

Memorandum of Understanding **Adoption of DDEX Digital Sales Report Standard**

Version 4.20 Rev 1.2

FINAL

2014-OCT-28

Establishing Parties:

ARESA

CELAS

GEMA

KSTAR

NCB

PAECOL

PRS for Music

SACEM

SGAE

SIAE

STIM

SUISA

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:

- ANNEX 1
Timelines / DDEX Versions
- ANNEX 2
Instructions to DSPs for Submitting DDEX Digital Sales Reports
- ANNEX 3
Digital Sales Report 'template' messages as examples for usage models currently provided by DSPs

The parties to this MoU agree to communicate the content of this MoU to the DSPs they are dealing with, particularly the changes to the previous version of this MoU.

ANNEX 1

Timelines / DDEX Versions

- This MOU contains XML example files according to DDEX DSR version 4.2.
- The example files are understood to be compatible to version 4.3, if header is changed.
- The signatories to this MOU until end of 2014 support loading messages in compliance with the DDEX MOU 1.0 to 1.8 containing DDEX DSR 3.2 example files. From Jan 2015 onwards, DDEX DSR 3.2 file format may still be supported by some or all signatories, but there is no guarantee any more.
- The signatories to this MOU support further DDEX developments towards a more lean file structure.

ANNEX 2

Instructions to DSPs for Submitting DDEX Digital Sales Reports

1. All messages will be designed using the DDEX DSR Main Profile v4.2.
2. The unique Message ID assigned by the DSP and reported in the header of each file must be numeric characters only.
3. Exactly one Use Type has to 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. Exactly one Sales Territory has to 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. Exactly one Method of Delivery has to 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. Exactly one trading name has to be reported in each file in the <tradingname> field. A trading name is the unique name of the service as offered to the user, e.g. subscription service "Silver", subscription service "Gold", ad-funded service "Freedom" etc.
Where sales for more than one trading name are to be reported, a separate file must be used in each case.
The trading name cannot be over 30 characters and allow only the characters A-Z, 0-9, dash (-), underscore (_), point (.) and space.
7. Apart from the grouping described in points 3 to 6, there shall be no further splitting of files. All usages with the grouping criteria described in points 3 to 6 shall be reported in one file. In case file sizes become an issue, a reasonable way of splitting files shall be agreed amongst all signees of this MOU.
8. All usages shall be fully rolled up into as least sales transaction records as possible without losing information. E.g. in regular pay-as-you-go files, all usage of a particular release with the same commercial model type, territory code, use type, interface type, distribution channel type, trading name, price and currency shall be rolled up into one release transaction record.
9. Each file shall contain all release definitions the release transactions in the file refer to. Each file shall also contain all resource definitions the release definitions in the file refer to.
10. There shall be no resource definition in a file not used in at least one release definition. There shall be no release definition not used in any resource transaction. In other words: Only release and resource definitions shall be included, that are referenced by a transaction.
11. Each Resource and Release being reported must be assigned an identifier that is both permanent and unique to the DSP.
12. There shall be no duplicate resource or release definition in a file showing the same DSP-specific identifier
13. The maximum length of characters for a Resource and Release Identifier is **60** (these can be a combination of alpha-numeric characters).
14. The character set indicated in the Header record of each file must apply to the full contents of the file.

15. 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 already is provided with the necessary data by the licensor or a third party, or where the DSP with reasonable efforts can obtain the necessary data.

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

16. Every file has to be schema-validated before submitting it to the licensors. Any errors occurring in schema-validation have to be fixed and the file has to be rechecked until it passes schema-validation without errors.
17. The filename shall show the name of the sender, the trading name (see No 6 for a definition of the term trading name), the reporting period start (YYYYMMDD), the reporting period end (YYYYMMDD).
All values shall be delimited by underscores:
Licensee_TradingName_ReportingPeriodStart(YYYYMMDD)_ReportingPeriodEnd(YYYYMMDD)_Territory
Examples:
XYZMusic_SilverSubscription_20140701_20140731_GB.xml
XYZMusic_GoldDownloadService_20140801_20140831_FR.xml
18. The durations received by labels and content aggregators shall be checked carefully before transformed to xml values for export: Please check if you receive hours, minutes or seconds.

ANNEX 3
Digital Sales Report ‘template’ messages as examples
for usage models currently provided by DSPs

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



ExampleDSP_PayasyougoPDInternetCommon_20090501_20090531_GB.xml

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



ExampleDSP_PayasyougoPDMobileCommon_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
c.	Subscription-based	Internet	Permanent Download



ExampleDSP_SubscriptionPDCommon_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
d.	Subscription-based	Internet	On Demand Stream



ExampleDSP_SubscriptionStreamsCommon_20090501_20090531_GB.xml

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



ExampleDSP_SubscriptionStreamsPlusAdrevenueCommon_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
f.	Subscription-based	Internet	Conditional Download



ExampleDSP_SubscriptionCondownloadsCommon_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
g.	Ad-supported	Internet	On Demand Stream



ExampleDSP_AdsupportedStreamsOnDemandStream_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
h.	Ad-supported	Internet	Content Influenced Stream



ExampleDSP_AdsupportedStreamsContentInfluencedStream_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
i.	Ad-supported	Internet	Time Influenced Stream



ExampleDSP_AdsupportedStreamsTimeInfluencedStream_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
j.	Ad-supported	Internet	Interactive Webcast



ExampleDSP_AdsupportedInteractiveWebcastCommon_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
k.	Ad-supported	Internet	Non-interactive Webcast



ExampleDSP_AdsupportedWebcastCommon_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
l.	Ad-supported	Internet	Permanent Download



ExampleDSP_AdsupportedPDCommon_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
m.	Ad-supported	Internet	Conditional Download



ExampleDSP_AdsupportedConDownloadsCommon_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
n.	Pay-as-you-go	Mobile Telephone	Ringtone



ExampleDSP_PayasyougoRingtonesCommon_20090501_20090531_GB.xml

	Business Model	Distribution Channel	Use Type
o.	Pay-as-you-go	Mobile Telephone	Ringback



ExampleDSP_PayasyougoRingbacksCommon_20090501_20090531_GB.xml