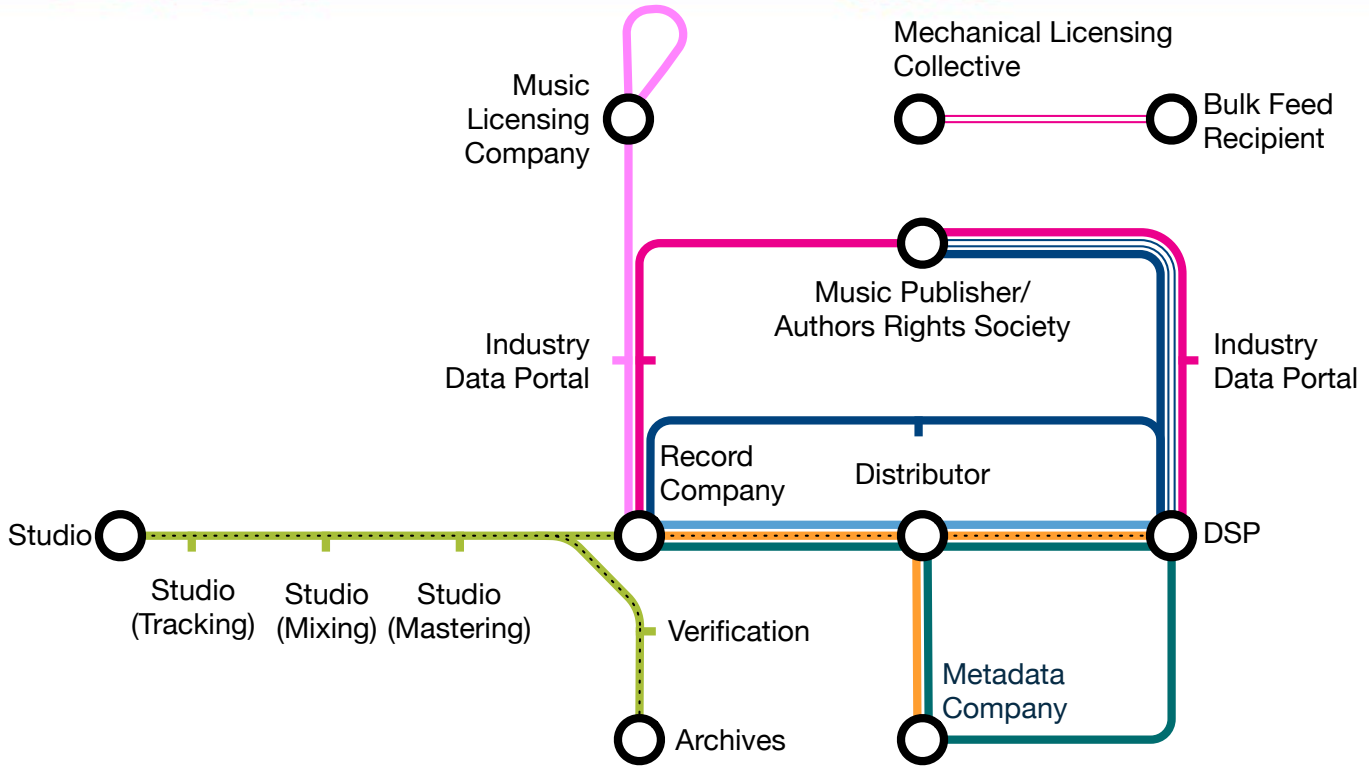
DDEX™
STANDARDISING THE
DIGITAL VALUE CHAIN

Digital Data Exchange (DDEX)

Party Identification and Description (PIE)

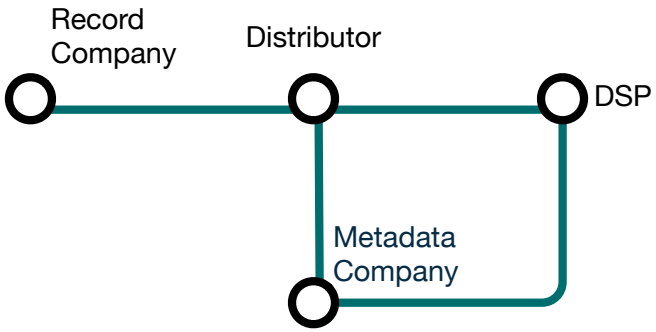
May 2024

DDEX standards



© DDEX

Party Identification and Description



Party Identification and Enrichment (PIE)

© DDEX

Why do we need PIE?

