



IMDA announces Metadata Guidelines for Internet Broadcasters.

Cambridge, UK, 3rd December, 2009 – The Internet Media Device Alliance has announced the creation of guidelines for internet radio station metadata.

Ben Terrell of Reciva hosted the IMDA Metadata Working Group meeting that set the scope of the metadata task. Ben said, “This metadata defines for the first time streamed radio station information to identify the station as well as stream information. Device design companies and aggregators will use this metadata to discover broadcast streams and also to enable the broadcasters to define how they would like to be represented on devices.”

The IMDA's Metadata Working Group (MWG) Chairman, Alan Ogilvie of the BBC, said, “We've been hard at work trying to specify how any broadcaster can expose the various formats, transports and metadata of their live Internet Radio services in a consistent way – quite a challenge! But it's been great to see the views of broadcasters, device manufacturers and aggregators of internet radio streams working together to make the internet radio experience better for listeners. To achieve our aims, we invite everyone involved in the chain to share certain working practices, and standards.”

IMDA Technical Committee Chairman Andy Giefer of Deutsche Welle said, “Bringing key players in the Internet Radio industry together and using their requirements to draft a proposal on how to discover IP-based services shows itself to be incredibly useful. I am also glad that we have leading metadata experts in our group who help us to make sure that our work is in line with existing standards, complementing the latter where necessary. I expect broadcasters with a keen interest in New Media technologies such as Deutsche Welle to benefit tremendously from a unified and extensible approach describing services like live audio streams, on-demand-content and programme schedules.”

Our initial Metadata Guidelines will be released at the IMDA’s General Assembly meeting to be held on January 8th, 2010 (8:00am–1:00pm) during CES, Las Vegas at the MGM Grand Hotel and it is open to all people interested in the works of the IMDA.

The IMDA was launched in 2009 to develop and promote a set of open, interoperable standards and device profiles to maximise the growth of a global consumer market in internet-connected media devices. Its steering committee and membership comprises many of the world’s leading players in streaming media such as: [Awox](#), [BBC](#), [Deutsche Welle](#), [the European Broadcasting Union](#), [Frontier Silicon](#), [Global Radio](#), [Pure](#), [Reciva](#), [SWR](#) and [vTuner](#).

+++ends

About the IMDA:

The IMDA was launched in 2009 to develop and promote a set of open, interoperable standards and device profiles to maximise the growth of a global consumer market in internet-connected media devices.

Underpinning the mission statement are two core activities:

1) To define a series of end-to-end technical standards, functions and profiles which will encourage the development of a wide range of compelling mainstream internet media devices with a degree of consistency, while supporting proportionate differentiation for manufacturers and broadcasters.

2) To provide B-to-B marketing support to member organisations, and to promote the concept of internet connected devices to consumers, potential members and retailers.

In support of these objectives, the IMDA will also commission custom research to highlight and promote viable business models across the value chain and act as a networking trade organisation for members to share in best-of-practice product development, consumer experience and marketing research.

Reference: **IMDA004**

For further information and reader enquiries:

Claudia Jablonski, Internet Media Device Alliance, Inc. New York

Tel: +1 631 262 6940

Fax: +1 631 261 5732

E-mail: claudia.jablonski@imdalliance.org

Web: www.imdalliance.org