

Establishing Parties:

CELAS  
GEMA  
PAECOL  
PRS for Music  
SACEM

## **Memorandum of Understanding**

### **Adoption of DDEX Digital Sales Report Standard**

The Digital Data Exchange, LLC ("DDEX") is a standards development organisation incorporated in 2006 to design (for voluntary adoption) standardised XML message formats for the exchange of metadata across the digital content value chain.

The music rights organisations ("MROs") that are signatories to this MoU are committed to the adoption of DDEX messaging standards for exchanging information with Digital Service Providers ("DSPs"). The end result of implementing DDEX standards for digital content businesses is faster time to market, improved operational quality and efficiency, improved data quality, reduced transaction management costs, reduced communication costs and reduced development costs.

The purpose of this MoU is to encourage the widespread adoption of DDEX messages for reporting sales information by DSPs licensed by the MROs; and, at the same time to assure DSPs that a significant number of MROs respectively by rights managers are committed to one common approach related to the design of the messages for reporting sales. To help achieve this objective the MROs have agreed a common interpretation of the Digital Sales Report ("DSR"), the message that is used to communicate sales transactions from DSPs to the MROs. This will enable DSPs to design their messages to meet a standard level of conformance for the MROs.

The Annexes attached to this MoU should be regarded as generic implementation guidelines for DSPs to ensure that implementation can be achieved as easily as possible and the needs of the signatory MROs can be met. This will help to minimise the need for DSPs to seek further clarification with each individual MRO to establish their specific information requirements.

Signatories to this MoU are committed to the implementation of DDEX standard messages by demonstrating consensus through the adoption of a common approach by the MROs. With this in mind, the parties to this MoU agree to base their message implementations on what is set out and agreed in the following annexes:

1. Instructions to DSPs for submitting DDEX Digital Sales Reports
2. Digital Sales Report 'template' messages as examples for usage models currently provided by DSPs. Each message template identifies the

**Mandatory, Preferred<sup>1</sup>** and **Optional** metadata requirements for societies.

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
a.	Pay-as-you-go	Internet	Permanent Download
b.	Pay-as-you-go	Mobile Telephone	Permanent Download
c.	Subscription-based	Internet	Permanent Download
d.	Subscription-based	Internet	Stream
e.	Subscription-based	Internet	Stream with added Ad revenue
f.	Subscription-based	Internet	Conditional Download
g.	Ad-supported	Internet	Stream
h.	Ad-supported	Internet	Interactive Webcast
i.	Ad-supported	Internet	Non-interactive Webcast
j.	Ad-supported	Internet	Permanent Download
k.	Ad-supported	Internet	Conditional Download
l.	Pay-as-you-go	Mobile Telephone	Ringtone
m.	Pay-as-you-go	Mobile Telephone	Ringback

*Note:* Examples a) to k) include 1 single release, 1 album release containing 2 resources, and 1 single video release

*Note:* Examples l) and m) are typical of ringtone and ringback sales reports and therefore contain only singles and no 'bundles' or videos.

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<sup>1</sup> The term 'Preferred' in this context is associated with data fields where data must be reported if the DSP has it available in its system.



## **ANNEX 1**

### **Instructions to DSPs for Submitting DDEX Digital Sales Reports**

1. All messages will be designed using the DDEX DSR Main Profile v3.0.2.
2. The unique Message ID assigned by the DSP and reported in the header of each file must be numeric characters only.
3. Only one Use Type will be reported in each file. Where more than one Use Type is to be reported (e.g. Permanent Download, Streaming, etc), a separate file must be used in each case.
4. Only one Sales Territory will be reported in each file. Where sales for more than one territory are to be reported a separate file must be used in each case.
5. Only one Method of Delivery will be reported in each file. Where sales for more than one Method of Delivery are to be reported (e.g. mobile device, Internet, etc) a separate file must be used in each case.
6. Each Resource and Release being reported must be assigned an identifier that is both permanent and unique to the DSP.
7. The maximum length of characters for a Resource and Release Identifier is **14** (these can be a combination of alpha-numeric characters).
8. The character set indicated in the Header record of each file must apply to the full contents of the file.
9. The requirements for mandatory, preferred and optional fields in the example message templates for each usage model presented in Annex 2 must be observed.

**Note:**

*Mandatory:* The field must be completed

*Preferred:* This field must be completed where the DSP is in a position to provide the necessary metadata

*Optional:* The DSP can decide whether or not to complete this field

## ANNEX 2

### Digital Sales Report 'template' messages as examples for usage models currently provided by DSPs

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
a.	Pay-as-you-go	Internet	Permanent Download



a\_DSR\_Payasyougo  
\_PDinternet\_Common

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
b.	Pay-as-you-go	Mobile Telephone	Permanent Download



b\_DSR\_Payasyougo  
\_PDmobile\_Common'

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
c.	Subscription-based	Internet	Permanent Download



c\_DSR\_Subscription\_  
PD\_Common\_CELAS.;

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
d.	Subscription-based	Internet	Stream



d\_DSR\_Subscription\_  
streams\_Common\_SA

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
e.	Subscription-based	Internet	Stream with added Ad revenue



e\_DSR\_Subscription\_  
streams\_plusadreven

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
f.	Subscription-based	Internet	Conditional Download



f\_DSR\_Subscription\_  
condownloads\_Comm

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
g.	Ad-supported	Internet	Stream



g\_DSR\_Adsupported\_  
streams\_Common\_S

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
h.	Ad-supported	Internet	Interactive Webcast



h\_DSR\_Adsupported\_  
interactivewebcast\_

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
i.	Ad-supported	Internet	Non-interactive Webcast



i\_DSR\_Adsupported\_  
webcast\_Common\_PA

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
j.	Ad-supported	Internet	Permanent Download



j\_DSR\_Adsupported\_  
PD\_Common\_CELAS

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
k.	Ad-supported	Internet	Conditional Download



k\_DSR\_Adsupported\_  
condownloads\_Comr

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
l.	Pay-as-you-go	Mobile Telephone	Ringtone



l\_DSR\_ringtones\_Common\_DEAL.xml

	<b>Business Model</b>	<b>Distribution Channel</b>	<b>Use Type</b>
m.	Pay-as-you-go	Mobile Telephone	Ringback



m\_DSR\_ringbacks\_Common\_DEAL.xml