IMDA Accomplishments 2010

Goals for 2011

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Andy Giefer - Artistic Engines | Founder

EBU Digital Radio Summit 2011

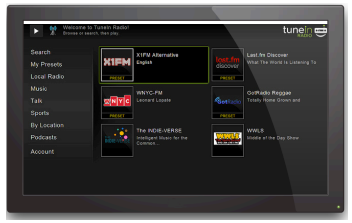
Mission Statement

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.

BBC iPlayer
Home
TV
Radio
Search
Highlights
Last Played
Just in
Robin Hood

iheartradio
Local Stations
WAAX 570 AM : Newstalk 570 AM
WQRV 100.3 FM : The River
Slash FM : Rock-n-Rol
Wood Newsradio 1300 : West Michiga...
104.3 MYfm : Listen to 104.3 MYfm live!
Now Playing
Zolmaii
Don't Be Afraid

vTuner
Editor's Pick
Favorites
Popular
Radio
Find
Help
Classic FM
Antenne Bayern Chill Out
1.Fm Alternative Rock X Hits
Ceský Rozhlas 1 Zurnal
The One 88.1 KNTU
Classic FM
Play


tunein
Search
My Presets
Local Radio
Music
Talk
Sports
By Location
Podcasts
Account
XTFM Alternative
WNYC-FM
The INDIE-VERSE

My Music
Web Radio
Song ID
smart

"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 (1)

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"

IMDA

Technical Details

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

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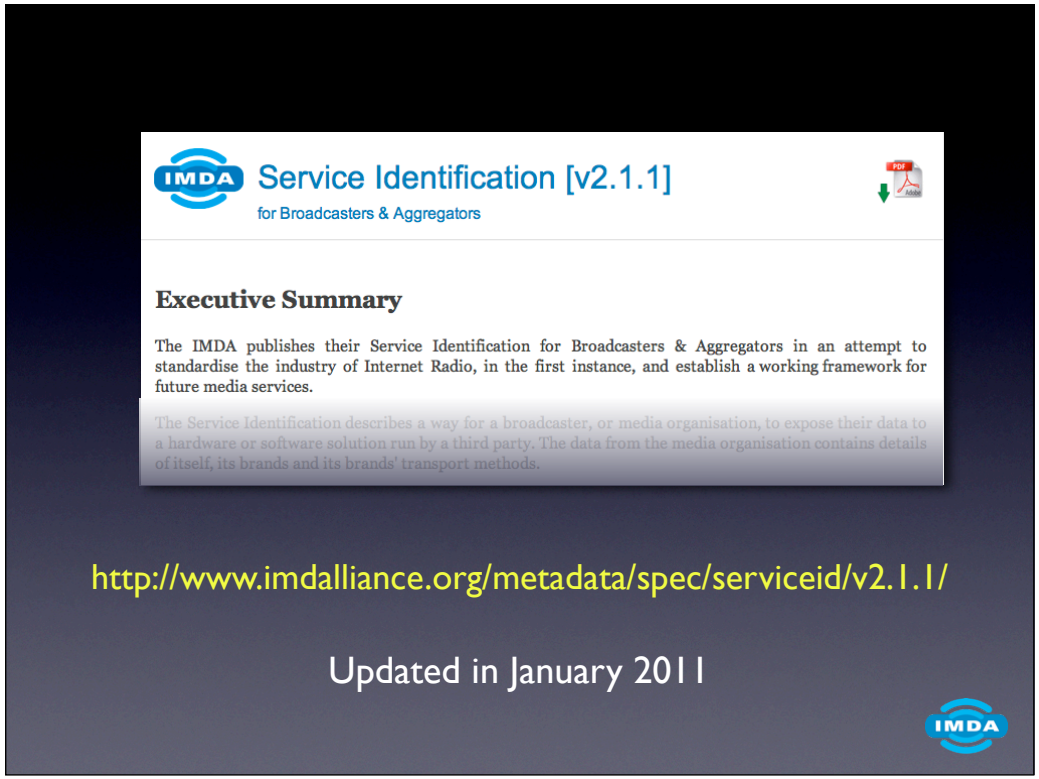


