

# IMDA Accomplishments 2010

## Goals for 2011

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EBU Digital Radio Summit 2011



# Mission Statement

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.







“21% (42m) of all TVs shipped in 2010 forecast to have internet connectivity. Forecast to grow to over 122 million in 2014” (DisplaySearch Q4’10)

“by 2014 automobiles will be among the top 3 fastest growing device platforms for internet based content” (Gartner)

“Worldwide tablet sales +178% in 2011”(eMarketer Dec ’10)





# 2010 Accomplishments (I)

## **IMDA Broadcaster Service Identification complete**

- Standard issued
- Key Station ID data (name, stream URL, logo, etc.)



# 2010 Accomplishments (2)

## **Central Discovery Service (CDS)**

- Discovery mechanism (making metadata available for aggregators and keeping metadata current)
- In Progress



# 2010 Accomplishments (3)

## IMDA Logo

- Device Profile 1: “Plays Internet Radio”





# Technical Details

1. IMDA Metadata
2. Central Discovery Service
3. Device Profile 2





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## Service Identification [v2.1.1]

for Broadcasters & Aggregators



### Executive Summary

The IMDA publishes their Service Identification for Broadcasters & Aggregators in an attempt to standardise the industry of Internet Radio, in the first instance, and establish a working framework for future media services.

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.

<http://www.imdalliance.org/metadata/spec/serviceid/v2.1.1/>

Updated in January 2011



# What *does* it do?

## Broadcaster describes Live Internet Radio Services

- Organisation
- Programmes
- Technical Parameters







Internet Media Device Alliance, Inc.

[news](#)

[mission](#)

[press](#)

[committees](#)

[members](#)

[documents](#)

[events](#)

[devices](#)

[SI](#)

Below you can find a list of broadcasters who have published their IMDA Service Identification.

**BBC**

British Broadcasting Corporation – [IMDA SI](#)

**BR**

Bayrischer Rundfunk – [IMDA SI](#)

**deepinside.co.uk**  
*Soulful House Station*

Deepinside Radio – [IMDA SI](#)

**DRadio**

Deutschlandradio – [IMDA SI](#)

**radiobremen**  
Radio Bremen – [IMDA SI](#)

**RSH**  
Radio Schleswig-Holstein

Radio Schleswig-Holstein – [IMDA SI](#)

**SR**

Saarländischer Rundfunk – [IMDA SI](#)

**SWR**

Südwestrundfunk – [IMDA SI](#)

<http://www.imdalliance.org/imda-service-identification/>

Join the crowd!



# Coming soon...

short

long

extended

links

link

devicetype

mimetype

url

tags

tag

weight

genres

screen  
handheld  
tv  
projection  
print  
braille  
embossed  
speech  
tty

## ... a website to generate basic IMDA XML





# Roadmap – further ahead

- EPG, on-demand, broadcast signalling, RadioDNS
- Visualisations... (synchronous data services)
  - slideshow, livetext, now + next
- Social listening (including 'tagging')
- Personalisation
- Listener measurement





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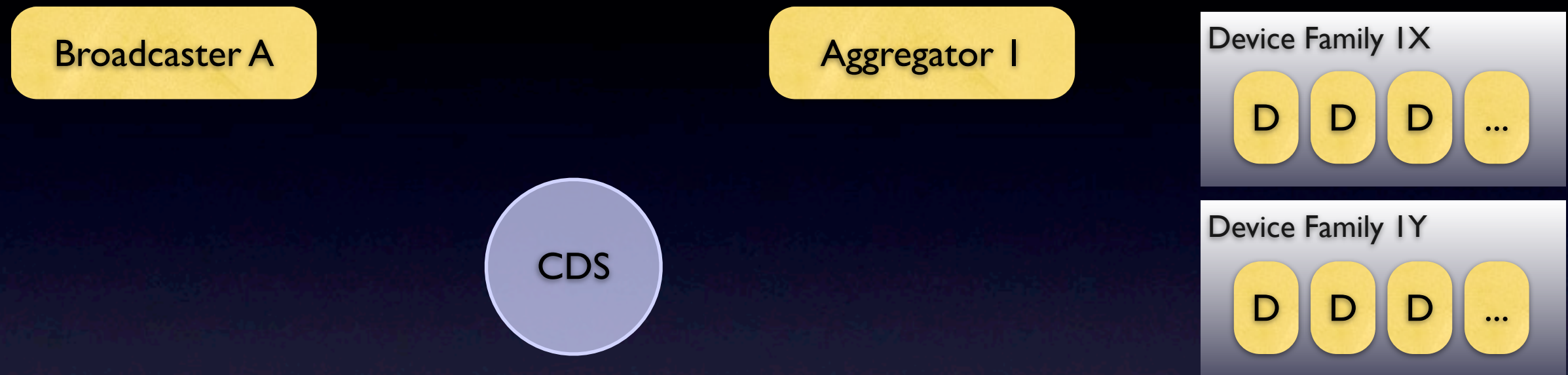


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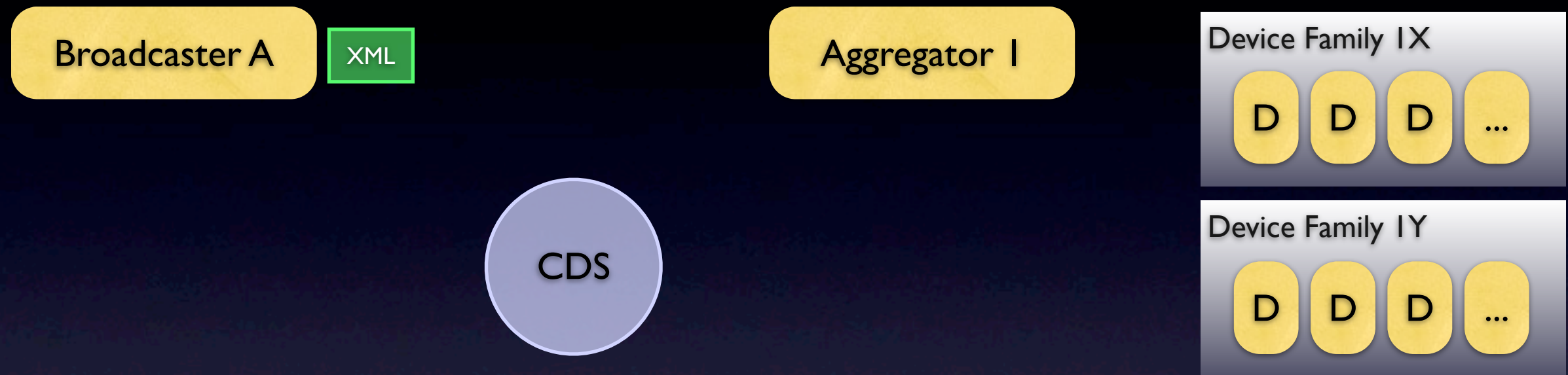


