

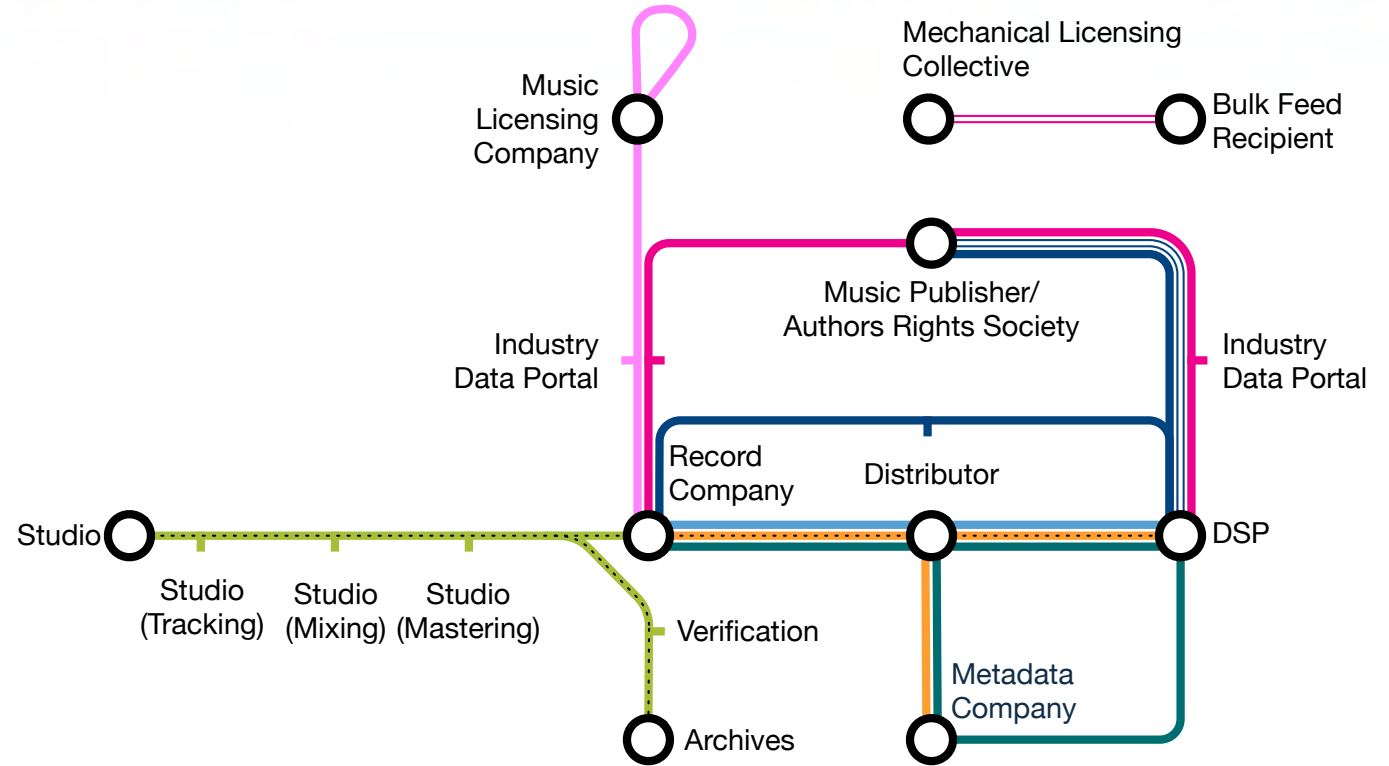
# Digital Data Exchange (DDEX)

## Party Identification and Description (PIE)

April 2024

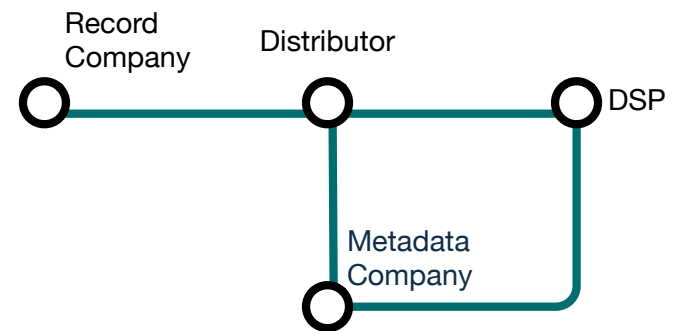


# DDEX standards



Electronic Release Notification Message Suite (ERN)	Orange line	Musical Work Notification and Licensing (MWN/MWL/LoD)	Magenta line
Media Enrichment and Description (MEAD)	Dark teal line	Bulk Communication of Work and Recording Data (BWARM)	Red line
Party Identification and Enrichment (PIE)	Dark green line	Recording Data and Rights (RDR-N, RDR-R and RDR-C)	Pink line
Catalogue Transfers (CT)	Light blue line	Recording Information Notification (RIN)	Green line
Digital Sales Reporting Message Suite (DSR)	Dark blue line	Delivery of binaries (as part of another message)	Dotted line
Claim Detail Message Suite (CDM)	Light blue line		

# Party Identification and Description



Party Identification and Enrichment (PIE) —

# Why do we need PIE?

# User experiences change with device

Bigger screen size used to lead to a richer experience



# User experiences change with device

Bigger screen size used to lead to a richer experience



Artificial intelligence allows screens to disappear



# Enhancing user experiences

Google, play something from "Slowhand"

Alexa, play me the song Eminem sampled in "Stan"

Siri, play me Ed Sheeran's latest track

Cortana, play me something from the female singer on the live version of "Don't give up"

# What data is needed for the AI?

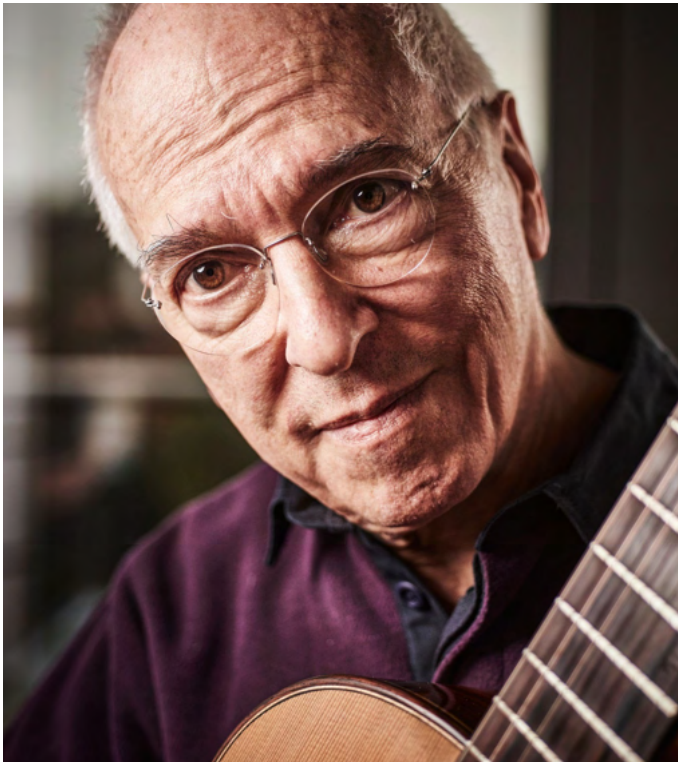
- To provide meaningful results to “Play something from the female singer on the live version of ‘Don’t give up’” the AI needs:
  - A list of all popular tracks called “Don’t give up”
  - To differentiate between live and studio versions
  - Records of all contributors on those tracks with their names and gender
  - To be able to identify from those contributors, a prominent female singer
  - Identify another track by that female singer
- To provide a meaningful result to “Play me Ed Sheeran’s latest track” the AI needs:
  - The release dates of all Ed Sheeran tracks
  - A list of Ed Sheeran tracks currently being promoted in the territory of the user
  - To distinguish the latter from the former because the “latest track” is **not** necessarily the most recently released one

