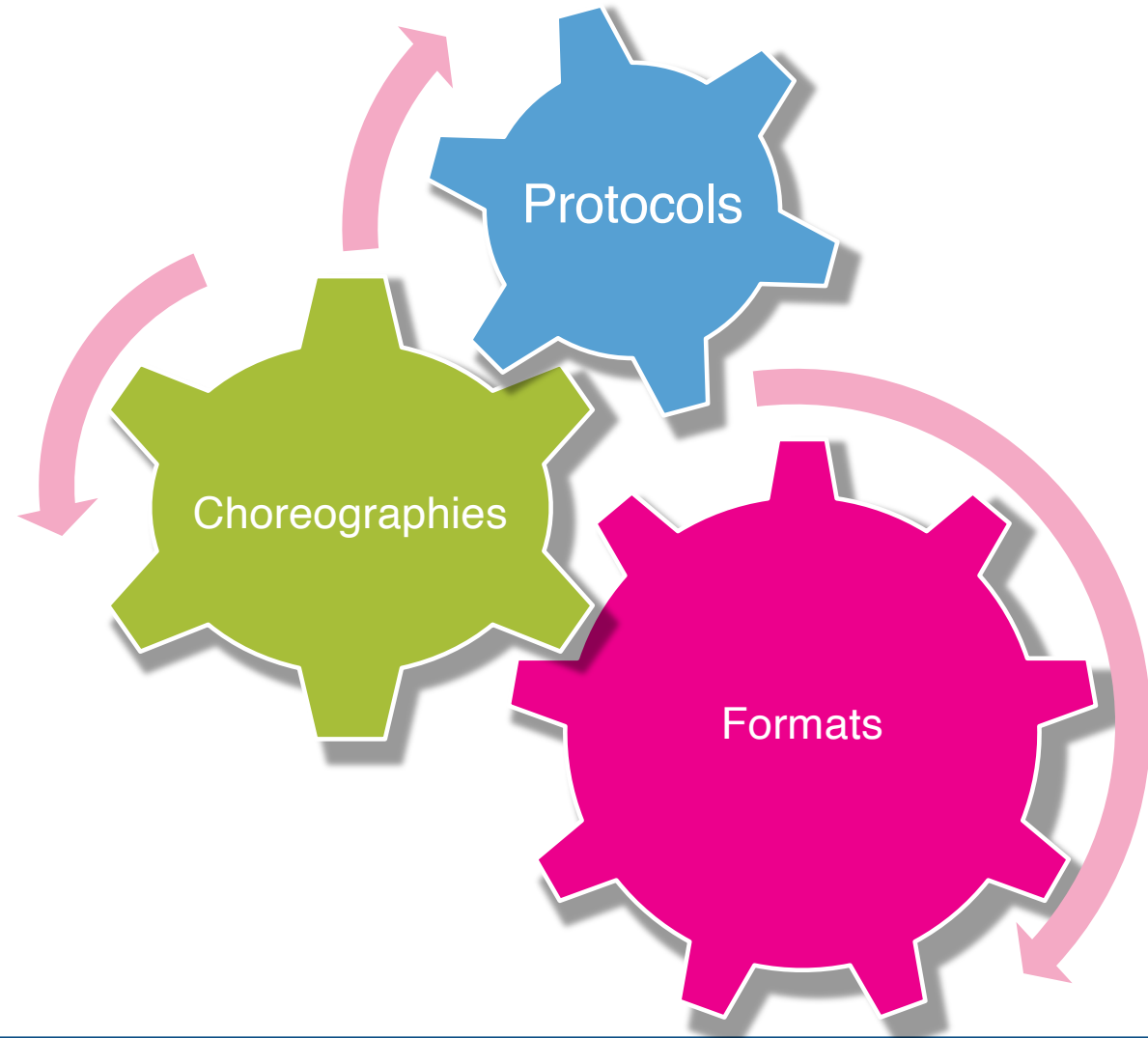# Digital Data Exchange (DDEX)

Objectives and governance

September 2023

DDEX standards are about **efficiently communicating** data along the entire music/media value chain

Protocols

Choreographies

Formats

DDEX's mission

- Develop standard message formats including
  - Choreographies around specific business transactions
  - Communication protocols

- Improve identification
  - Collaboration with other standards organisations
  - Develop unique identification systems where none exist

- Improve metadata quality and consistency

Digital Data Exchange, LLC

- Open, not-for-profit membership organisation formed in 2006

- Open to all who "demonstrate a business interest in digital media content"

- 140+ members from entire supply chain
  - Musical work rights owners and administrators
  - Recording rights owners and administrators
  - Digital music retailers and technology service providers
  - Studio environment

Membership

- Members participate in
  - Work prioritisation
  - Requirements gathering
  - Development and drafting of DDEX standards

- Members
  - Influence direction of standards development
  - Get access to documents before others
  - Early-mover advantage for implementations

Operating Agreement

- Governance rules
- Intellectual property policy
- Standards development process
- Confidentiality

Full members

- May attend
  - Working Group Meetings
  - Plenary Meetings
  - Annual Meetings

- Provide Working Group chair

- Comment on "Committee Drafts" before publication

- Revenue-based per annum membership fee

Revenue	Fees
$500m +	$13,490
$100m - $500m	$10,815
$50m - $100m	$8,610
$25m - $50m	$6,980
$10m - $25m	$5,400
$5m - $10m	$3,780
$2m - $5m	$2,150
Up to $2m	$1,050
Individual	$265

Other membership tiers

Charter members

- Benefits the same as full members

- Plus
  - Nominate a Board Member
  - Fee: $27,035 per annum
  - Limited to 21 companies