# How it works

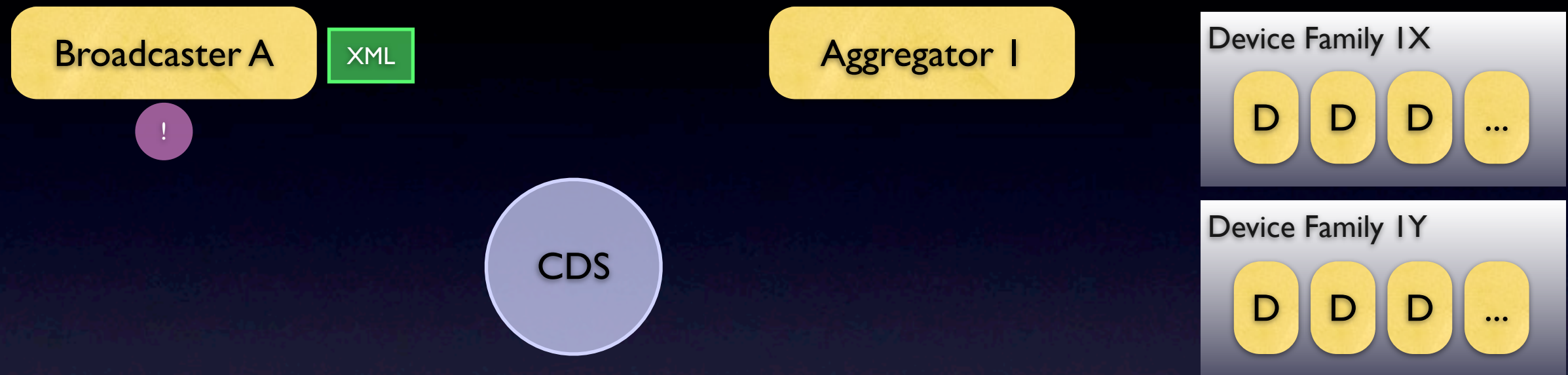




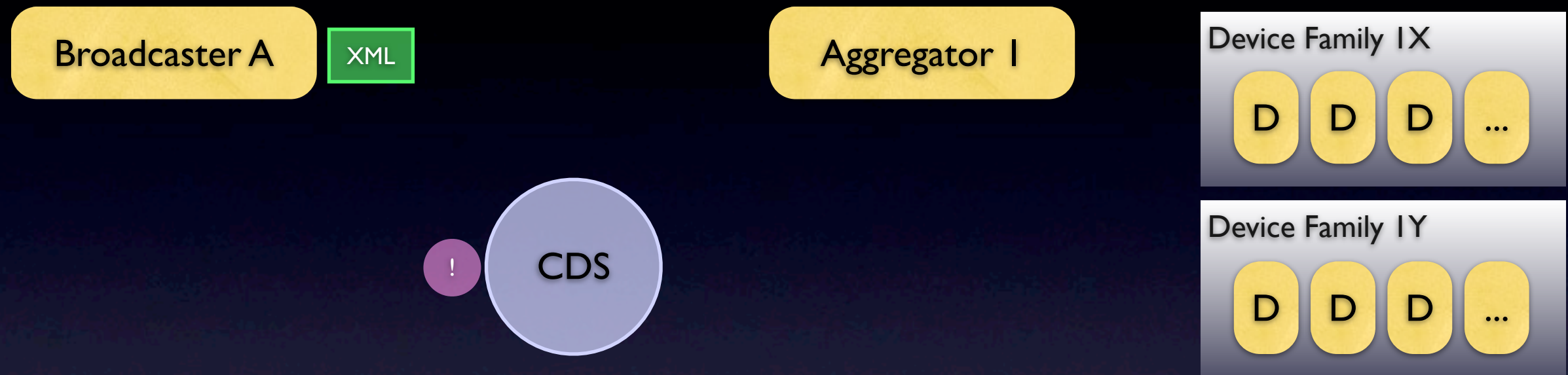
# How it works



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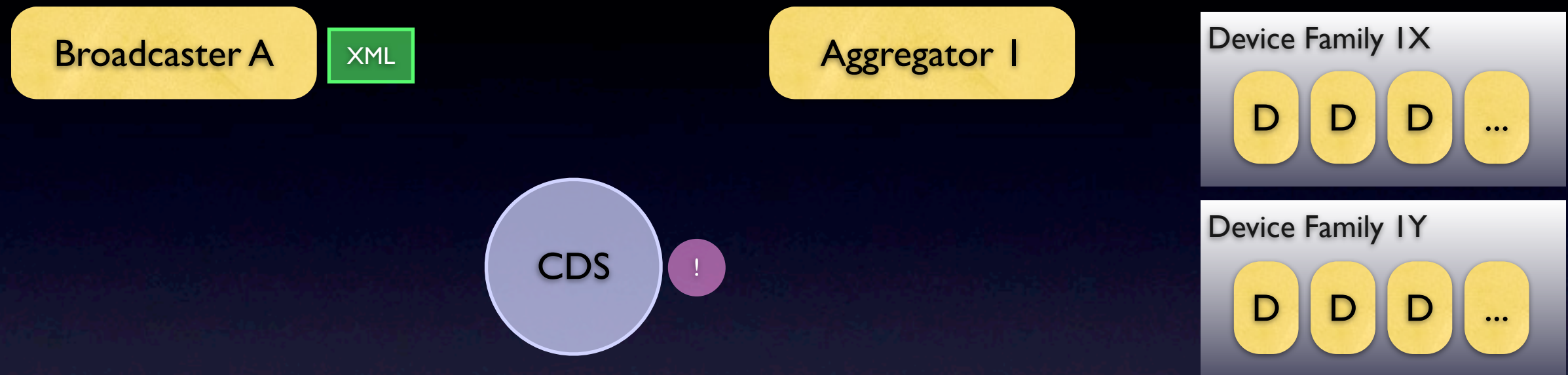