© DDEX/4

User experiences change with device

Bigger screen size used to lead to a richer experience

© DDEX/5

User experiences change with device

Bigger screen size used to lead to a richer experience

Artificial intelligence allows screens to disappear

© DDEX/6

Enhancing user experiences

© DDEX/7

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

© DDEX/8

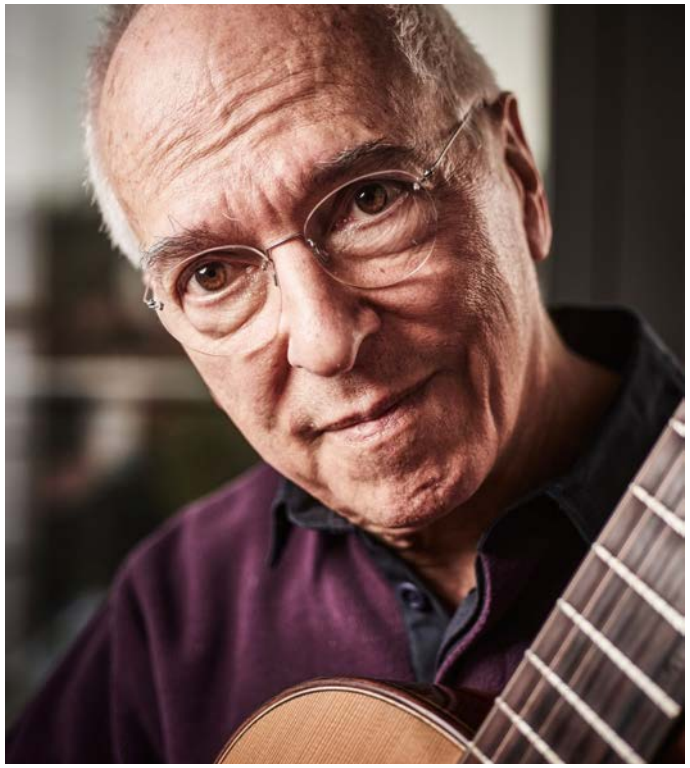
Benefits of such data being available

- 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

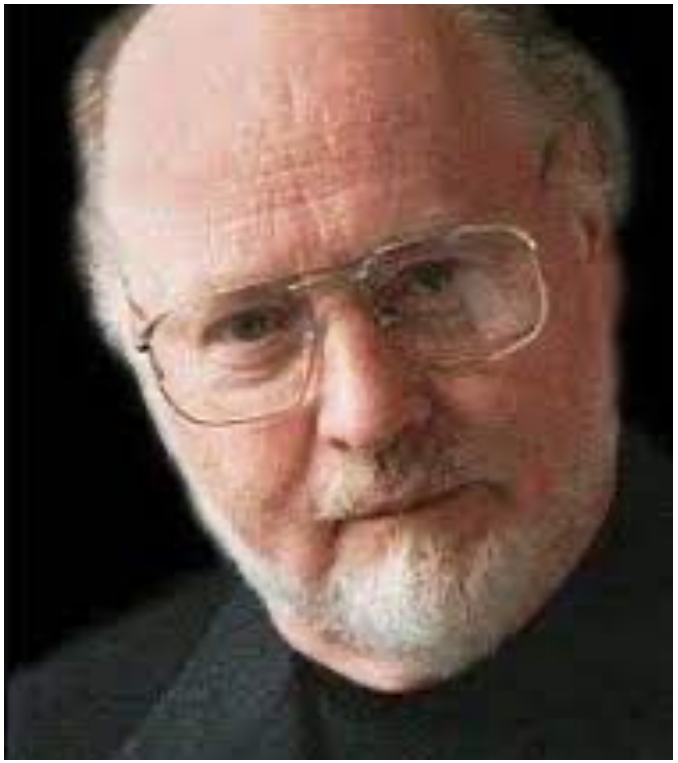
Party Identification

© DDEX/10

John Williams



John Williams



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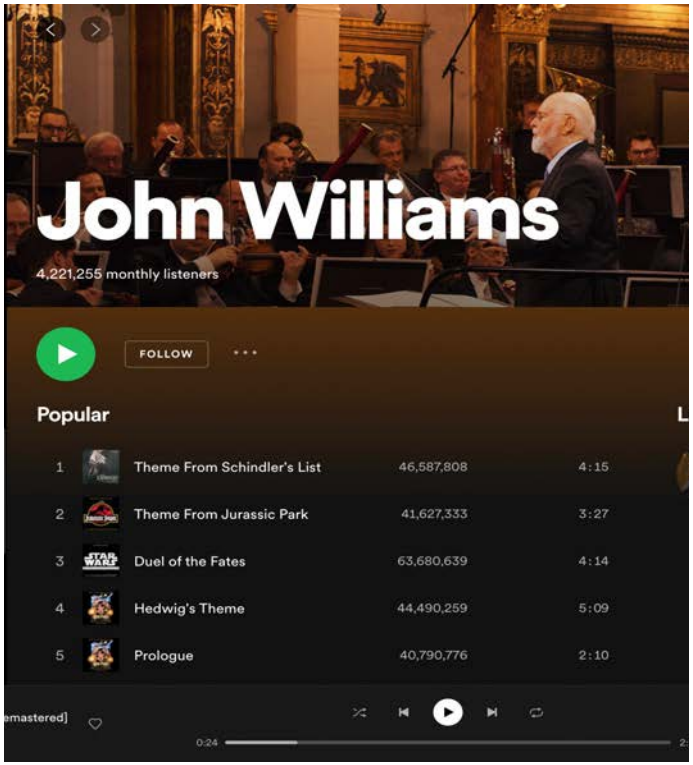
DSPs want to have separate “homepages” for different artists…



© DDEX/12

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

© DDEX/13

How to tell John Williams from John Williams?

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  - DSP uses staff and/or AI to separate them

Bad idea (on its own)

- Solution 2
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© DDEX/14

How to tell John Williams from John Williams?

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Does not work receiving data from many record companies

- Solution 3
  - Use unique identification

© DDEX/15

How to tell John Williams from John Williams?

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Does not work receiving data from many record companies