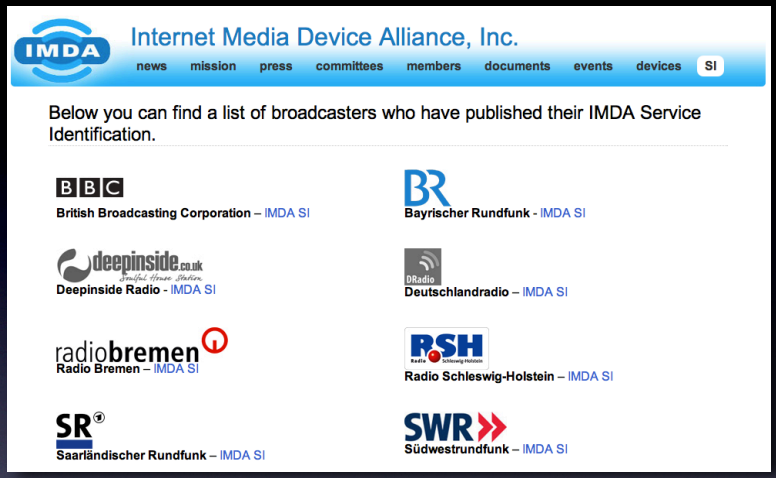
http://www.imdalliance.org/metadata/spec/serviceid/v2.1.1/

Updated in January 2011

What *does* it do?

Broadcaster describes Live Internet Radio Services

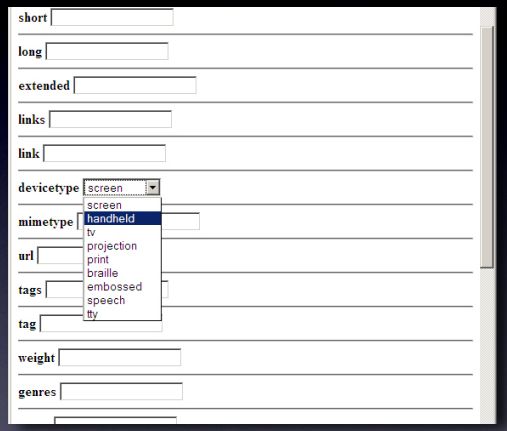
- Organisation
- Programmes
- Technical Parameters



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

Join the crowd!

Coming soon...



... 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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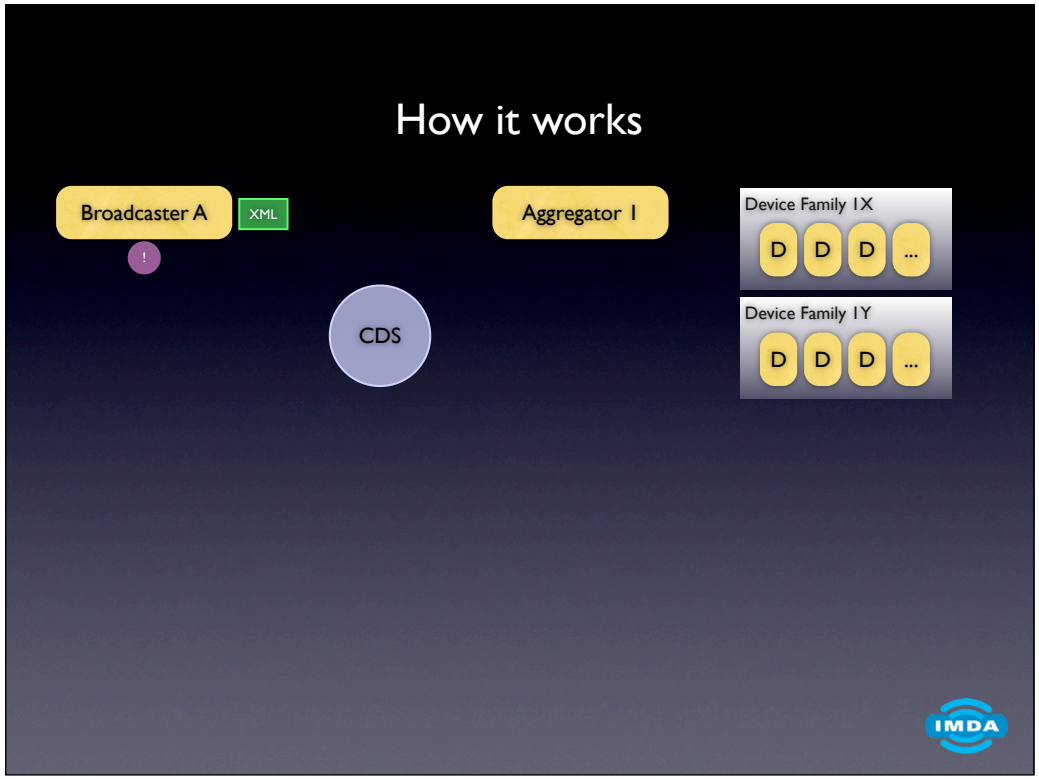
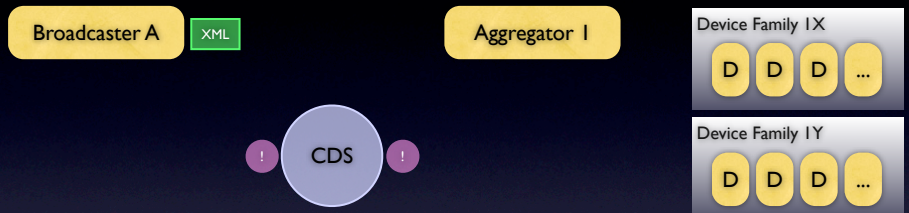