# How it works





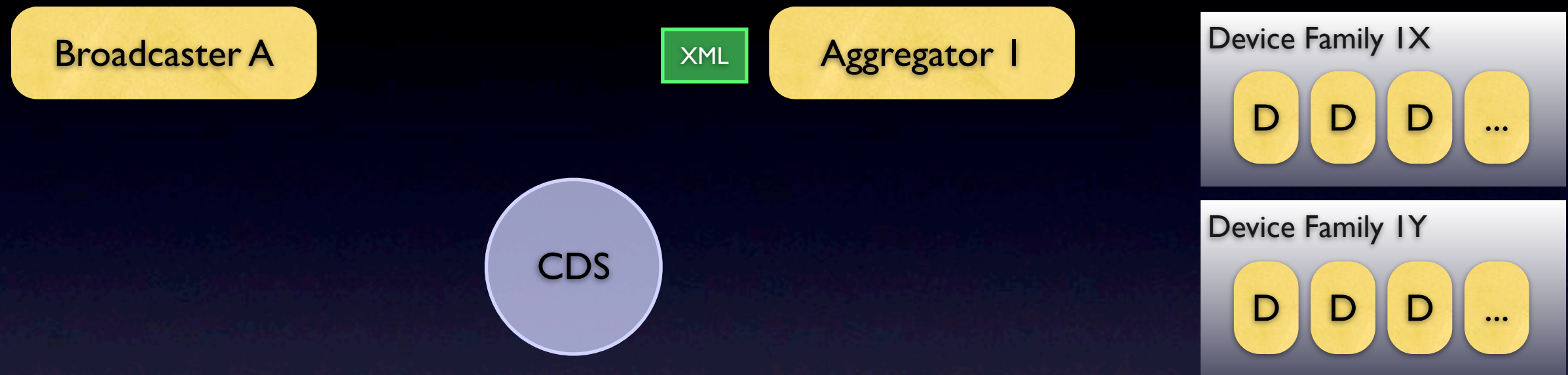
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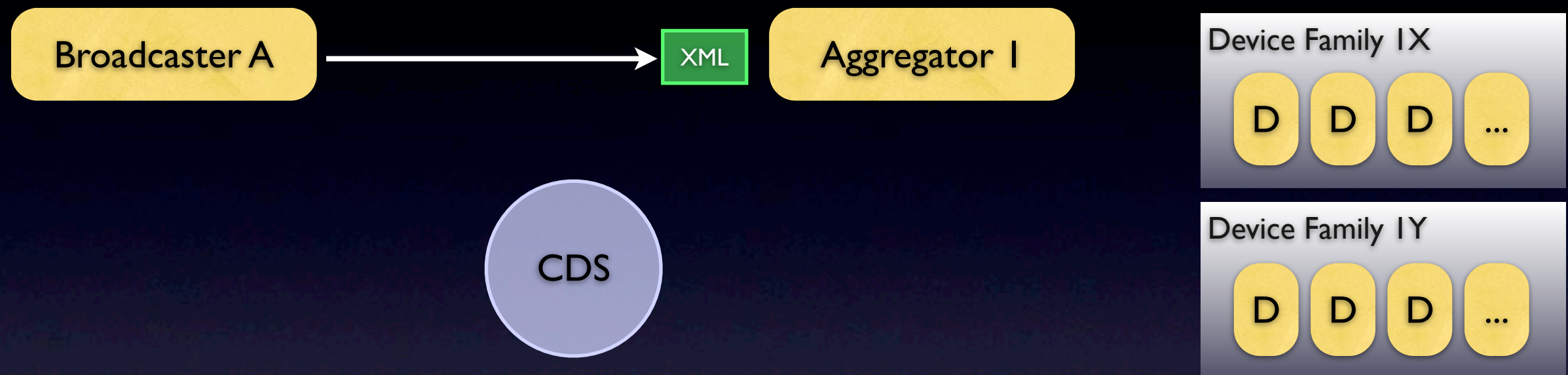


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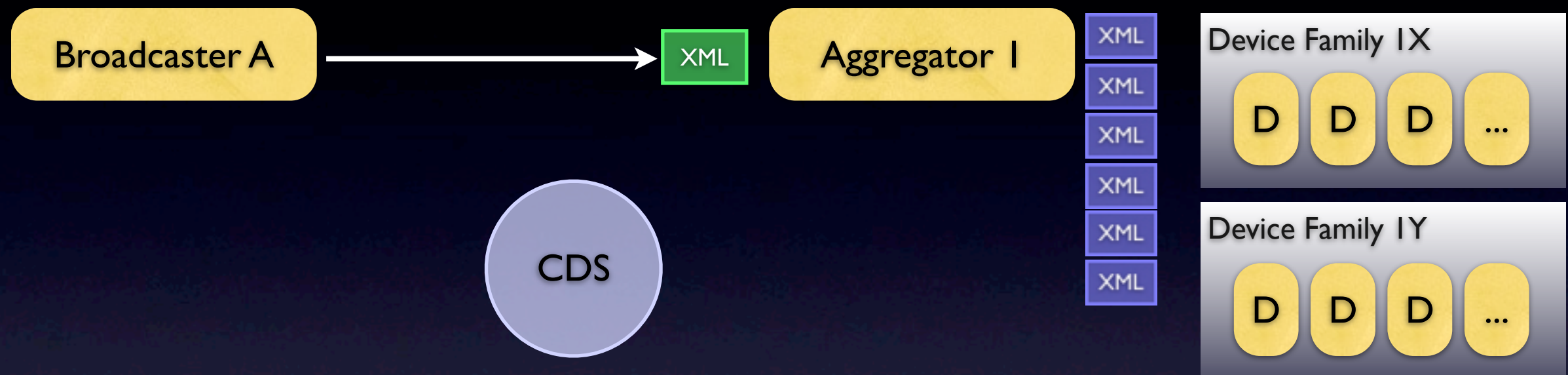