- Solution 3
  - Use unique identification

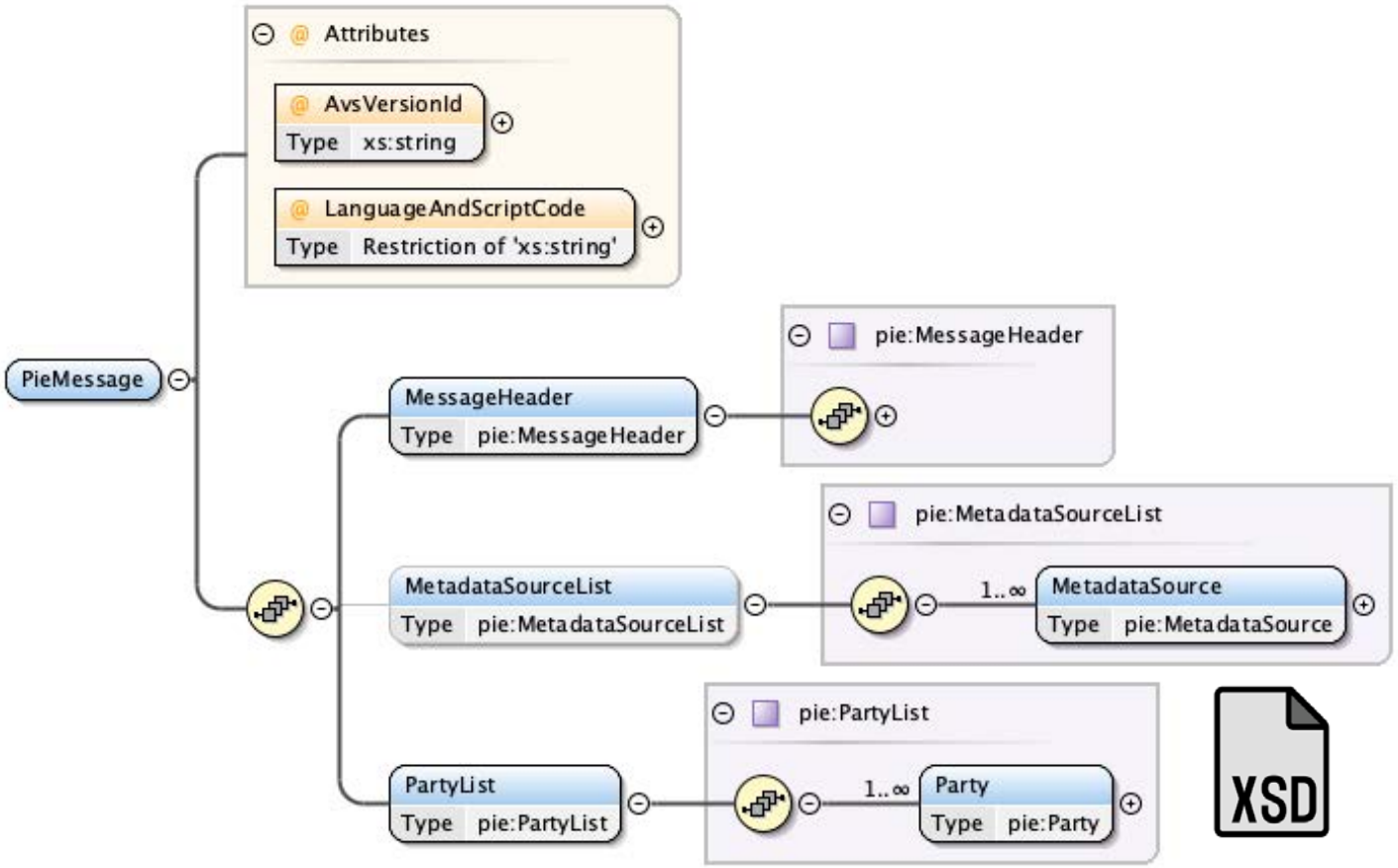
DDEX combines this with Solution 2

© DDEX/16

Party Identification and Enrichment

© DDEX/17

High level message overview



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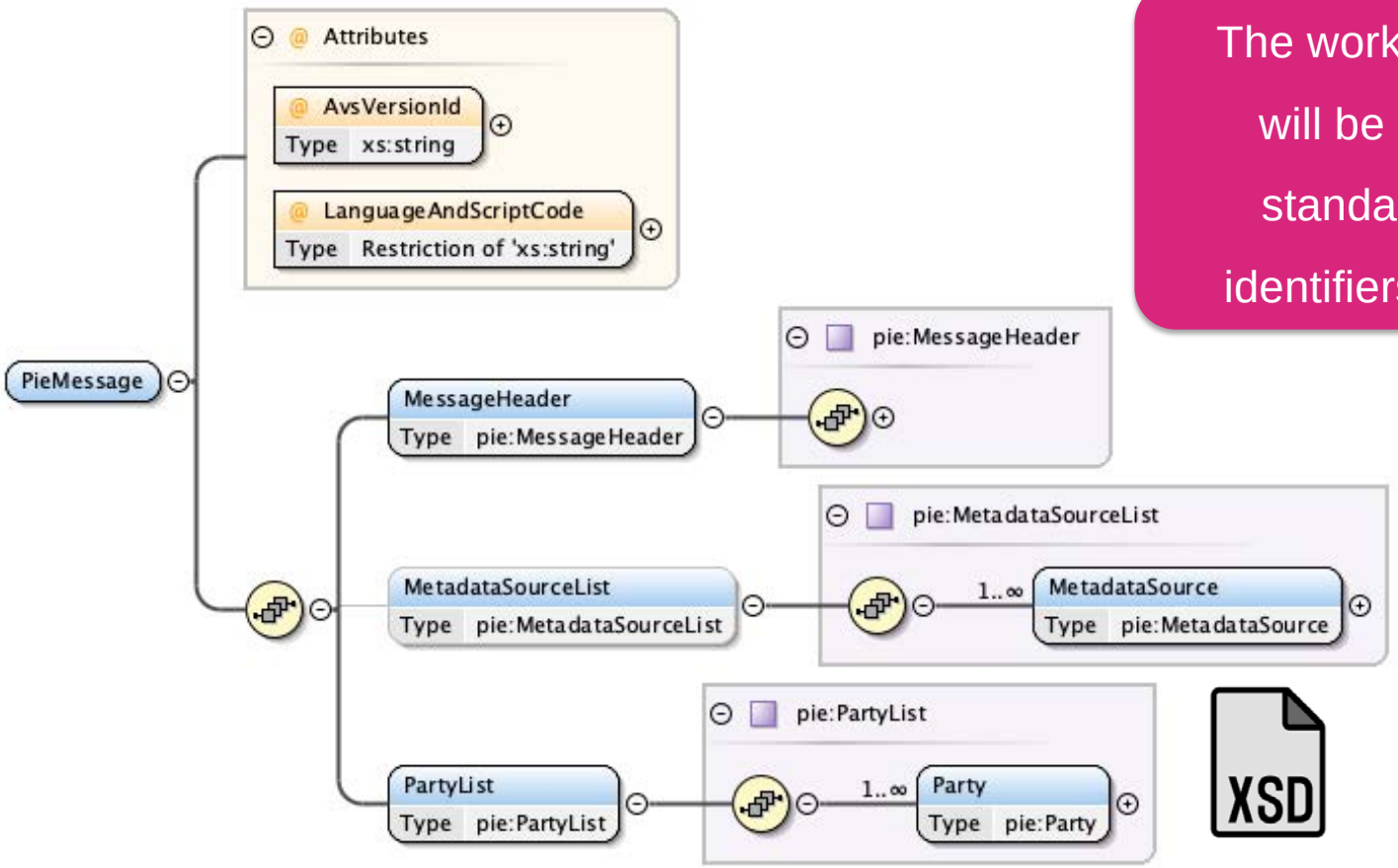
High level message overview