## Benefits of such data being available

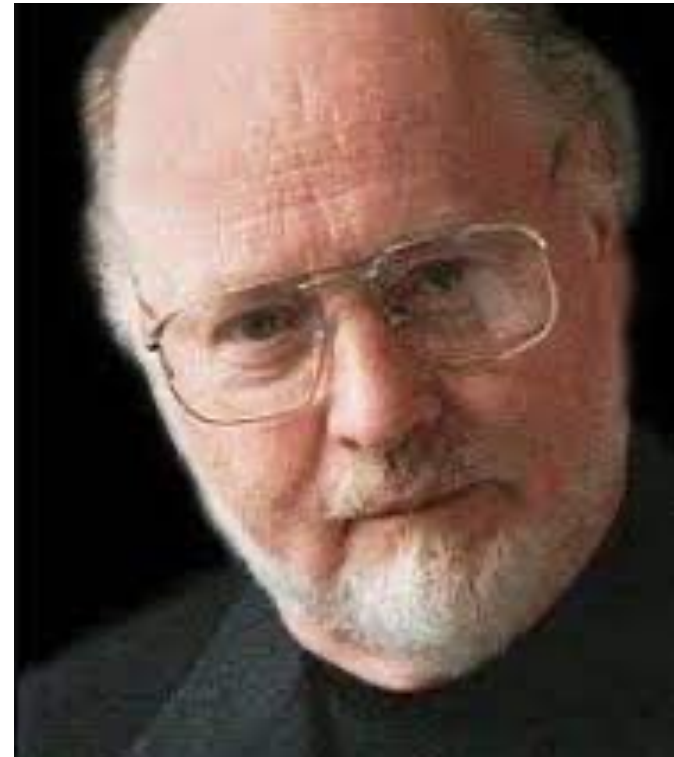
- Amazon Music and Universal Music Group (UMG), recently shared details about their implementation of MEAD
- They carried out “before” and “after” tests
- Showed addition of high-quality genre and mood data increased streams and decreased skip rates
  - 4.6% increase in streams
  - 11.9% increase in streams on algorithmic stations and playlists
  - 7.8% decrease in skip rate
- Press release [here](#)

# Party Identification

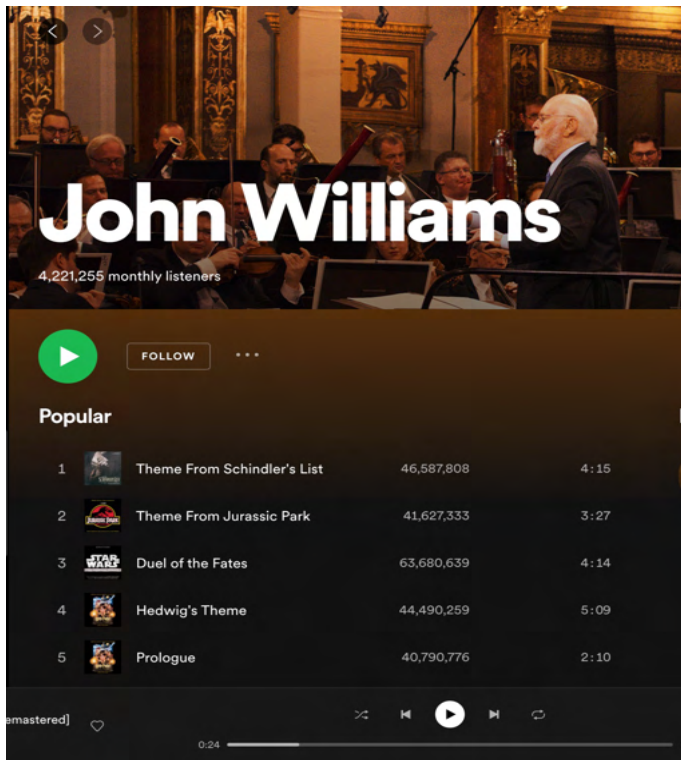
## John Williams



## John Williams



# DSPs want to have separate “homepages” for different artists...



John Williams

4,221,255 monthly listeners

▶ FOLLOW ...

Popular

Rank	Track Name	Streams	Duration
1	Theme From Schindler's List	46,587,808	4:15
2	Theme From Jurassic Park	41,627,333	3:27
3	Duel of the Fates	63,680,639	4:14
4	Hedwig's Theme	44,490,259	5:09
5	Prologue	40,790,776	2:10

remastered] 0:24



John Williams

515,042 monthly listeners

▶ FOLLOW ...

Popular

Rank	Track Name	Streams
1	Cavatina	11,659,337
2	Canción de Cuna	16,809,187
3	Lute Suite in E Minor, BWV 996 (Arr. J. Williams for Guitar): IV. Sarabande	2,657,875
4	Violin Concerto in D Major, RV 230: I. Allegro	1,633,332
5	Romance (Arr. J. Williams for Guitar & Orchestra)	3,745,493

SEE MORE

# How to tell John Williams from John Williams?

- Solution 1
  - DSP uses staff and/or AI to separate them
- Solution 2
  - Record company communicates each John Williams in his own *Party* composite
- Solution 3
  - Use unique identification

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- } Bad idea (on its own)