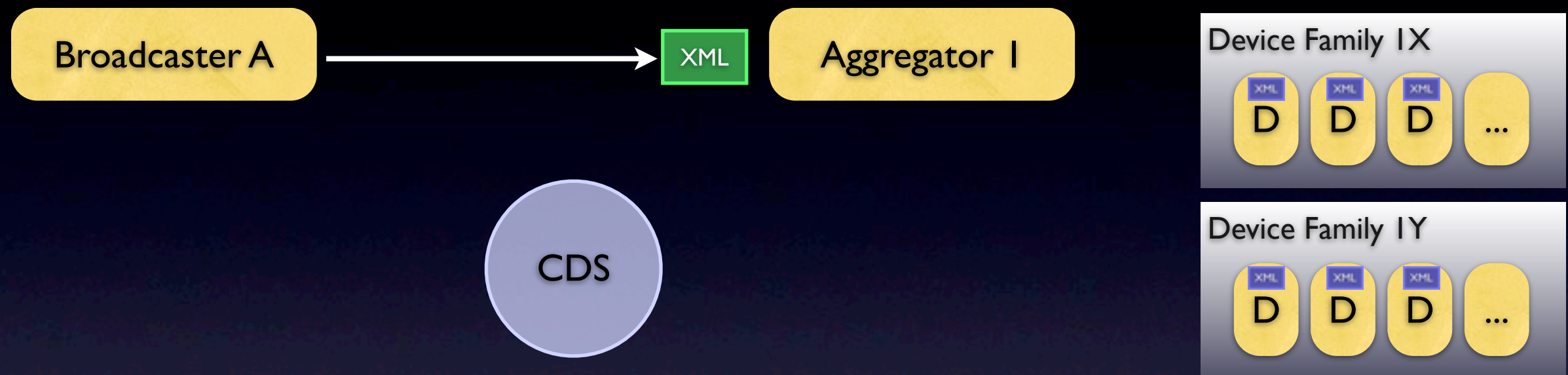
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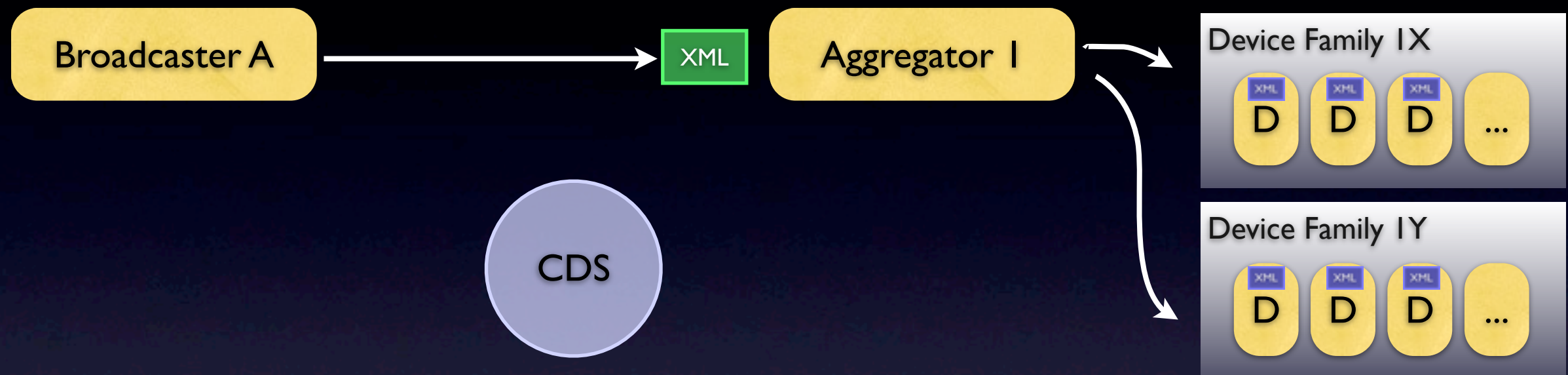