How it works
Broadcaster A
XML
!
Aggregator 1
Device Family 1X
D
D
D
...
Device Family 1Y
D
D
D
...
CDS
IMDA

How it works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CDS
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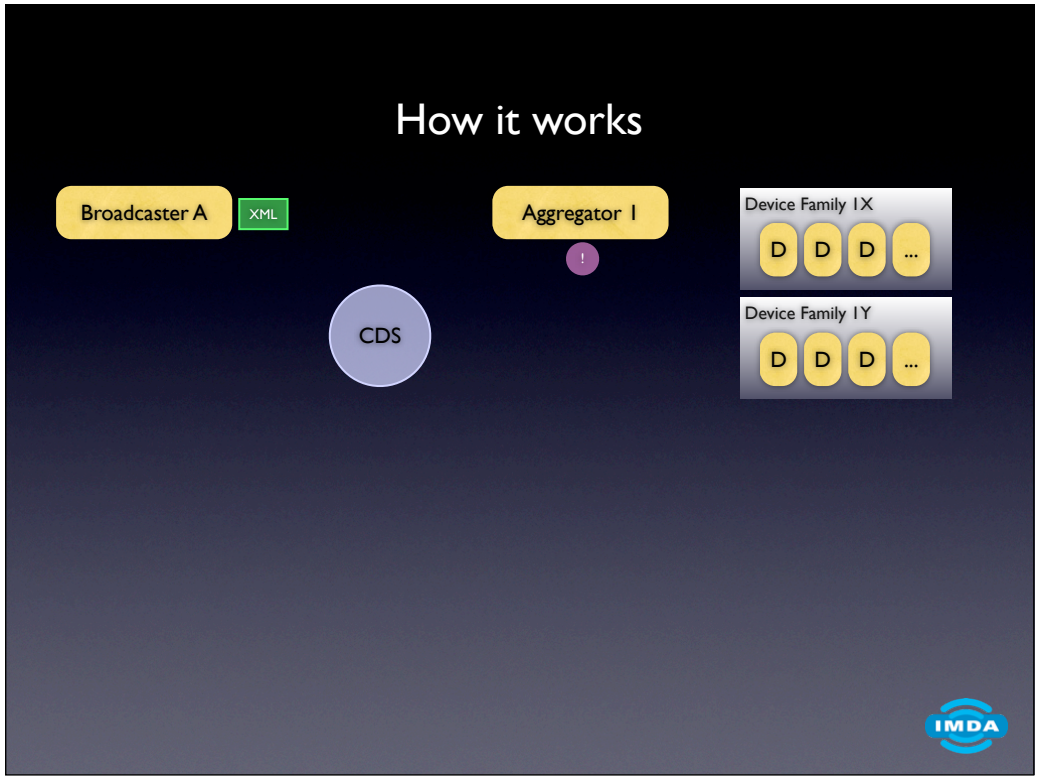
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IMDA