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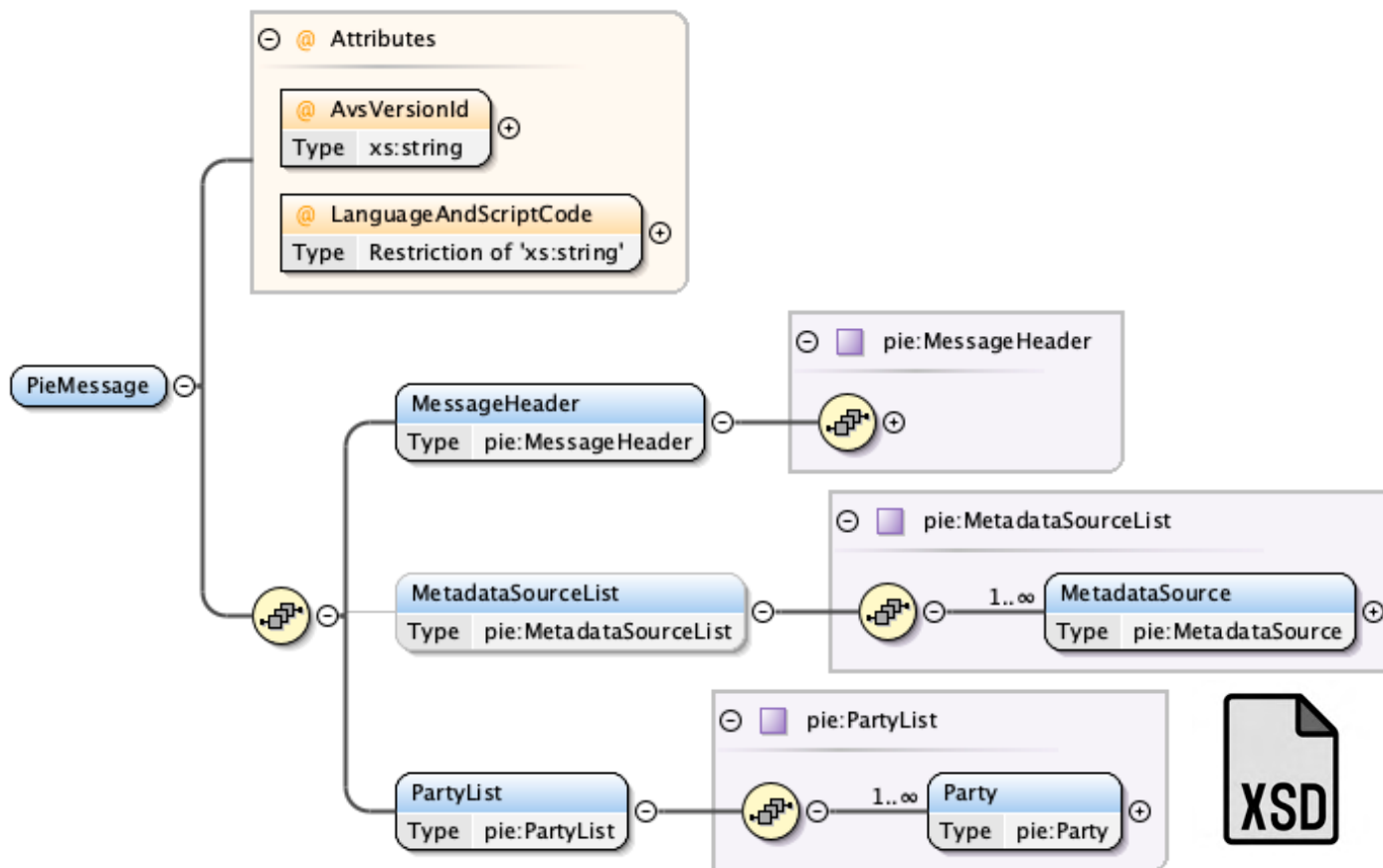
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# How to tell John Williams from John Williams?

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    - Record company communicates each John Williams in his own *Party* composite
  - Solution 3
    - Use unique identification
- } Bad idea (on its own)
- } Does not work receiving data from many record companies
- } DDEX combines this with Solution 2

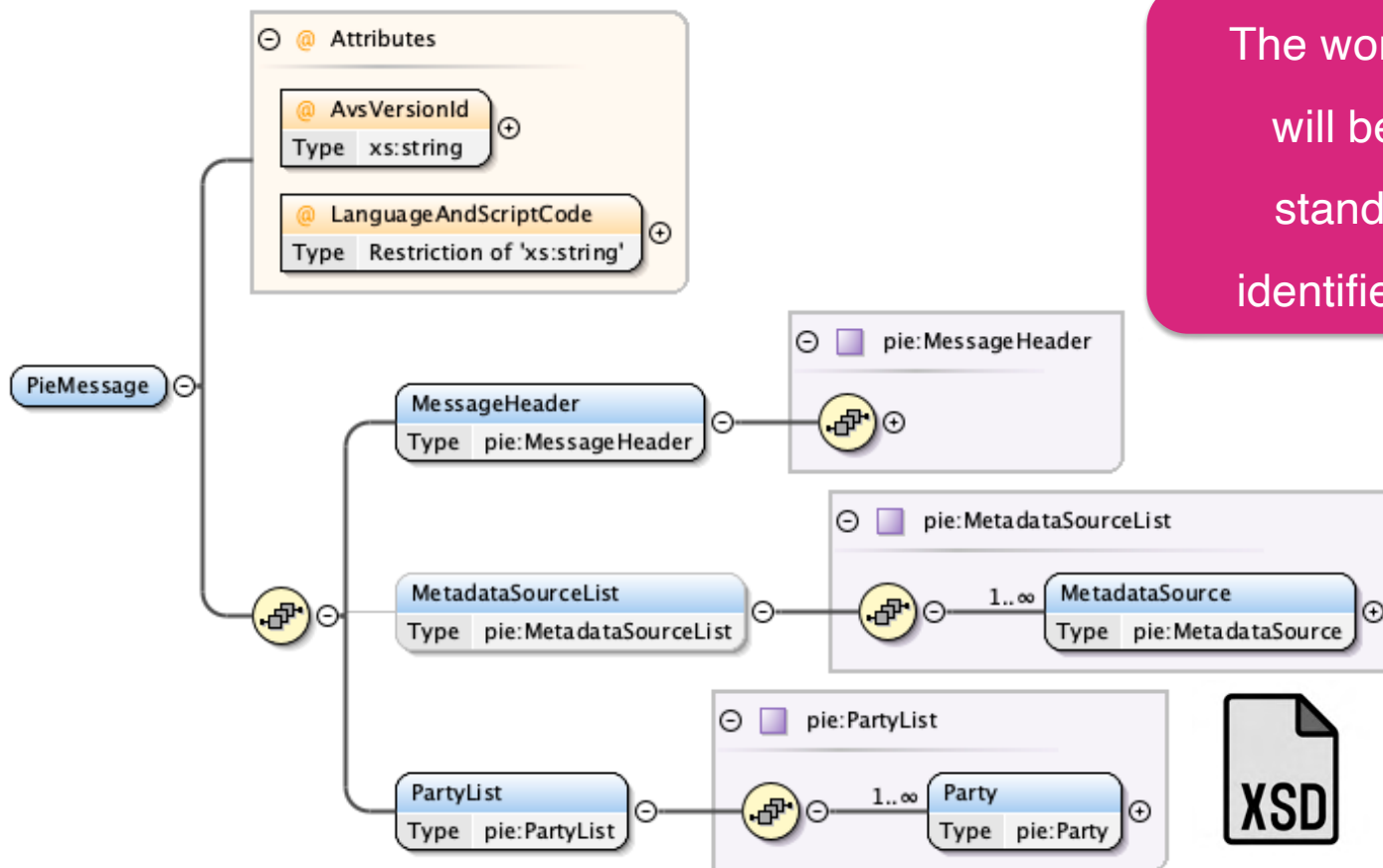
# Party Identification and Enrichment

# High level message overview



# High level message overview

The work on the `Party` composite will be re-used by other DDEX standards over time, including identifiers, names and descriptors