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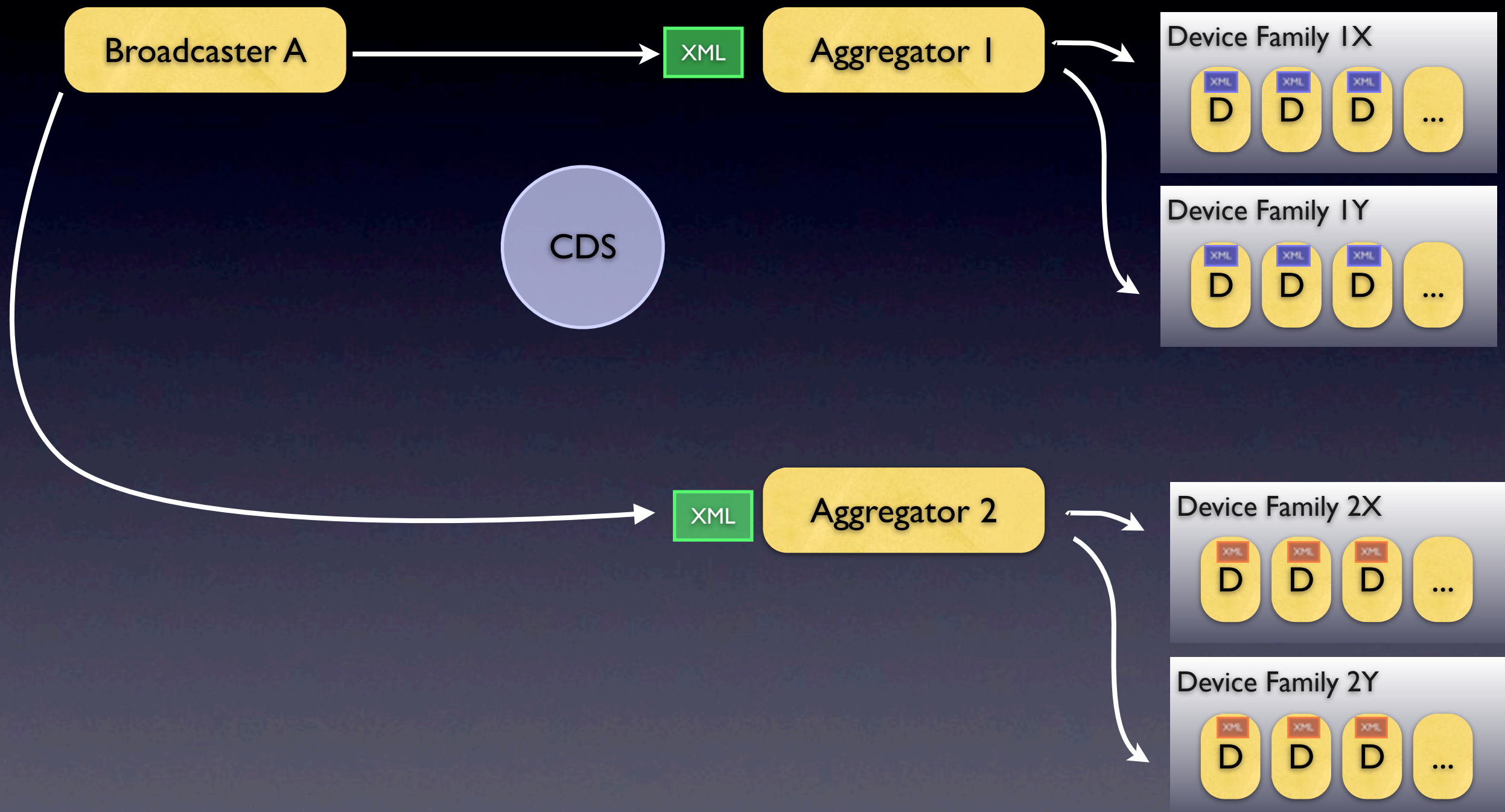




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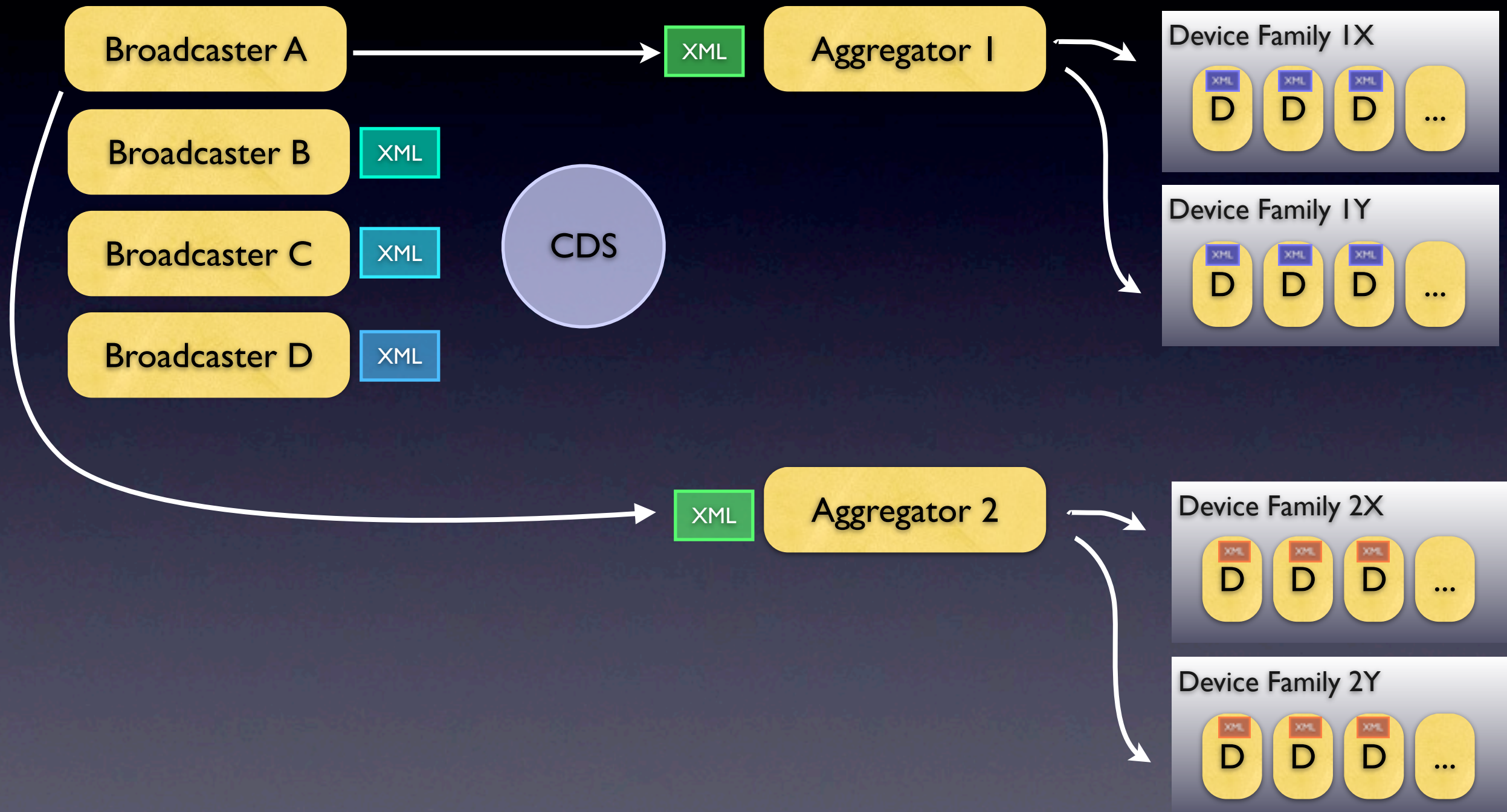