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

© DDEX/19

Party identifiers in DDEX

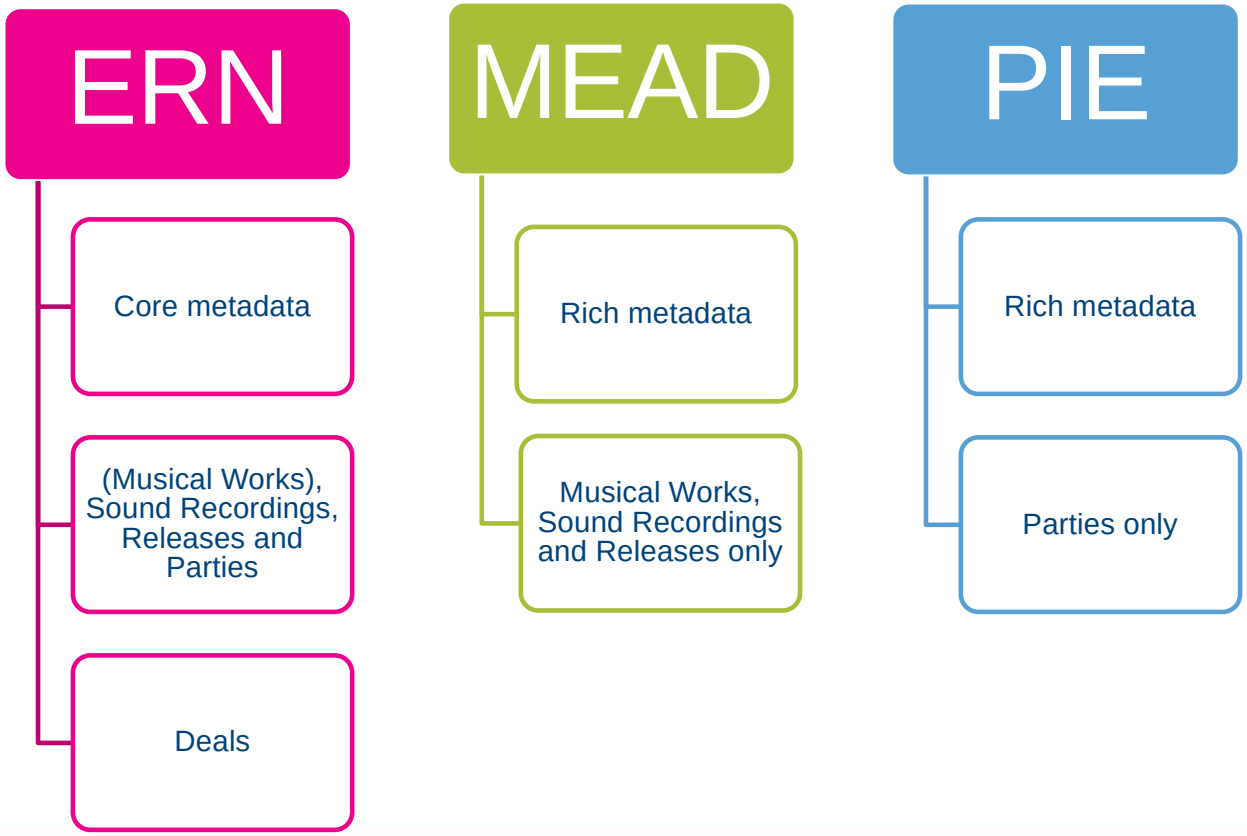
- ISNI – for public personas
- IPN – for performers
- IPI Name Number – for writers/publishers
- CISAC Society Number – for collection societies
- Proprietary identifiers
- DPID – for DDEX communication endpoints