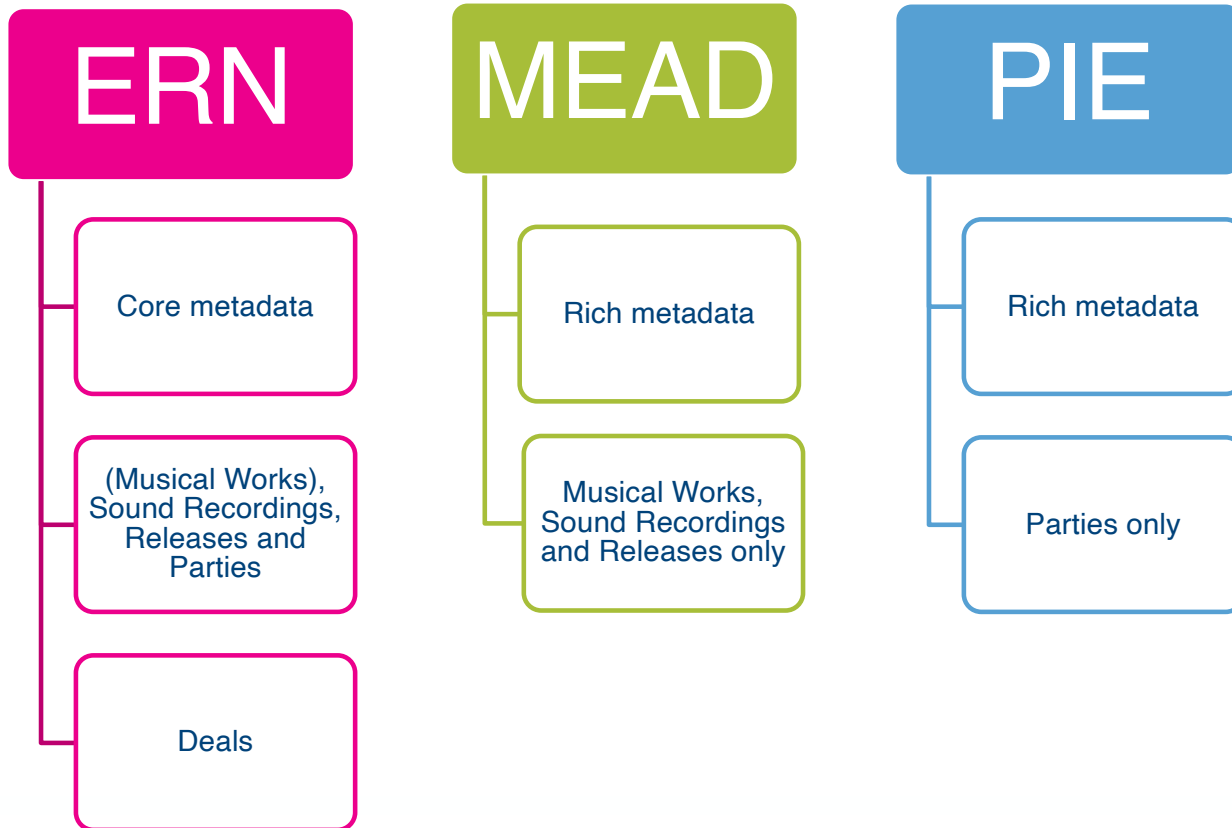


# Party identifiers in DDEX

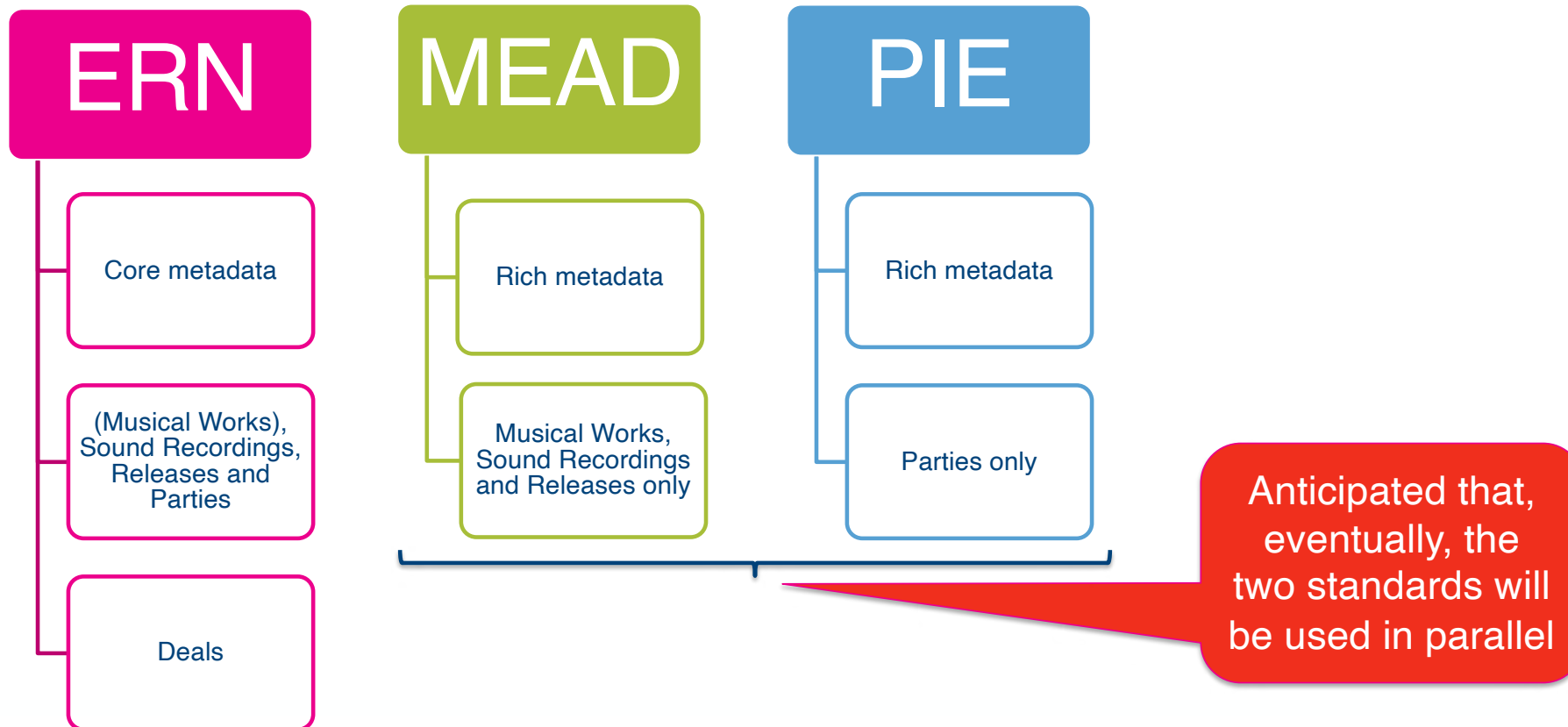
- ISNI – for public personas
- IPN – for performers
- IPI Name Number – for writers/publishers
- CISAC Society Number – for collection societies
- Proprietary identifiers
- DPID – for DDEX communication endpoints

# MEAD and PIE choreographies

# Supply chain and marketing



# Supply chain and marketing



# Supply chain and marketing

Supply chain and marketing data delivery from a record company or distributor can operate in parallel