# How it works





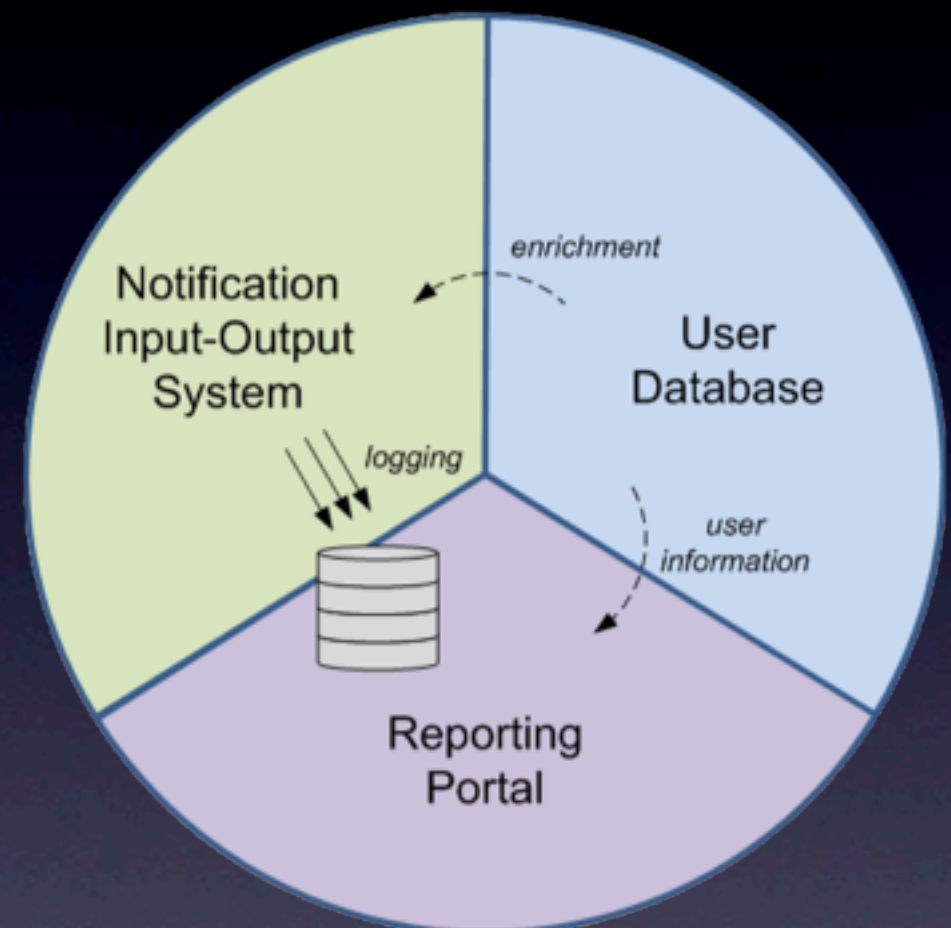
# How it works





# CDS: In Development

- In bidding process
- To be built in 2011
- Free for media organisations
- Small fee for aggregators



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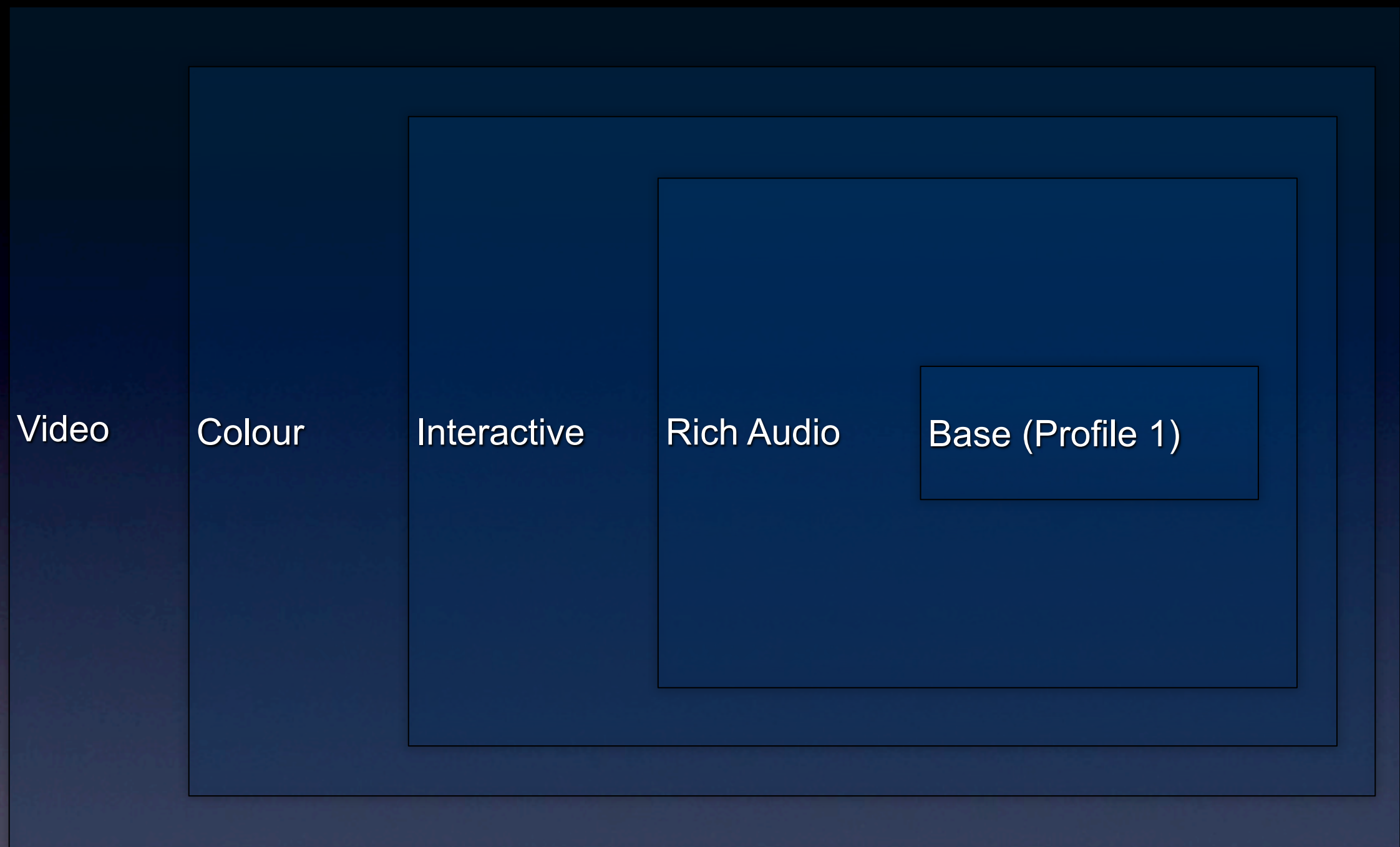