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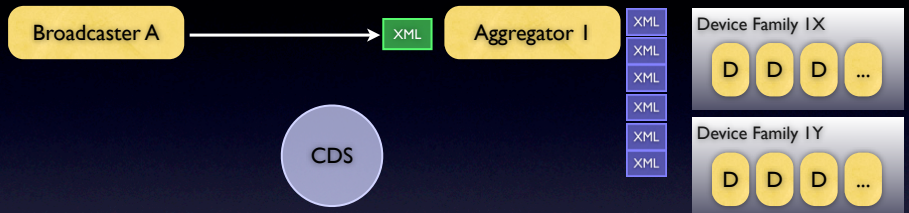
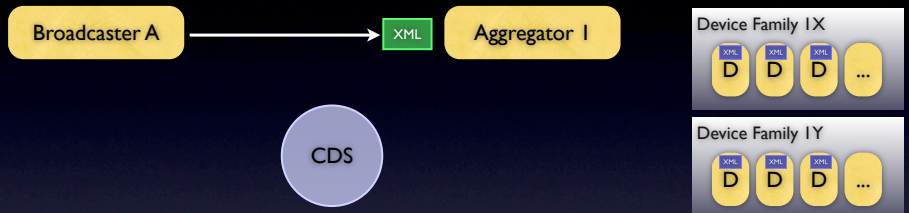
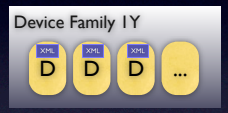


IMDA

How it works

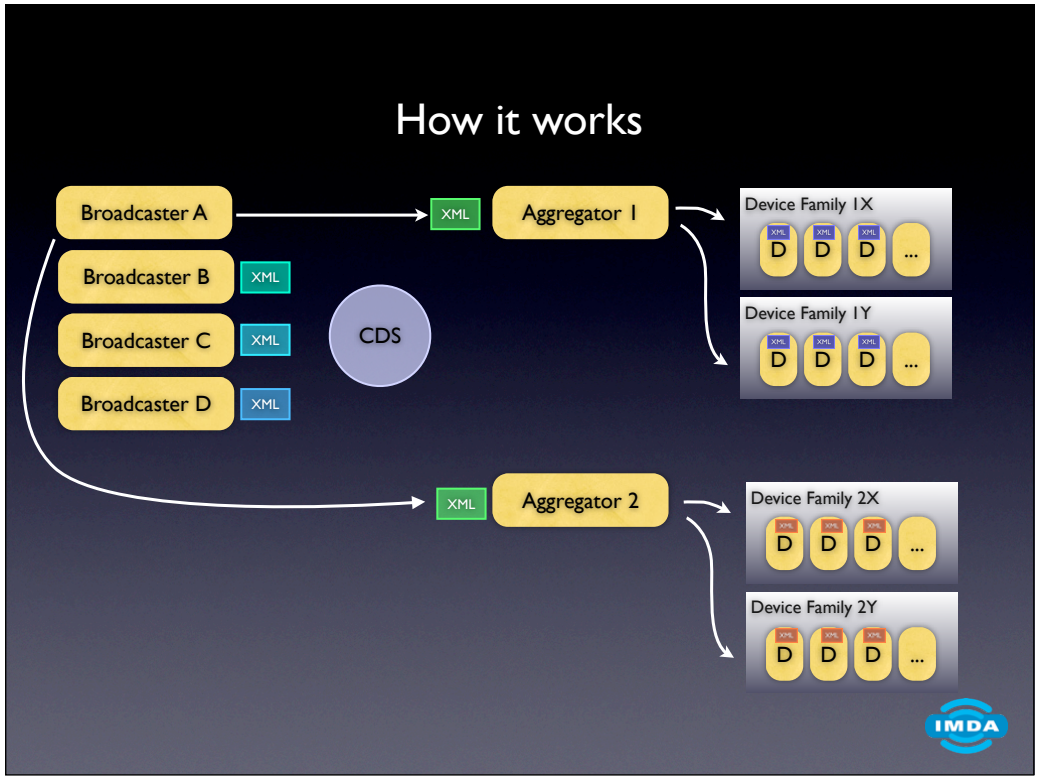

Broadcaster A
XML
Aggregator 1

Device Family 1X
XML
D
XML
D
XML
D
...