## ERN

Core metadata

(Musical Works),  
Sound Recordings,  
Releases and  
Parties

Deals

## MEAD

Rich metadata

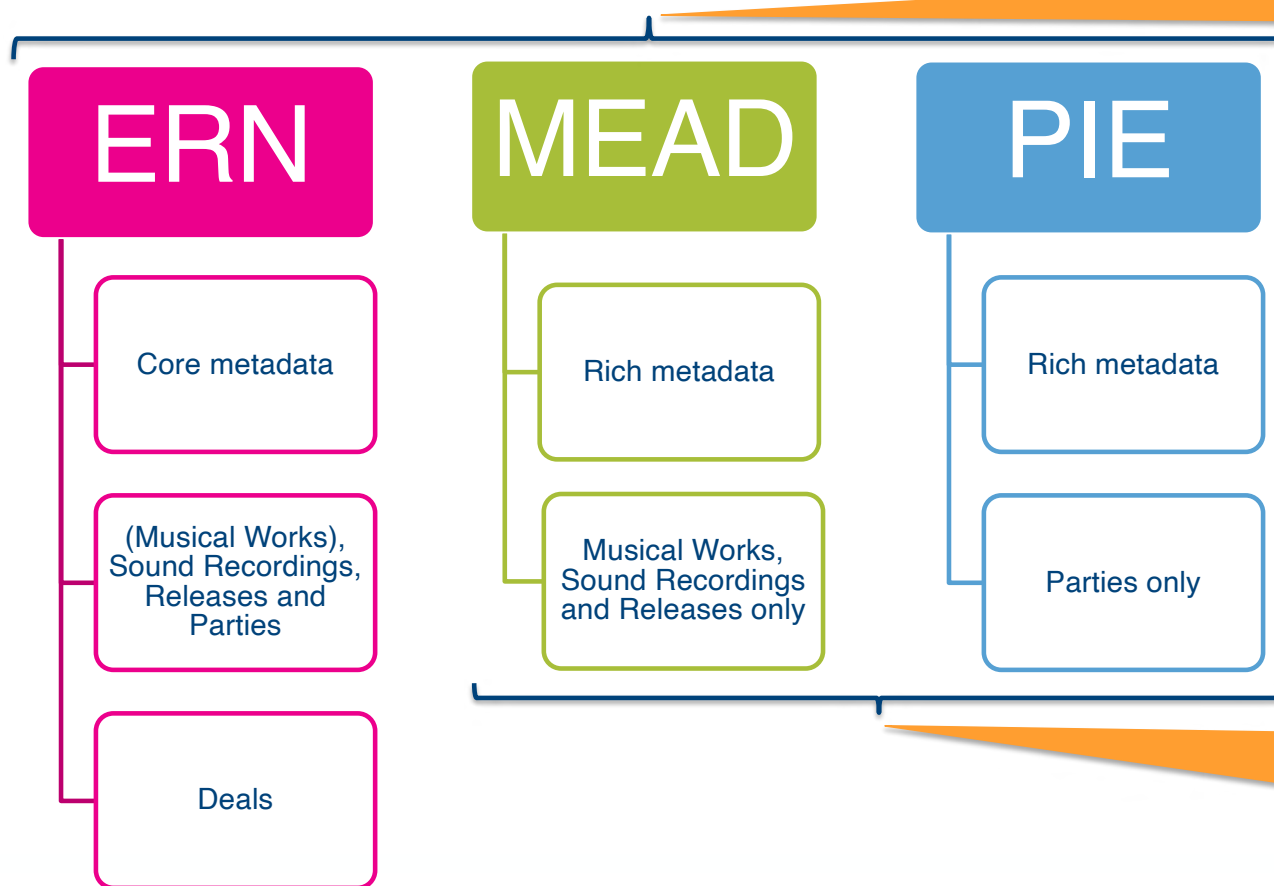
Musical Works,  
Sound Recordings  
and Releases only

## PIE

Rich metadata

Parties only

# Supply chain and marketing

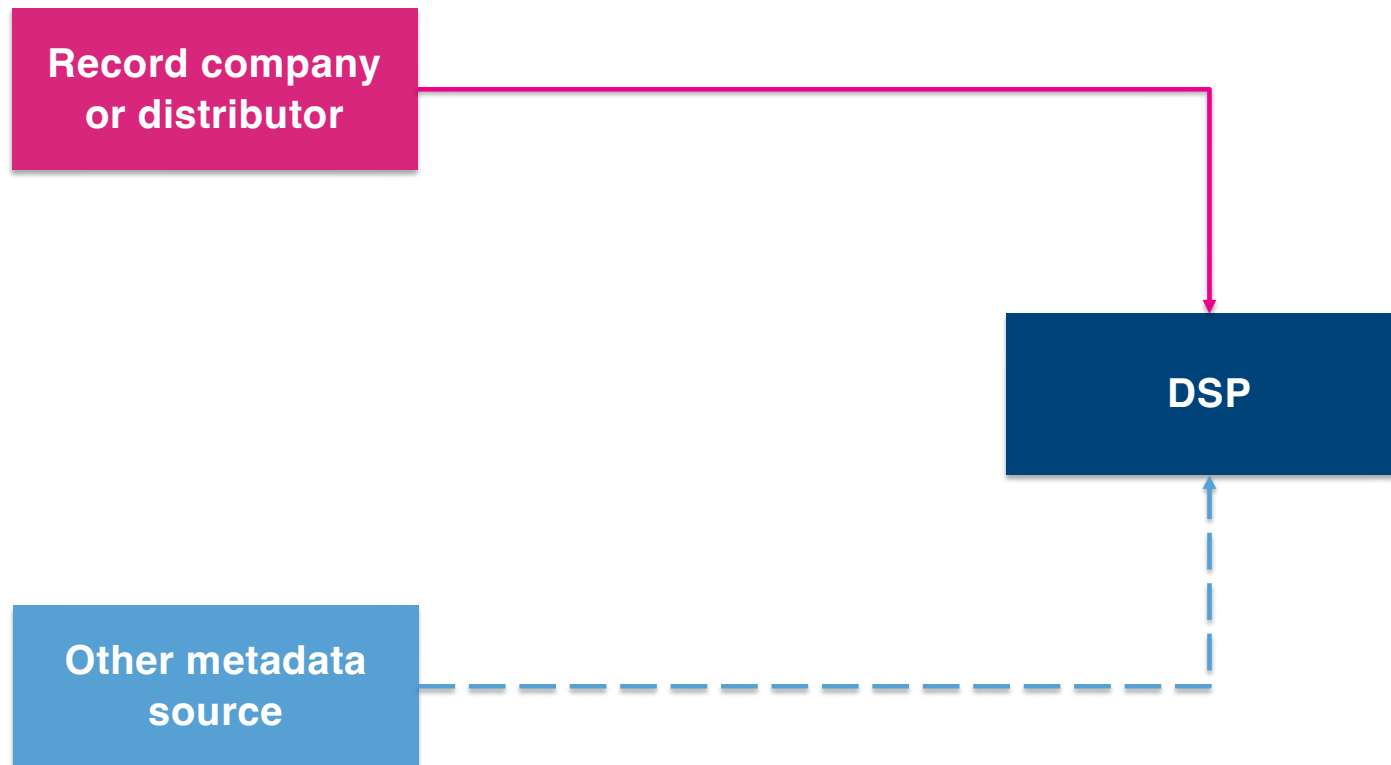


Supply chain and marketing data delivery from a record company or distributor can operate in parallel

