



# Internet Media Device Alliance Newsletter

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## Corporate Board:



**Part of our mission statement is to "promote a set of open, interoperable standards" - and today we would like to announce availability of our "IMDA Service Identification for Broadcasters & Aggregators" specification.**

In the first instance we expect media organisations who provide a number of Internet Radio brands to be able to use this specification to expose how a third-party solution (e.g. a WiFi Radio device, Internet Radio web-portal, etc.) can list their brands in an appropriate way - consistently.

## Full Members:



The Service Identification describes a way for a broadcaster, or media organisation, to expose their data to a hardware or software solution run by a third party. The data from the media organisation contains details of itself, its brands and its brands' transport methods.

Not only is this technical information but also editorial information allowing the solution to correctly categorise and expose brands to the audience, and to allow a solution to evaluate appropriateness of brands to criteria supplied where the solution includes some search functionality or automated browsing features.

In order for an organisation to make available this data to others the IMDA recommends the organisation to follow the Service Identification specifications included in this document so that common understanding, ease of repurposing and avoidance of publishing data in different formats for different solutions is achieved.

This provides benefits for both the media organisation and the solution provider.

We are opening up version 1.0.0 (Beta) of the Service Identification specification on our website <http://bit.ly/imdasib> for you to use.

**Associate Members:**

**Absolute.**

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



**C.CRANE**



**otaki**



**IMDA Staff:**

Claudia Jablonski,  
Program Manager

E-mail:  
[claudia.jablonski@  
imdalliance.org](mailto:claudia.jablonski@imdalliance.org)

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](http://www.imdalliance.org)

This is an initial publication which we hope broadcasters and aggregators alike will use and provide feedback <http://bit.ly/imdasibetacontact> so that we can provide updates, feature requests and corrections.

This specification is published under the GNU General Public License version 3 (GPLv3).

It has been developed through the IMDA's Metadata Working Group which consists of a selection of member types - broadcasters, aggregators and consumer electronics manufacturers. Thank you to all those who took part so far.

Alan Ogilvie, BBC  
Chair of the IMDA's Metadata Working Group