Device Family 1Y
XML
D
XML
D
XML
D
...

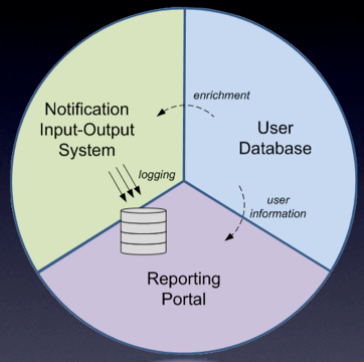
CDS

IMDA


How it works
Broadcaster A
Broadcaster B
Broadcaster C
Broadcaster D
XML
XML
XML
XML
CDS
XML
Aggregator 1
XML
Aggregator 2
Device Family 1X
Device Family 1Y
Device Family 2X
Device Family 2Y
D
...
IMDA

CDS: In Development

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



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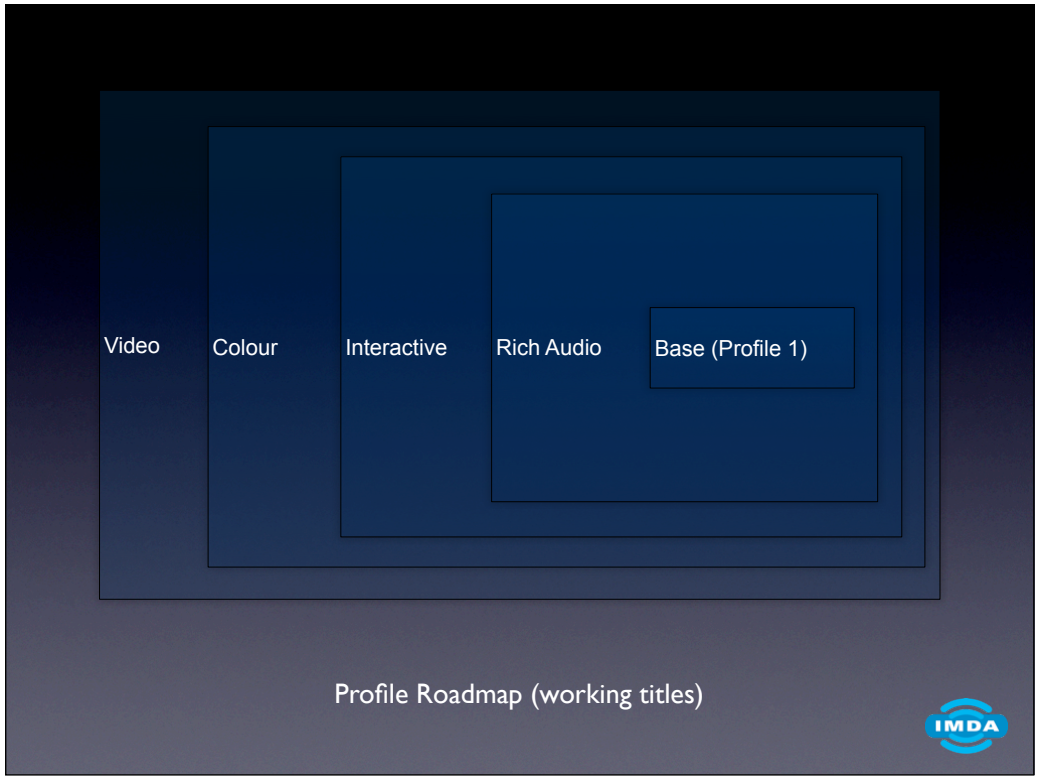
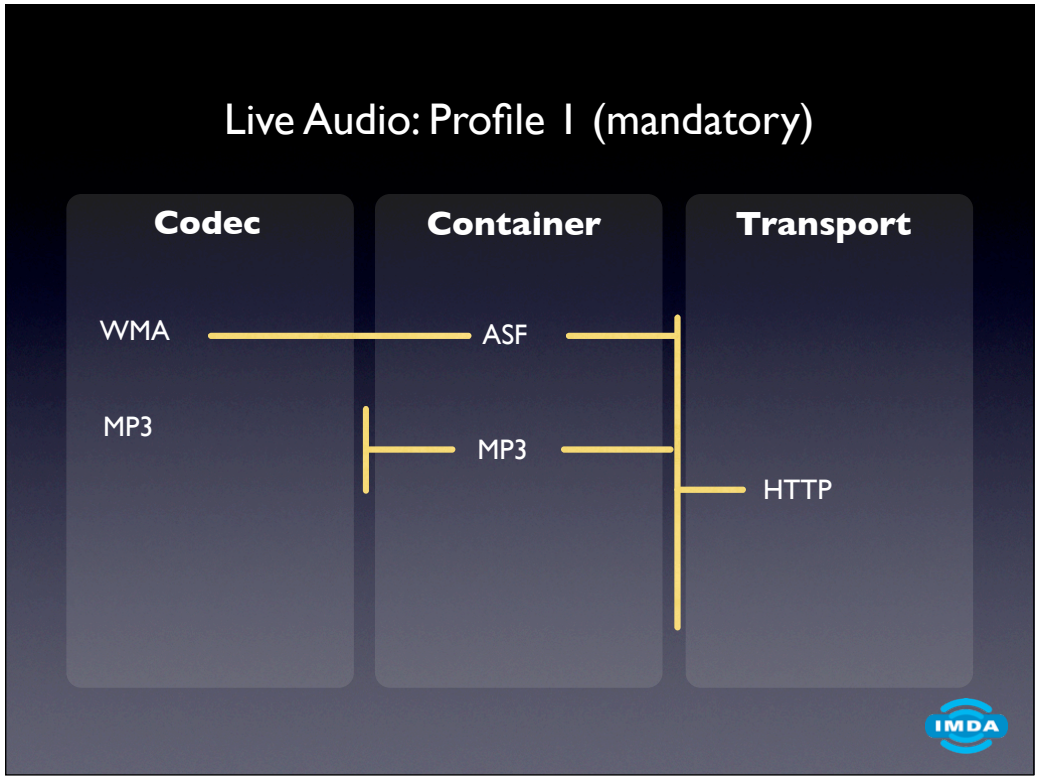
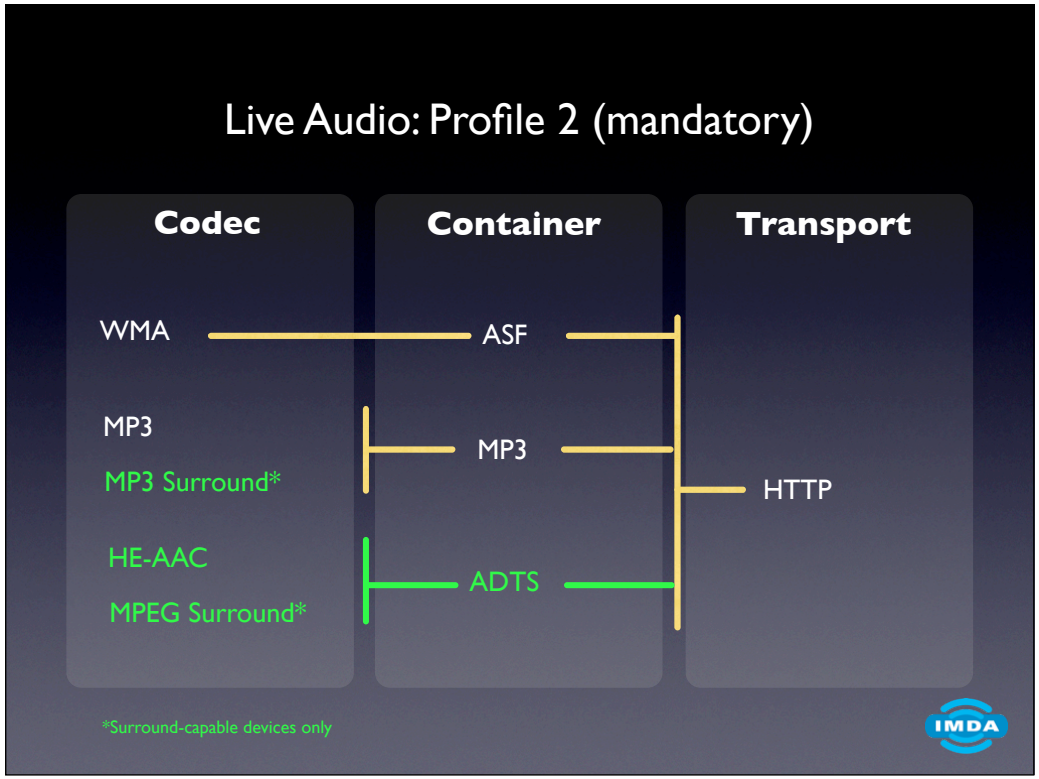