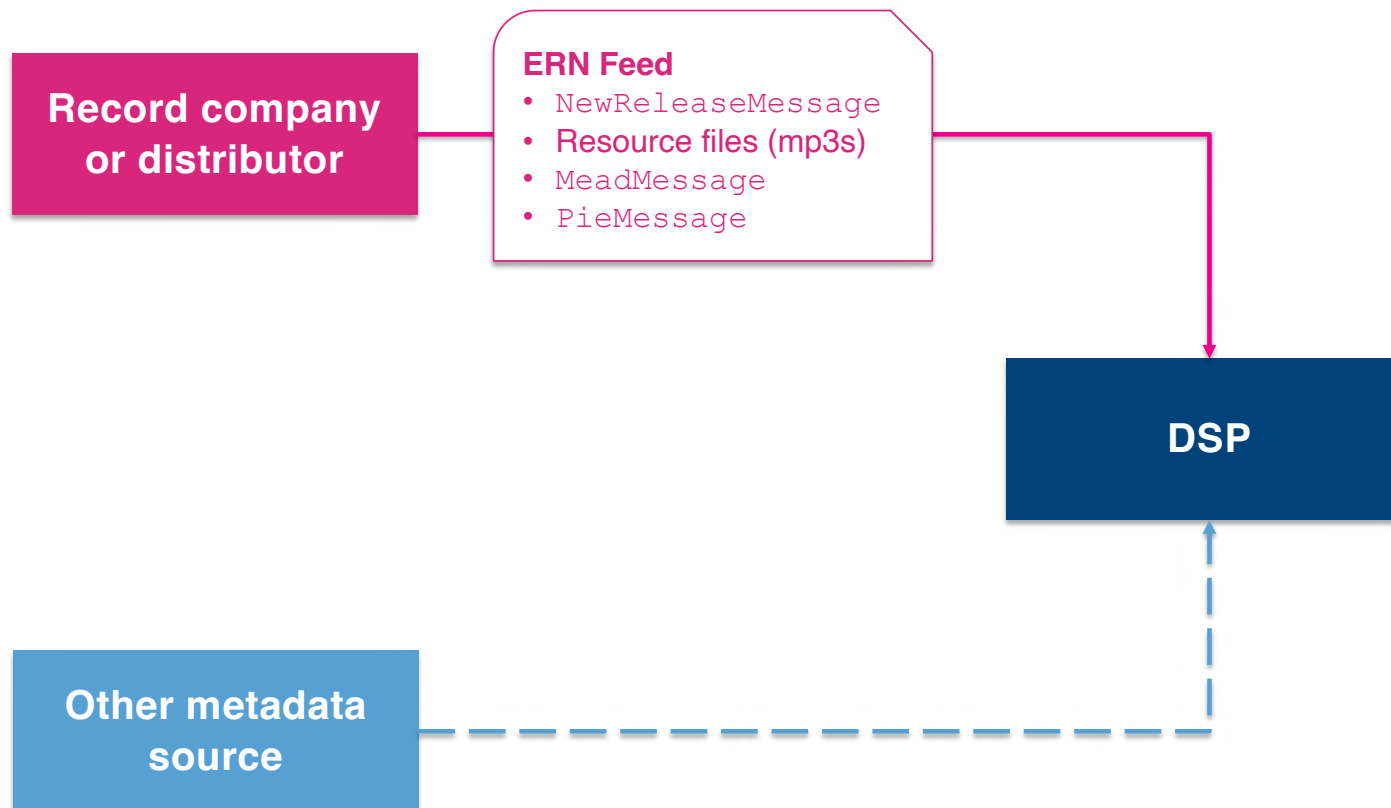
Other marketing data sources include:

- Metadata companies
- Music publishers
- Collective rights management organisations.....

