

IMDA General Assembly CES 2010

Introduction to IMDA: Mission, objectives,
organization structure



IMDA General Assembly Agenda

08:00 Doors open with breakfast

09:00 Introduction to IMDA: Mission, objectives, organization structure, *Harry Johnson, vTuner*

09:15 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

10:00 Coffee Break

10:30 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

11:30 Profile 1 and Beyond, *Andy Giefer, Deutsche Welle*

12:00 IMDA Metadata: Service Discovery, *Alan Ogilvie, BBC*

12:30 Closing Remarks, *Harry Johnson, vTuner*



IMDA General Assembly

- **Introduction to IMDA: Mission, objectives, organization structure**
 - Harry Johnson
 - President vTuner
 - Chairman of Steering Committee, IMDA
 - 9:00 to 9:15



Introductions

- We would like everyone to quickly introduce themselves.
- We will pass around the microphone.
- Please say
 - Your name
 - Company
 - Position in the company
 - Any other comment you would like to make.



What We Hope To Achieve At This Meeting

- Audience Participation: We look for a very open and active exchange between the presenters, moderators and panelists and the audience
- Mutual Benefit: The hope is that everyone will leave with a better understanding of the Internet Media Device marketplace and opportunities in it.
- Inform about IMDA 2009 Activities: We will be presenting the results of 2009 IMDA activities.
- Ideas for Future Tasks for the IMDA: We would like to hear and discuss all ideas that met the IMDA Mission and could be very helpful for the industry if the IMDA develops and implements related standards.

IMDA Mission

“To develop and promote a set of open, interoperable standards and device profiles to maximize the growth of a global consumer market in internet-connected media devices.”



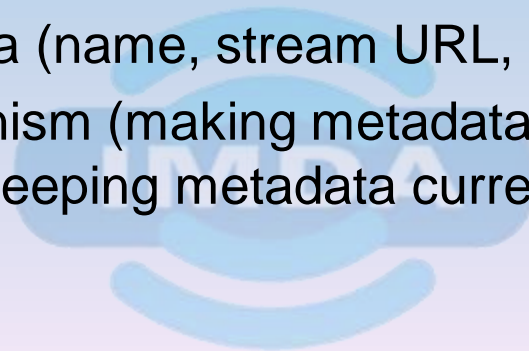
IMDA Key Objectives

- Underpinning the mission statement are two core activities:
 - Standards, Functions, and Profiles
 - B-to-B Promotion of Internet Connected Devices
- In support of these objectives, the IMDA will also
 - Business Model Support
 - Networking for Members



2009 Accomplishments

- Internet Radio Profile 1
 - Standard issued
 - Certification requirements document issued
 - Over 20 radios certified to Profile 1
- IMDA Logo
 - Profile 1: with tagline “Plays Internet Radio”
- Broadcaster metadata profile
 - Standard in progress
 - Key station ID data (name, stream URL, logo, etc.)
 - Discovery mechanism (making metadata available for aggregators and keeping metadata current)



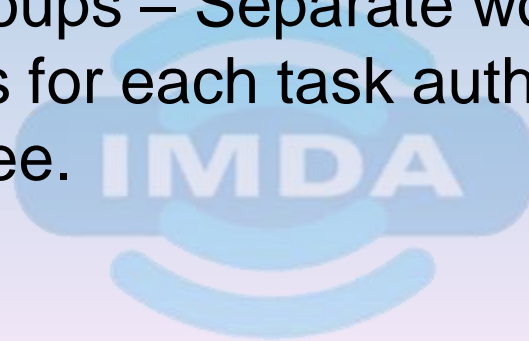
2010 Goals

- Continue to certify products to Internet radio profile 1.
- Issue broadcaster metadata profile/implement metadata discovery system
- Define new profiles for streamed media devices with realistic development schedules



IMDA Organization Structure

- IMDA Board Companies (AWOX, Reciva, and vTuner)
- IMDA Steering Committee – oversight and authorization of the workings of the IMDA to meet the IMDA Mission.
- IMDA Technical Committee – recommendation of IMDA tasks to the Steering Committee and oversight of the IMDA Working Groups.
- IMDA Working Groups – Separate working groups to develop standards for each task authorized by the Steering Committee.



Questions?

- About IMDA Organization
- About IMDA Goals and Objective
- About 2009 Achievements
- About Future Activities
- Anything Else at all