© DDEX/20

MEAD and PIE choreographies

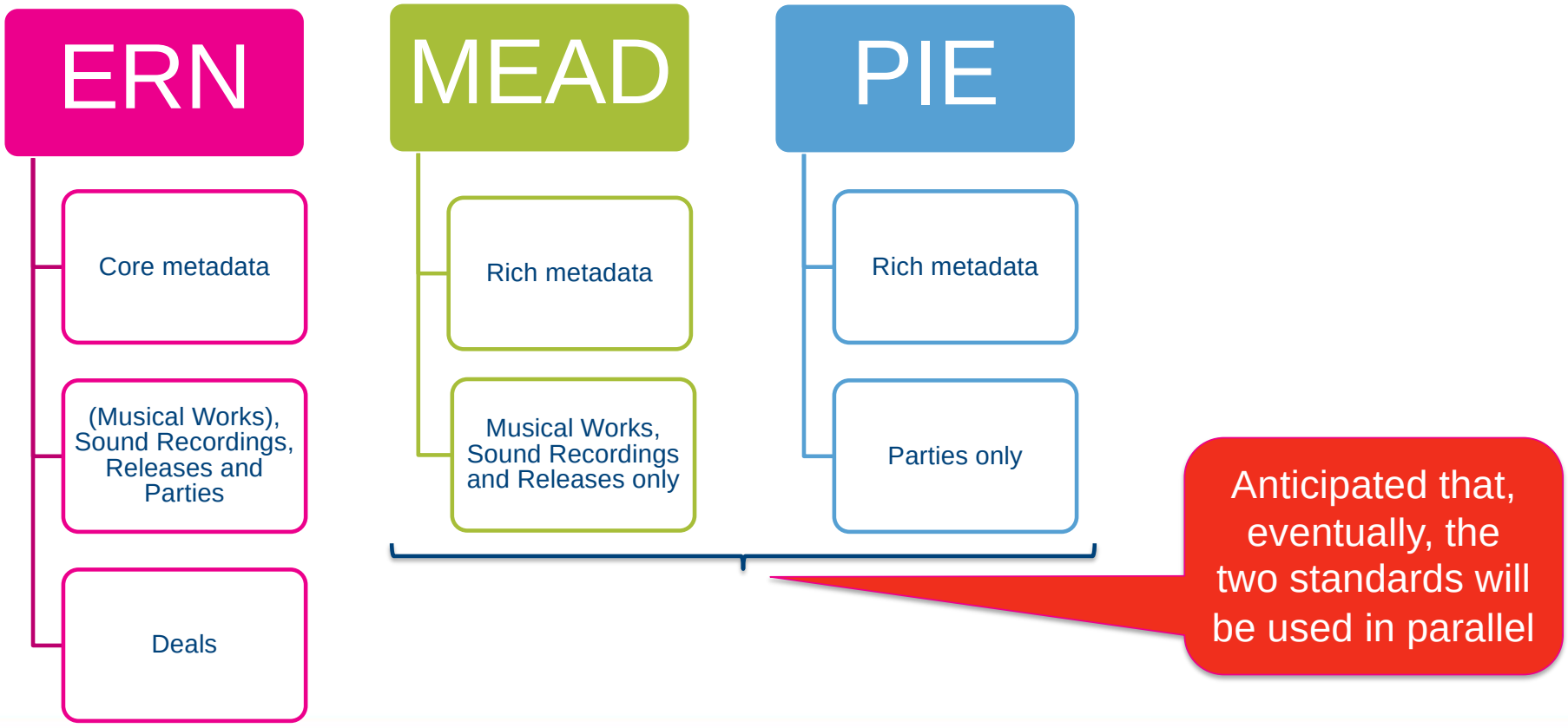
© DDEX/21

Supply chain and marketing



© DDEX/22

Supply chain and marketing



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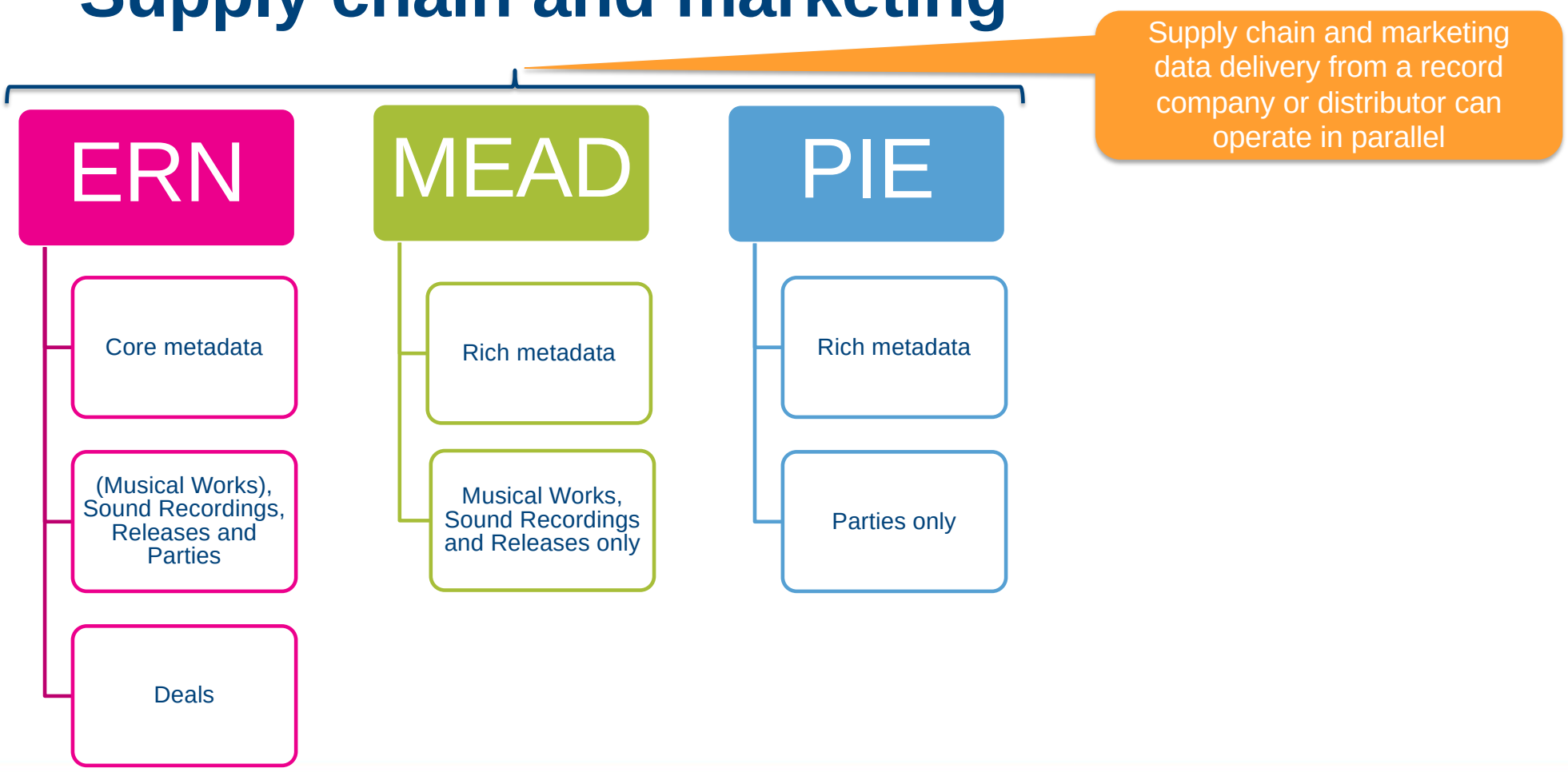
Supply chain and marketing



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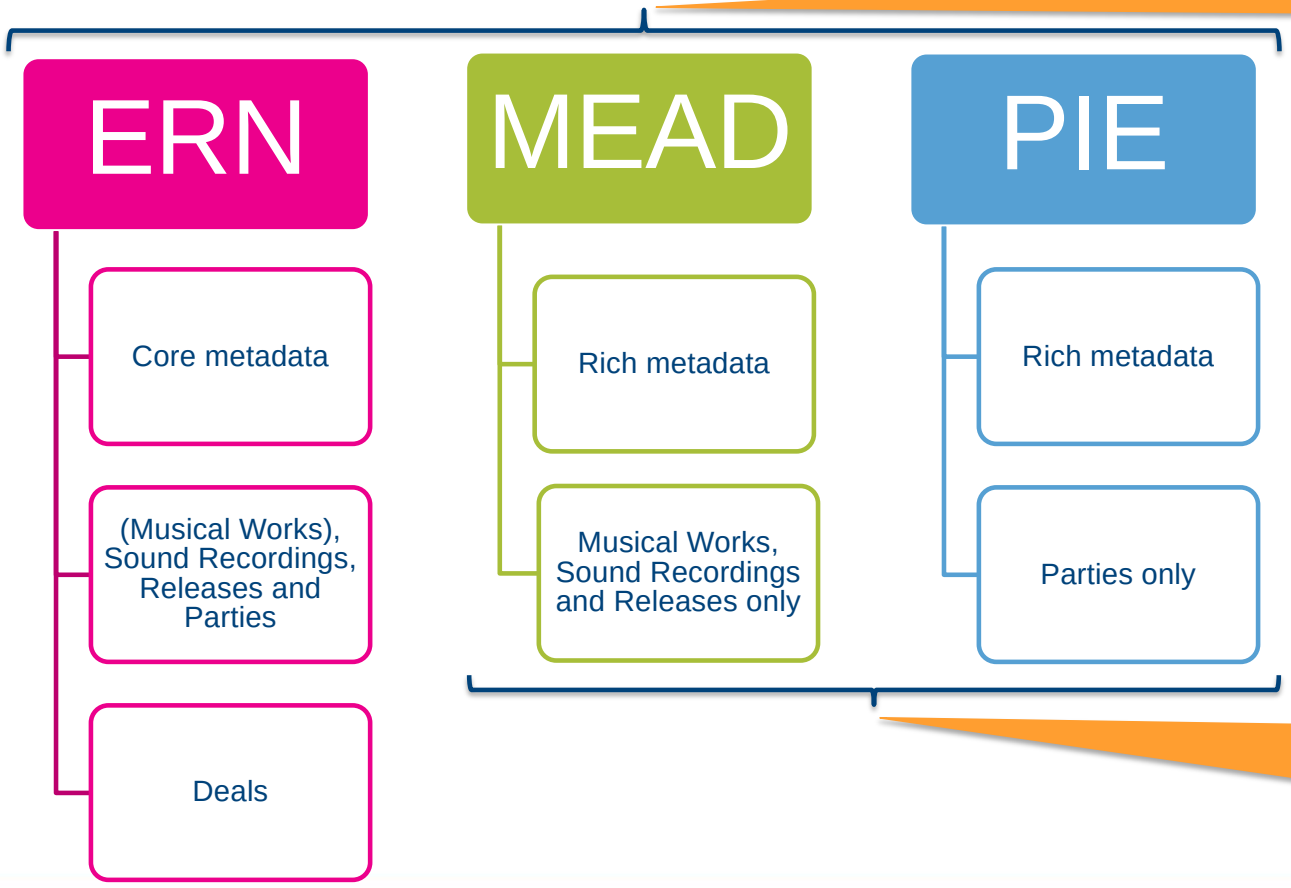
Supply chain and marketing