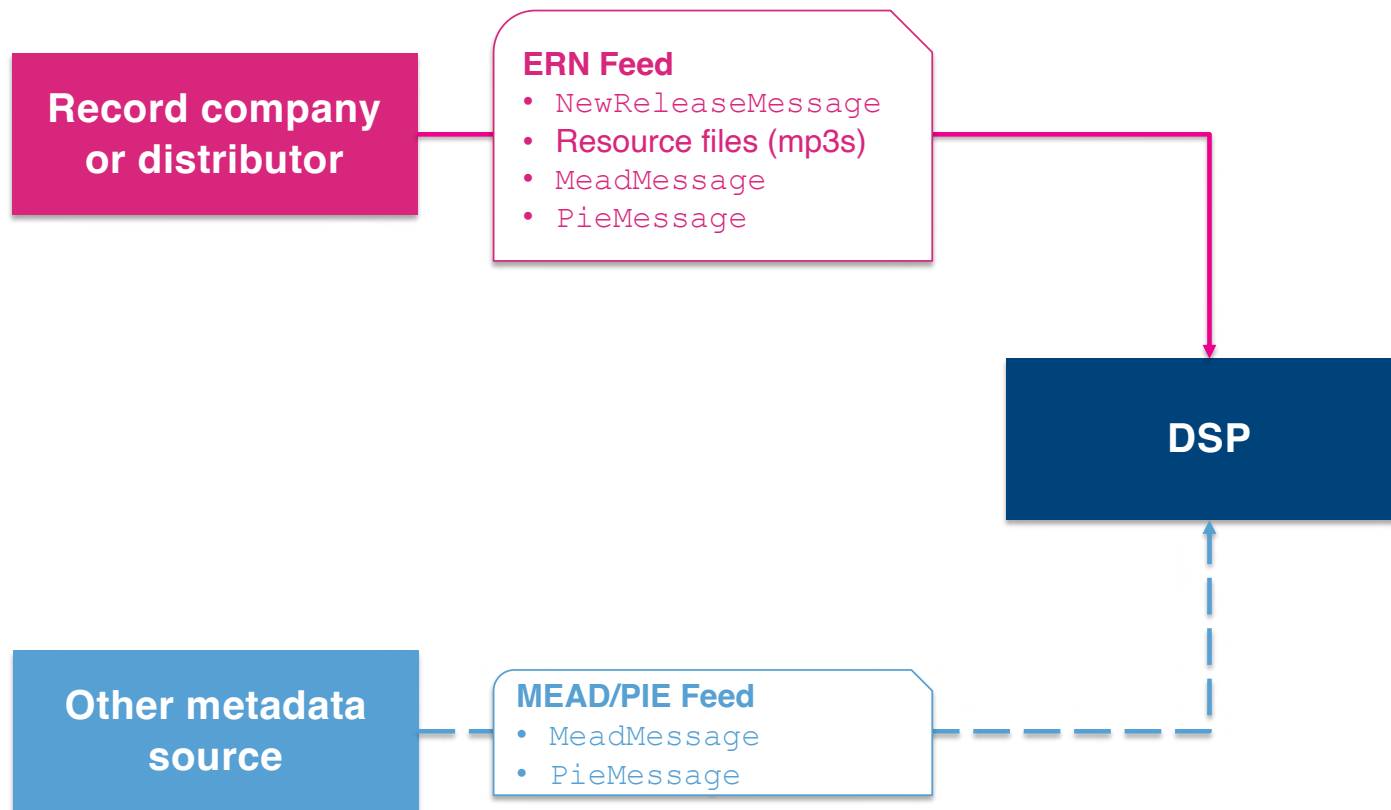
# Choreography for MEAD and PIE



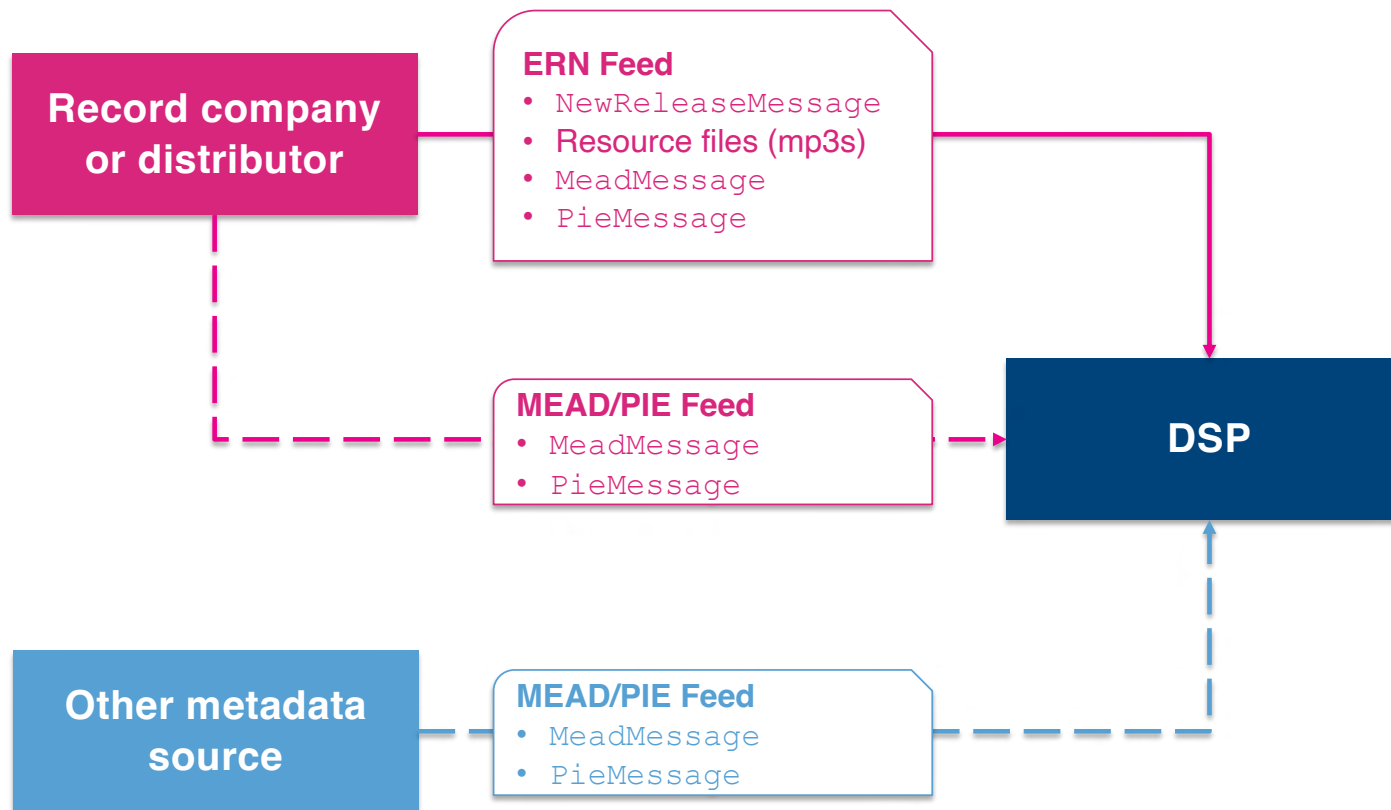
# Choreography for MEAD and PIE



# Choreography for MEAD and PIE



# Choreography for MEAD and PIE

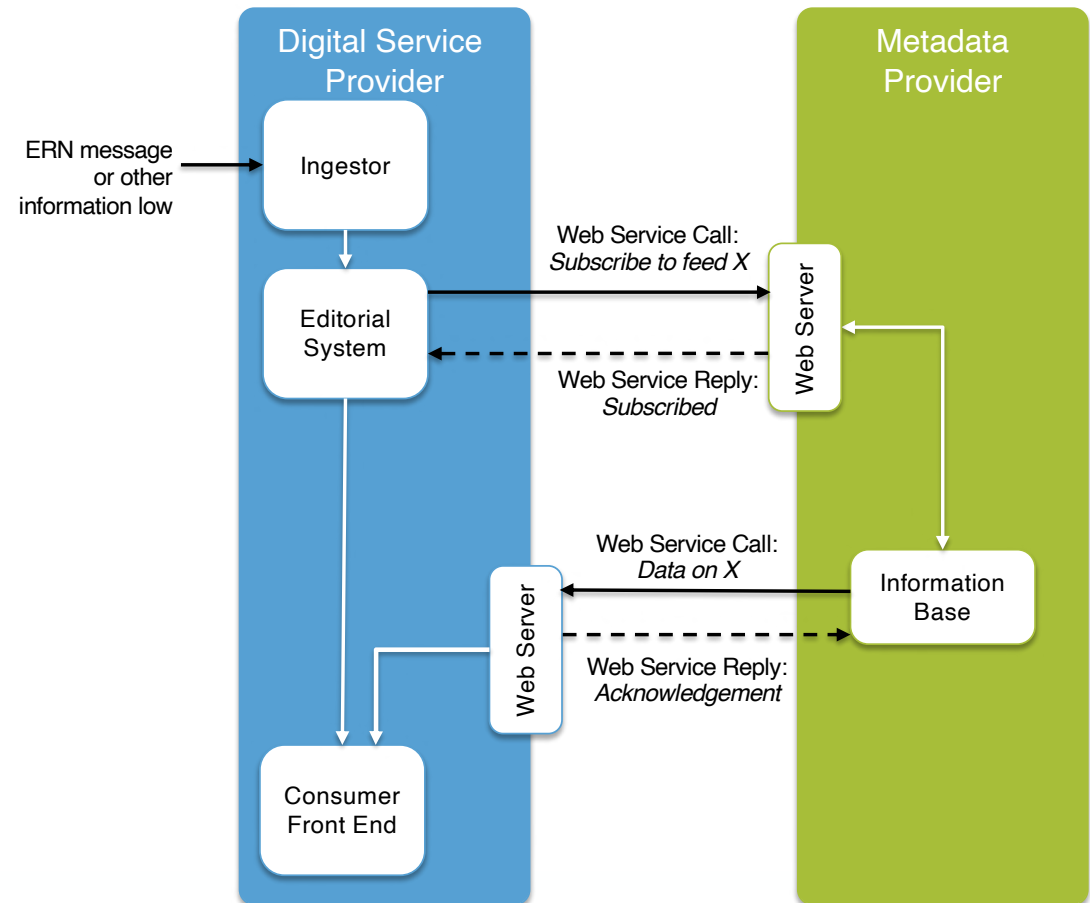


# Choreography for MEAD and PIE

- MEAD/PIE when sent alongside ERN message
- Symmetric web service
- Atom-based web service
- Cloud storage
- MEAD/PIE file is treated as “just another resource file”
- In ERN-4, MEAD/PIE file signalled as a “supplemental document”
- In ERN-3, MEAD/PIE file signalled as a `Text` resource with a user-defined `TextType` of either `MeadMessage` or `PieMessage`