Video
Colour
Interactive
Rich Audio
Base (Profile 1)
Profile Roadmap (working titles)
IMDA

Reminder: Profile 1 (‚Basic‘)

1. Display browseable lists
2. Play audio live streams
3. Receive directory updates
4. MP3 support
5. WMA support
6. Playlist support
7. HTTP Redirection
8. Handling of stereo streams

IMDA


Live Audio: Profile 1 (mandatory)
Codec
Container
Transport
WMA
ASF
MP3
MP3
HTTP
IMDA


Live Audio: Profile 2 (mandatory)
Codec
Container
Transport
WMA
ASF
MP3
MP3
MP3 Surround*
HTTP
HE-AAC
ADTS
MPEG Surround*
*Surround-capable devices only
IMDA

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

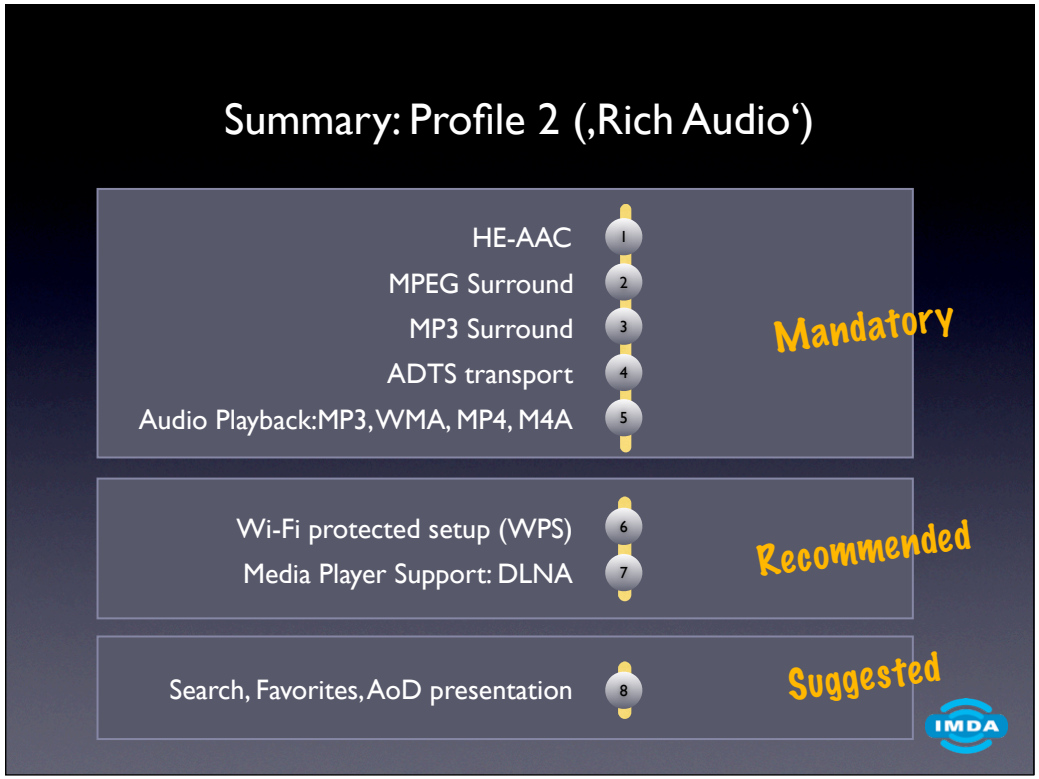
- Codecs: MP3, WMA or HE-AAC
- Containers: MP3, WMA, MP4 or M4A
- Transport: progressive download via HTTP

IMDA Metadata XML points at corresponding feeds and files

Summary: Profile 2 (‚Rich Audio‘)

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

Summary: Profile 2 (‚Rich Audio‘)



2011 Goals (1)

- 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 (1)

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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