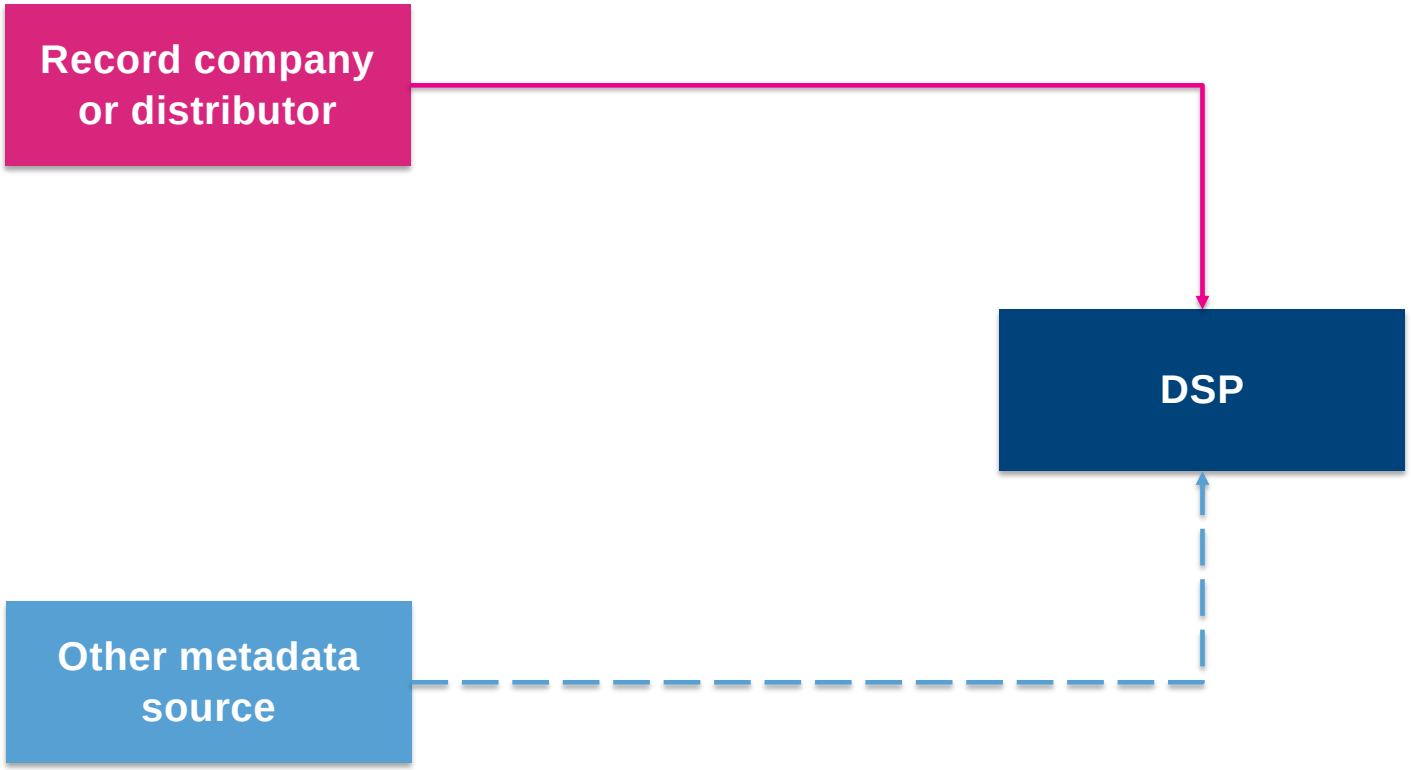
Supply chain and marketing data delivery from a record company or distributor can operate in parallel

Other marketing data sources include:

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

© DDEX/25

Choreography for MEAD and PIE



© DDEX/26

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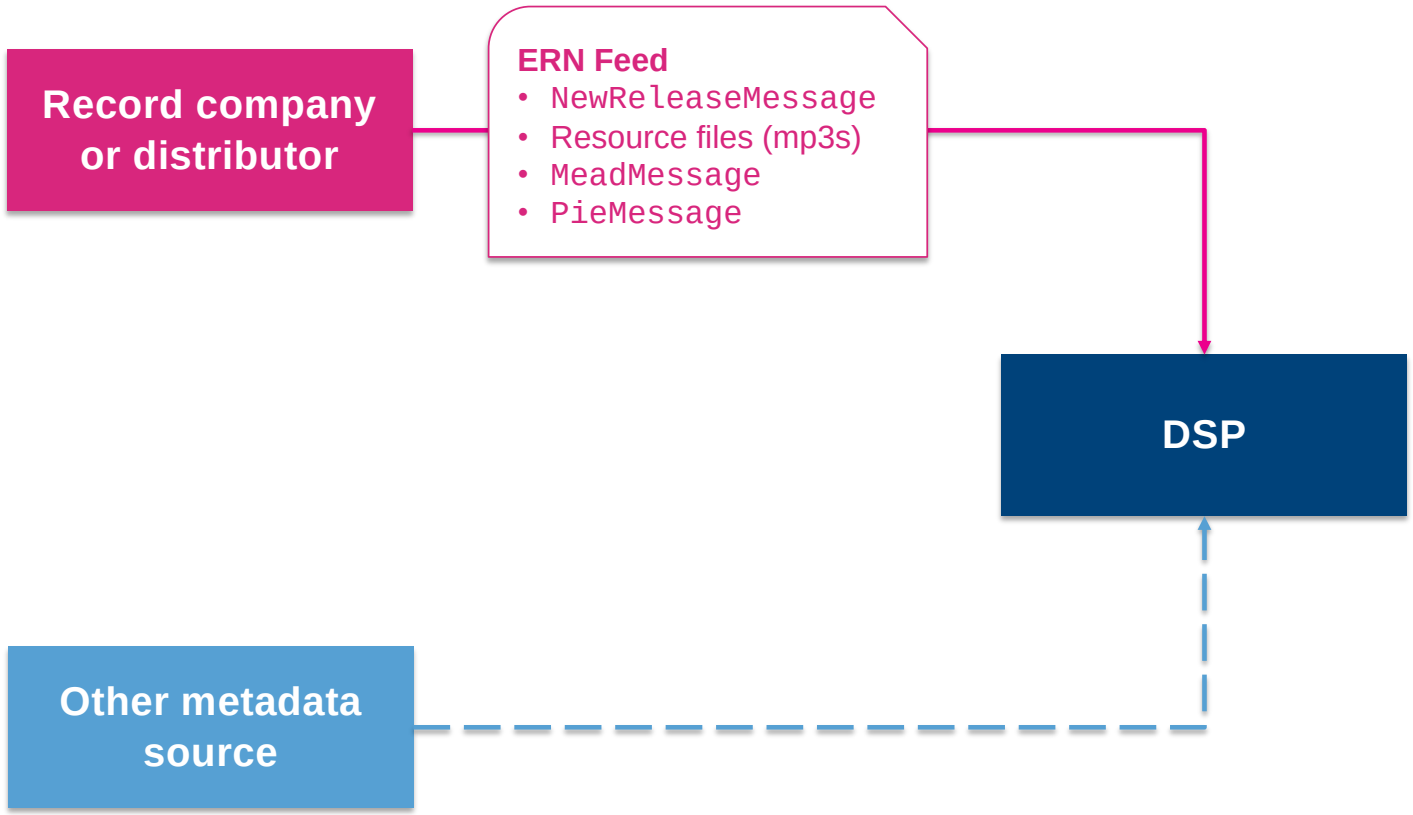

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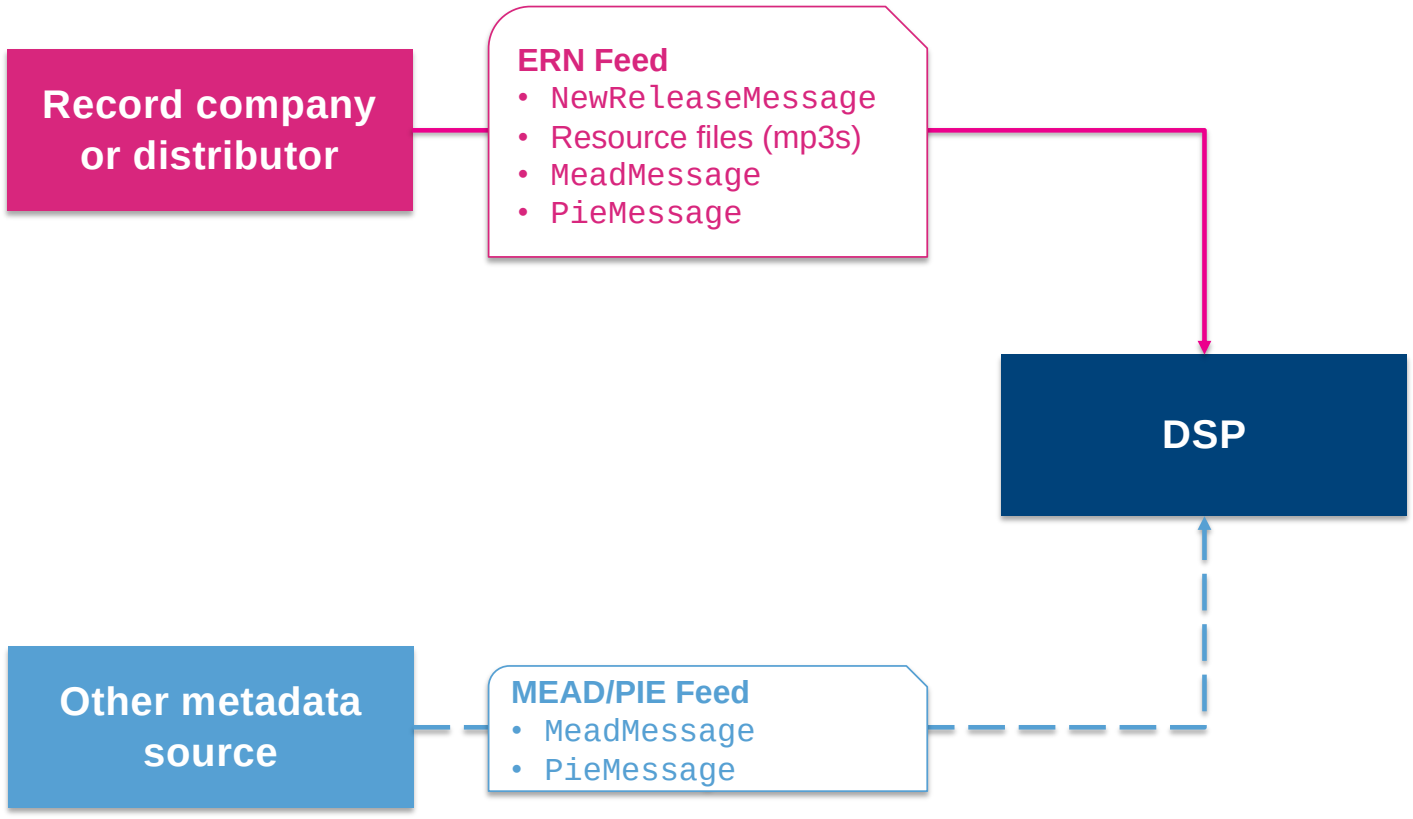