Associate members

- No participation in work
  - Access to all documents
  - Comment on "Committee Drafts" before publication
  - Attend "Annual Meeting"
  - Attend one Plenary Meeting per annum for $525 per person

- Fee: $2,675 per annum

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Current member list on www.ddex.net

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Current charter members

Musical work rights owners/administrators

- ASCAP
- BMI
- GEMA
- Kobalt Music
- PRS for Music
- SACEM
- SOCAN

Recording rights owners/administrators

- Downtown Music Holdings
- PPL
- SCPP
- Sony Music
- SoundExchange
- Universal Music
- Warner Music

DSPs/technology service providers

- Amazon
- Apple Inc.
- Google
- Meta Platforms
- Pandora
- Spotify
- Tencent Music
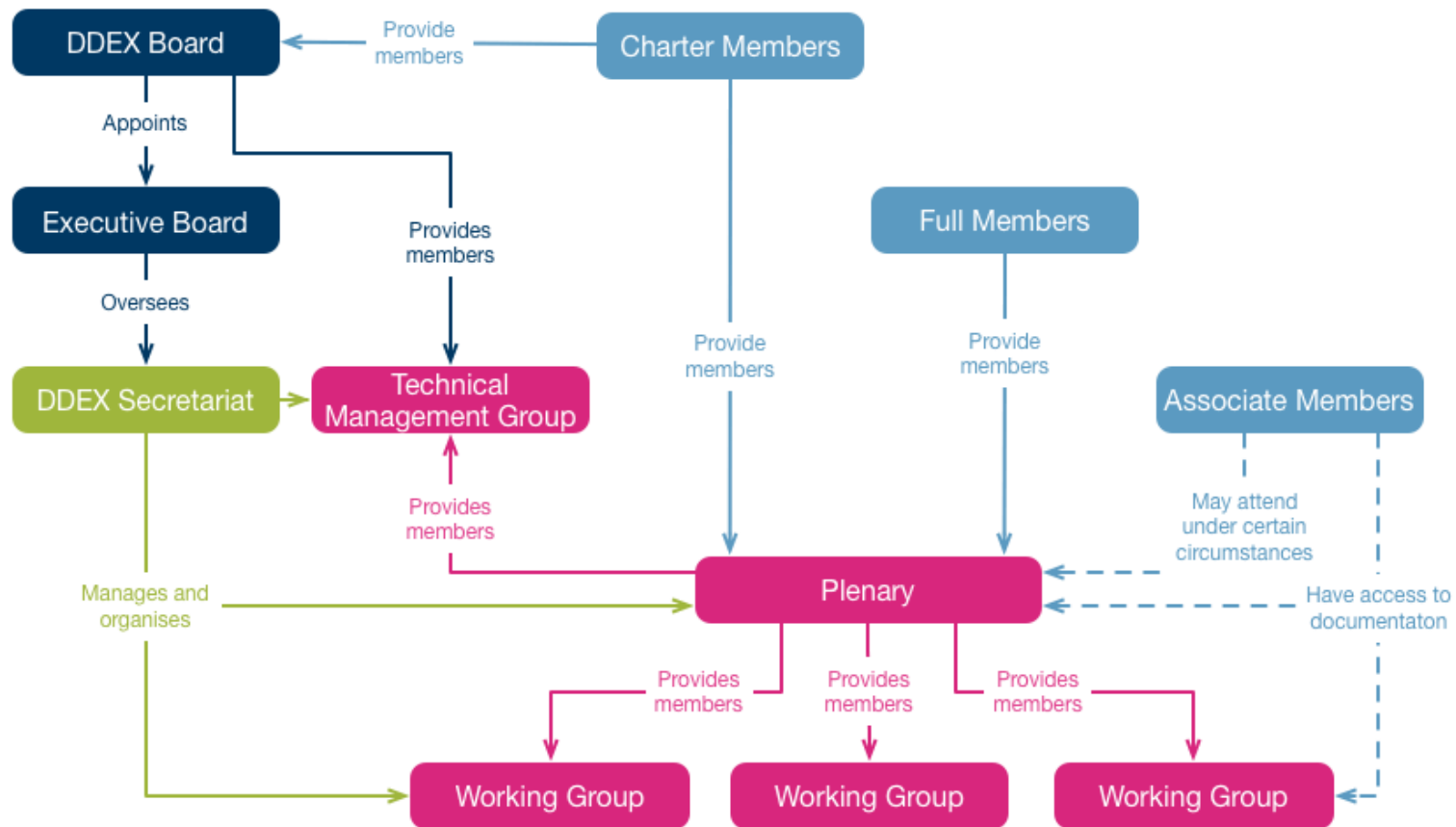
Licensees and liaisons

Licensees

- Evaluation licence
  - To test

- Implementation licence
  - To implement & use

- Encouraged to provide feedback

Liaison organisations

- Trade associations and standards bodies with common interest
  - Attend Plenary Meetings and Working Group meetings
  - Comment on "Committee Drafts" before publication
  - Communicate only publicly available information to their constituents

Governance structure

Intellectual property policy

- All DDEX documents and meetings are confidential (unless declared public)

- DDEX owns copyright in standards
  - Members grant licence to DDEX in copyright contributions to standards
  - Members retain all ownership in patents, copyrights, trademarks, etc.

DDEX operation

Working Groups

- Setting requirements

- Reviewing proposed solutions

- Meetings
  - Telephone conferences
  - Sharing documents online

Plenary Meetings

- Two physical Plenary Meetings across three days per year
  - Reviews Working Groups' progress
  - Addresses common issues across all standards
  - Working Group breakout sessions
  - Recommends future work plan to Board
- Currently rotating between
  - East coast of North America
  - West coast of North America
  - Europe
- Physical regional/WG meetings

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All of DDEX's work is done by "consensus"

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