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Profile Roadmap (working titles)

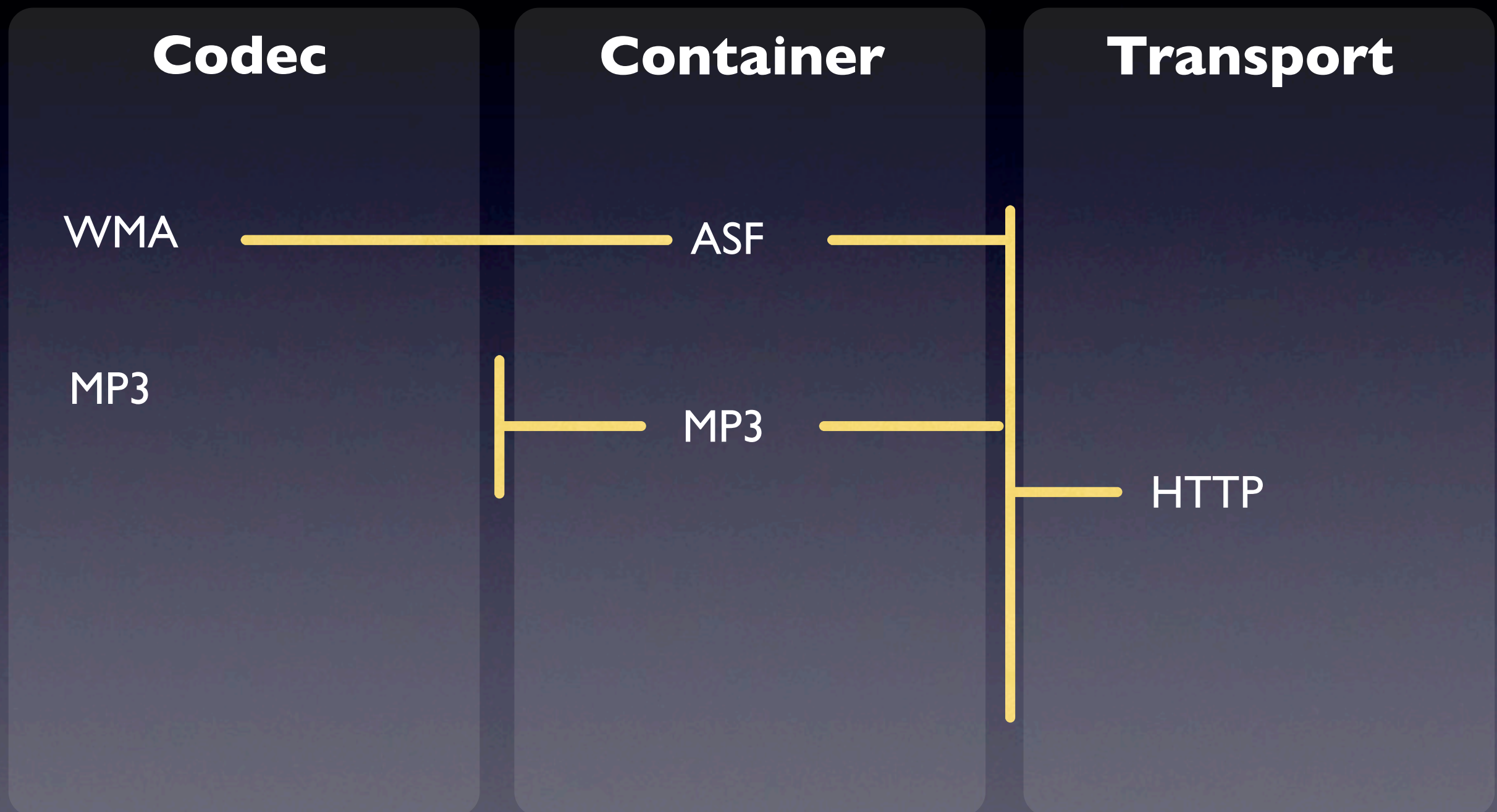


# Reminder: Profile I (,Basic')

- Display browseable lists
- Play audio live streams
- Receive directory updates
- MP3 support
- WMA support
- Playlist support
- HTTP Redirection
- Handling of stereo streams

