

Digital Data Exchange A brief overview

Last Update: December 2011



Physical Music Supply Chain

- Means of manufacture and distribution largely controlled by rights owners
- Access scarce and defined by distribution mechanisms:
 - Record stores had to be open for you to buy
 - Or you needed a TV, or a radio or a set top box
 - And the artifacts themselves were not easily portable
- Transaction management of content and rights involved high values and low volumes

Digital Music Supply Chain

- Means of manufacture and distribution no longer controlled but open to all
- Access is ubiquitous and no longer defined by distribution mechanism
 - You can buy 24 – 7 – 365
 - Individual devices no longer associated with single distribution mechanism
 - Content and devices highly portable
- Transaction management involves very low values but extremely high volumes

What does management of this change require?

- Standardisation and automation of
 - Message creation and ingestion;
 - Message exchange;
 - Exchange of resource files;
 - Choreographies for message and resource exchange;
 - Unique identification of all relevant entities; and
 - Accessible databases of unique identifiers
- Only this will lead to efficient exchange of data along the digital music supply chain

DDEX meets this challenge

- By developing standards for communication and management of metadata
- Creating standard worldwide formats for metadata exchange and management means
 - Transactions become more efficient
 - Costs reduce and
 - Revenues are maximized across the whole supply chain

DDEX's Mission (1)

- Develop standard XML message formats including message choreographies around specific business transactions
- Develop standard communication protocols including delivery of the content itself
- Simplify implementations through “business and release profiles”
- Enable development of open source solutions to implementation

DDEX's Mission (2)

- Improve existing identification standards through collaboration with other standards organisations
- Develop unique identification systems where none exist
- Improve metadata quality and consistency
- Promote global awareness and compliant implementation of the standards

End Result

- Faster time to market
- Overall reduced operational infrastructure costs
- Improved operational efficiency
- Improved data quality
- Together will provide greater revenue opportunities

Membership Tiers (1)

- Charter Members (limited to 20):
 - Appoints one member to the Board of Directors
 - Entitled to attend and vote in each Working Group
 - Eligible to nominate a Chair of a Working Group
 - Send representatives to Plenary Meetings
 - Send representatives to Annual Meetings
 - Receive and comment on Committee Draft standards
 - Annual membership dues: \$25,000
 - By invitation only

Current Charter Members

Labels/sound recording managers

- EMI Music
- The Orchard
- SCPP
- Sony Music
- Universal Music
- Warner Music

Retailers/technology companies

- Apple Inc.
- Google
- Microgen Aptitude
- Nokia
- Omnifone

Rights Societies

- American Society of Composers, Authors and Publishers (ASCAP)
- Harry Fox Agency, Inc. (HFA)
- PRS for Music (was: MCPS-PRS Alliance)
- Sociedad General de Autores y Editoriales (SGAE)
- Société des Auteurs, Compositeurs et Éditeurs de Musique (SACEM)

... plus 4
vacancies

Membership Tiers (2)

- Full Members:
 - Entitled to attend and vote in each Working Group
 - Eligible to nominate a Chair of a Working Group
 - Send representatives to Plenary Meetings
 - Send representatives to Annual Meetings
 - Receive and comment on Committee Draft standards
 - Annual membership fees based on revenue

Revenue	Fees
\$500m +	\$12,500
\$100m - \$500m	\$10,000
\$50m - \$100m	\$8,000
\$25m - \$50m	\$6,500
\$10m - \$25m	\$5,000
\$5m - \$10m	\$3,500
\$2m - \$5m	\$2,000
Up to \$2m	\$1,000
Individual	\$250

Membership Tiers (3)

- Associate Members:
 - Receive and comment on Committee Draft standards
 - Entitled to attend one Plenary Meeting per annum for fee of \$500 per person
 - Entitled to attend Annual Meeting
 - Annual membership fees: \$2,500
- Member lists at <http://ddex.net/current-ddex-members-0>

Membership Benefits

- Members participate in:
 - Work prioritisation
 - Requirements gathering
 - Development and drafting of DDEX standards
- Members influence the direction of the standards development effort
- Members gain early mover advantage in carrying out implementations



Join us, you'll be in good company

