be published in summer 2010. It will contain a collection of technologies that the IMDA considers for inclusion into Profile 2. IMDA members as well as non-IMDA members will be invited to comment, including the possibility to suggest whether technologies should be mandatory or optional.
4. The Central Discovery Service (CDS) workgroup aims to have a draft requirements document ready by September 2010, giving the group the opportunity to discuss the service's implementation with third parties during the upcoming IBC conference in Amsterdam.
5. The TC decided to setup of a new TC workgroup (working title: "Interactive Streaming Services"), a proposal that was subsequently accepted by IMDA steering board. The group's aim is to collaborate on technical standards with the streaming music services industry.

## Steering Committee:

Chairman: Harry Johnson, vTuner



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## Report from the IMDA Steering Committee

Chairman: Harry Johnson, vTuner, [harry@vtuner.com](mailto:harry@vtuner.com), +1 631 261 5536

### Steering Committee Activities:

1. Fraunhofer and Analog Devices were elected by majority vote of the full members to serve on the Steering Committee. They were elected for a 2 year term which began on May 7, 2010.
2. Deutsche Welle is stepping down from the Steering Committee at the end of May since their SC representative, Andy Giefer, is resigning.
3. The IMDA is committed to work with other standards groups, such as Wi-Fi Alliance, DLNA, and Radio DNS. Olivier Carmona of Avox will become the coordinator for relationship with Wi-Fi Alliance and DLNA.
4. The IMDA plans to conduct a research study on internet radio. We have set up a task group to work with an independent research firm to determine parameters, etc. Initially, the research product will only be available to IMDA members. Jan Nordmann of Fraunhofer will head up the task group. Pure and SWR have agreed to participate on the committee.
5. As the IMDA has already done for Internet radio for Internet connected devices, we set up a working group to look into the possibility of developing a Profile for minimum requirements for how Internet connected devices work more generically with Streamed Content Services (as a generalization of Streamed Music Services). This working group will be a joint activity with DiMA.
6. The IMDA Device Profile 1 logo for packaging has been designed and is ready for implementation. We have distributed it to all certified parties.