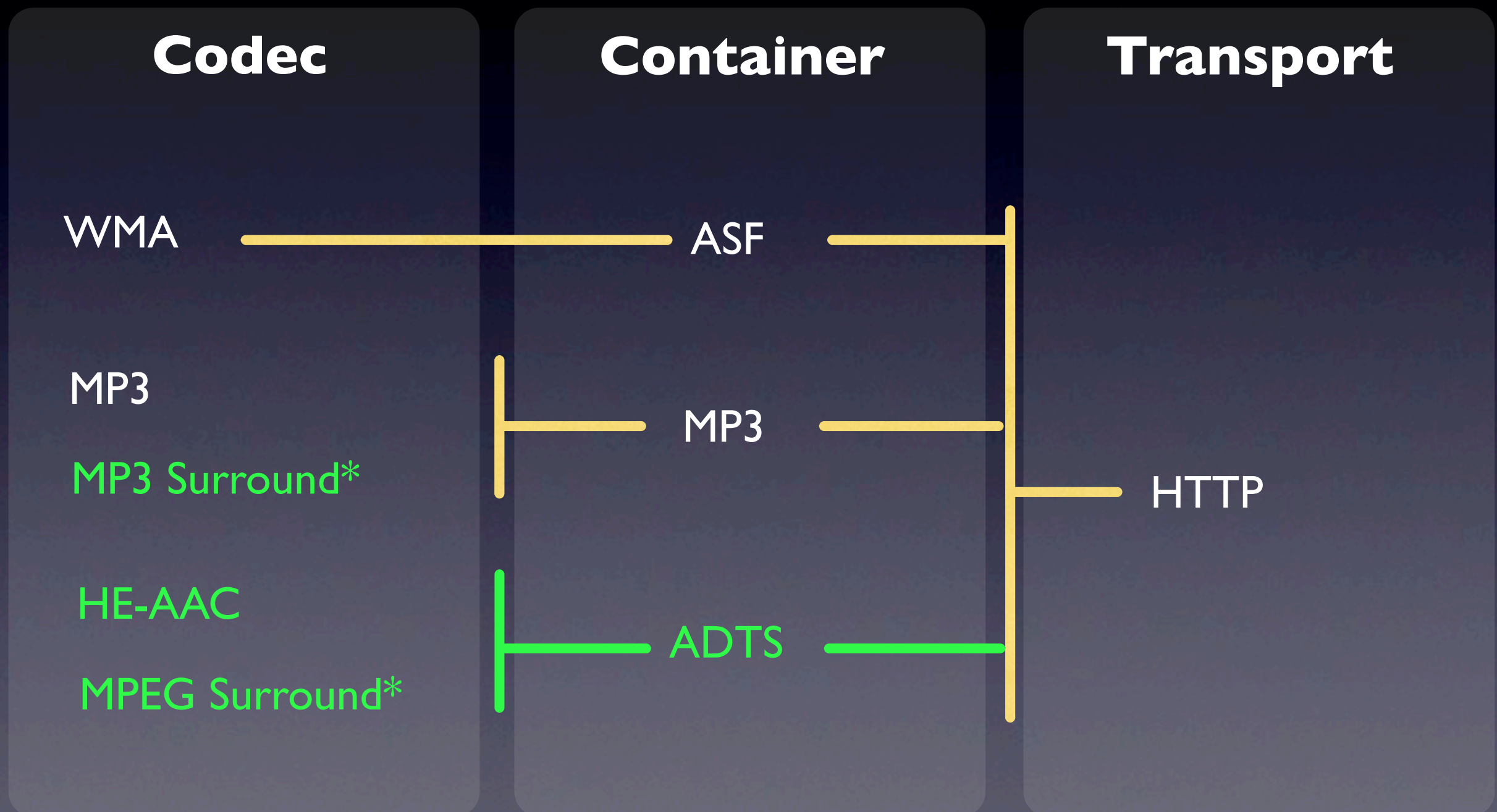


# Live Audio: Profile I (mandatory)





# Live Audio: Profile 2 (mandatory)



# HE-AAC on the Rise

## HE-AAC

- >20% of all Internet Radio streams use HE-AAC
- > 90% of all mobile streams are (HE-)AAC
- Example: BBC makes heavy use of AAC family



# Remote Audio Playback (mandatory)

Give access to latest news, radio plays, features

- Codecs: MP3, WMA or HE-AAC
- Containers: MP3, WMA, MP4 or M4A
- Transport: progressive download via HTTP

*IMDA Metadata XML points at corresponding feeds and files*





# Summary: Profile 2 (,Rich Audio‘)

- HE-AAC 1
- MPEG Surround 2
- MP3 Surround 3
- ADTS transport 4
- Audio Playback: MP3, WMA, MP4, M4A 5
- Wi-Fi protected setup (WPS) 6
- Media Player Support: DLNA 7
- Search, Favorites, AoD presentation 8



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- HE-AAC 1
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HE-AAC  
MPEG Surround  
MP3 Surround  
ADTS transport  
Audio Playback:MP3,WMA, MP4, M4A

1

2

3

4

5

**Mandatory**

Wi-Fi protected setup (WPS)  
Media Player Support: DLNA

6

7

**Recommended**

Search, Favorites,AoD presentation

8

**Suggested**





# 2011 Goals (I)

- Promote IMDA Service Identification to Broadcasters.
- Implement a Central Discovery System for broadcasters and aggregators for consumer products.
- Increase number of consumer electronics companies involved in IMDA and use of profiles.



# 2011 Goals (2)

- Market the IMDA to prospective members.
- Move forward with an initiative in the automotive sector. Look into developing an audio profile for automotive.
- Promote internet radio. Present a consistent message to industry and consumers.



# 2011 Plans (I)

## **CeBIT, Hanover, March 1-5**

- IMDA will launch a press release

## **Radiodays Europe, Copenhagen, March 17-18**

- IMDA will present





# 2011 Plans (2)

## **2011 NAB Show, Las Vegas, April 11-14**

- IMDA will have a booth in the IRP for the duration of the show and will present in the Radio Pit on April 12

## **Event in Asia**

- Details to follow



thank you

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