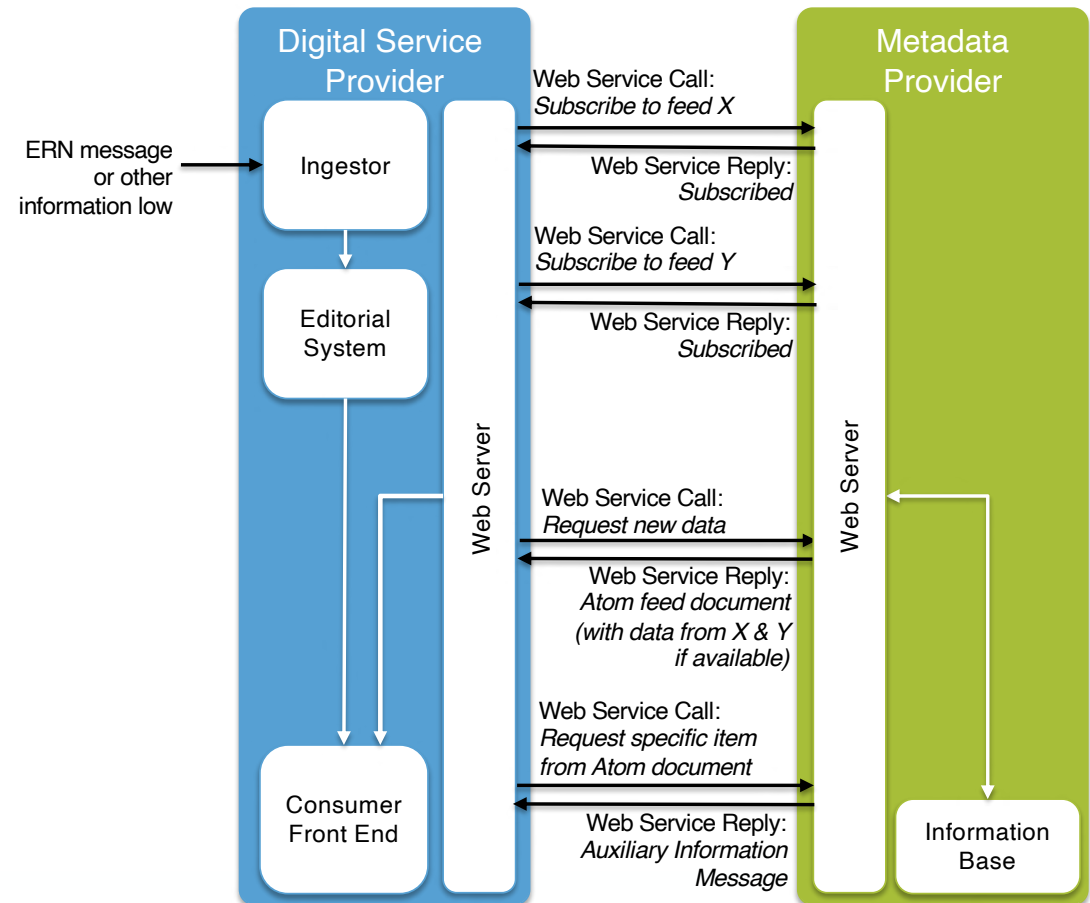
# Choreography for MEAD and PIE

- MEAD/PIE sent alongside ERN message
- **Symmetric web Service**
- Asymmetric web service
- Cloud storage



# Choreography for MEAD and PIE

- MEAD/PIE sent alongside ERN message
- Symmetric web Service
- **Asymmetric web service**
- Cloud storage



# Choreography for MEAD and PIE

- MEAD/PIE sent alongside ERN message
- Symmetric web Service
- Asymmetric web service
- Cloud storage
- Follows ERN choreography standard for cloud storage
- Two approaches
  - File-by-file
  - Batched
- File naming convention

## Identifying the source: “who says?”

- Essential information for MEAD and PIE
- Source maybe different from message sender
- Not all data comes from one source
- Some data elements are “journalistic”, for example, biographies, photographs, ...
- Some data elements should better come from the authoritative source, for example, historic charting information

# Identifying the source: example

```
<Biography>
```

```
<Text>
```

```
John Winston Ono Lennon MBE  
was an English singer,  
songwriter and peace  
activist who gained  
worldwide fame as the  
founder, co-lead vocalist,  
and rhythm guitarist of the  
Beatles. His songwriting  
partnership with [...]
```

```
</Text>
```

```
<Author>Wikipedia</Author>
```

```
</Biography>
```

# Identifying the source: example

```
<Biography>
```

```
<Text>
```

```
John Winston Ono Lennon MBE  
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```

```
</Text>
```

```
<Author>Wikipedia</Author>
```

```
</Biography>
```

```
<MetadataSource>
```

```
<PartyName>
```

```
<FullName>
```

```
<Name>Niels Rump</Name>
```

```
</FullName>
```

```
</PartyName>
```

```
</MetadataSource>
```

# Identifying the source: example

```
<Biography>
```

```
  <Text>
```

```
    John Winston Ono Lennon MBE  
    was an English singer,  
    songwriter and peace  
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    worldwide fame as the  
    founder, co-lead vocalist,  
    and rhythm guitarist of the  
    Beatles. His songwriting  
    partnership with [...]
```

```
  </Text>
```

```
  <Author>Wikipedia</Author>
```

```
</Biography>
```

```
<MetadataSource>
```

```
  <PartyName>
```

```
    <FullName>
```

```
      <Name>UMG</Name>
```

```
    </FullName>
```

```
  </PartyName>
```

```
  <MetadataSourceType>
```

```
    RightsController
```

```
  </MetadataSourceType>
```

```
</MetadataSource>
```

# Identifying the source: example

```

<Biography>
  <MetadataSourceReference>
    U1
  </MetadataSourceReference>
  <Text>
    John Winston Ono Lennon MBE
    was an English singer,
    songwriter and peace
    activist who gained
    worldwide fame as the
    founder, co-lead vocalist,
    and rhythm guitarist of the
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  </Text>
  <Author>Wikipedia</Author>
</Biography>

<MetadataSource>
  <SourceReference>
    U1
  </SourceReference>
  <PartyName>
    <FullName>
      <Name>UMG</Name>
    </FullName>
  </PartyName>
  <MetadataSourceType>
    RightsController
  </MetadataSourceType>
</MetadataSource>

```

# Digital Data Exchange (DDEX)

## Party Identification and Description (PIE)

April 2024