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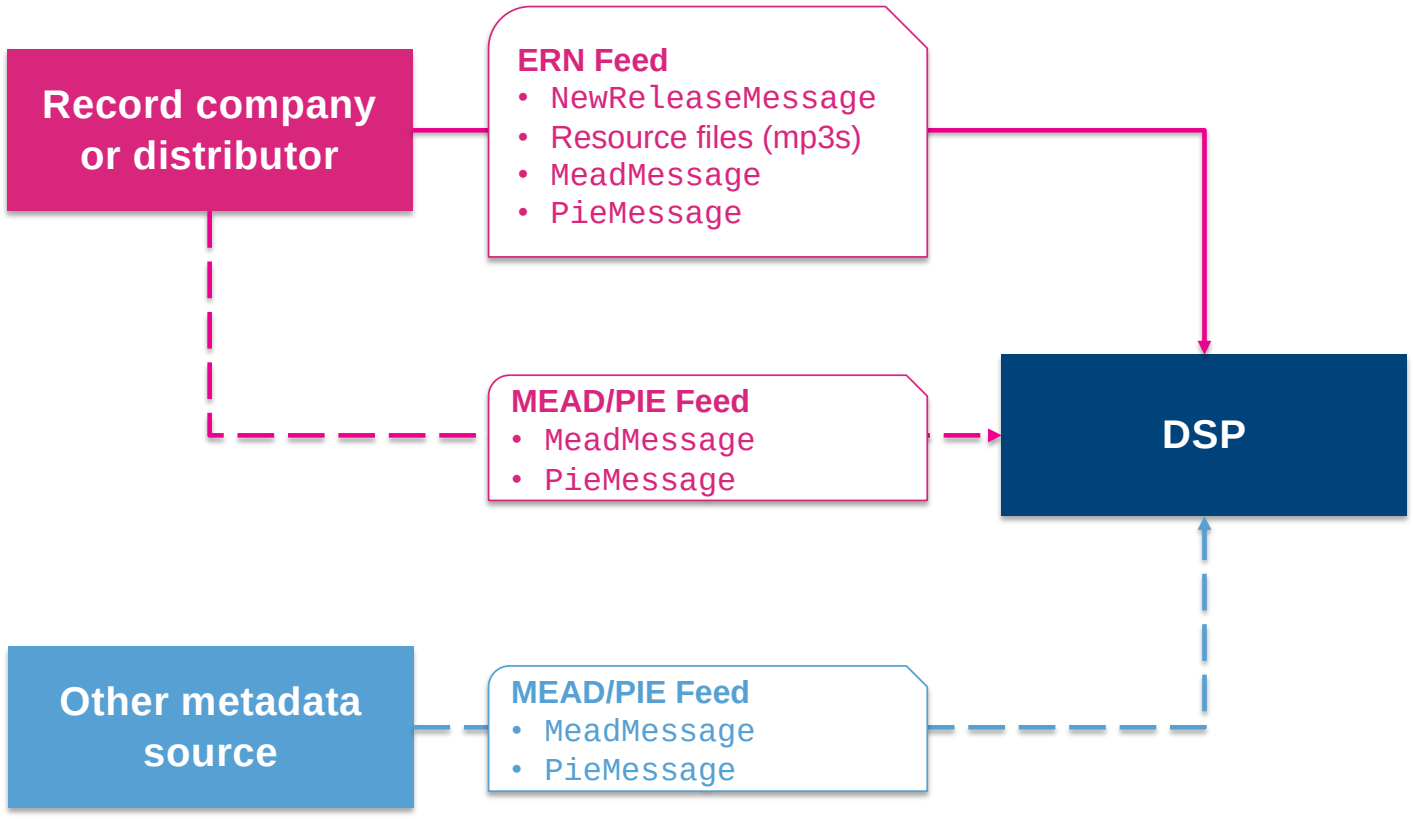
Choreography for MEAD and PIE



Choreography for MEAD and PIE

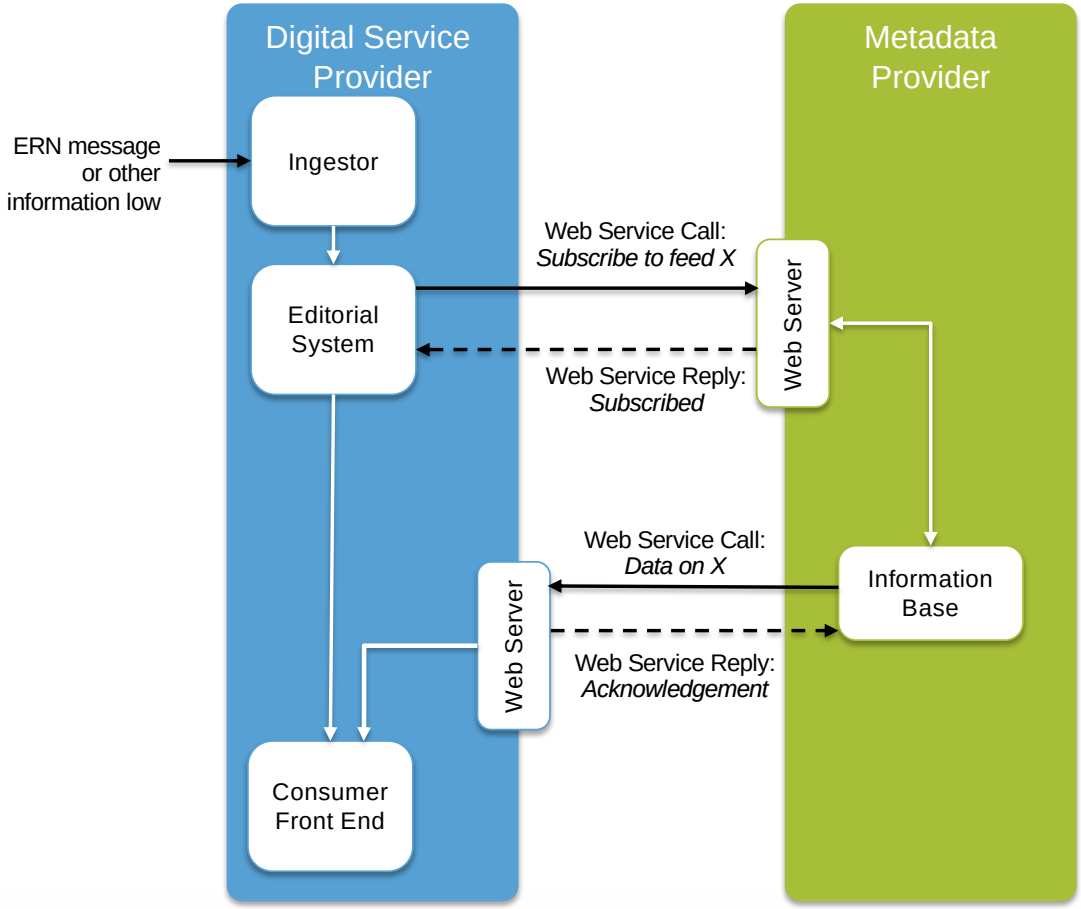
- MEAD/PIE when sent alongside ERN message
- Symmetric web service
- Atom-based web service
- Cloud storage

- 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`

© DDEX/30

Choreography for MEAD and PIE

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



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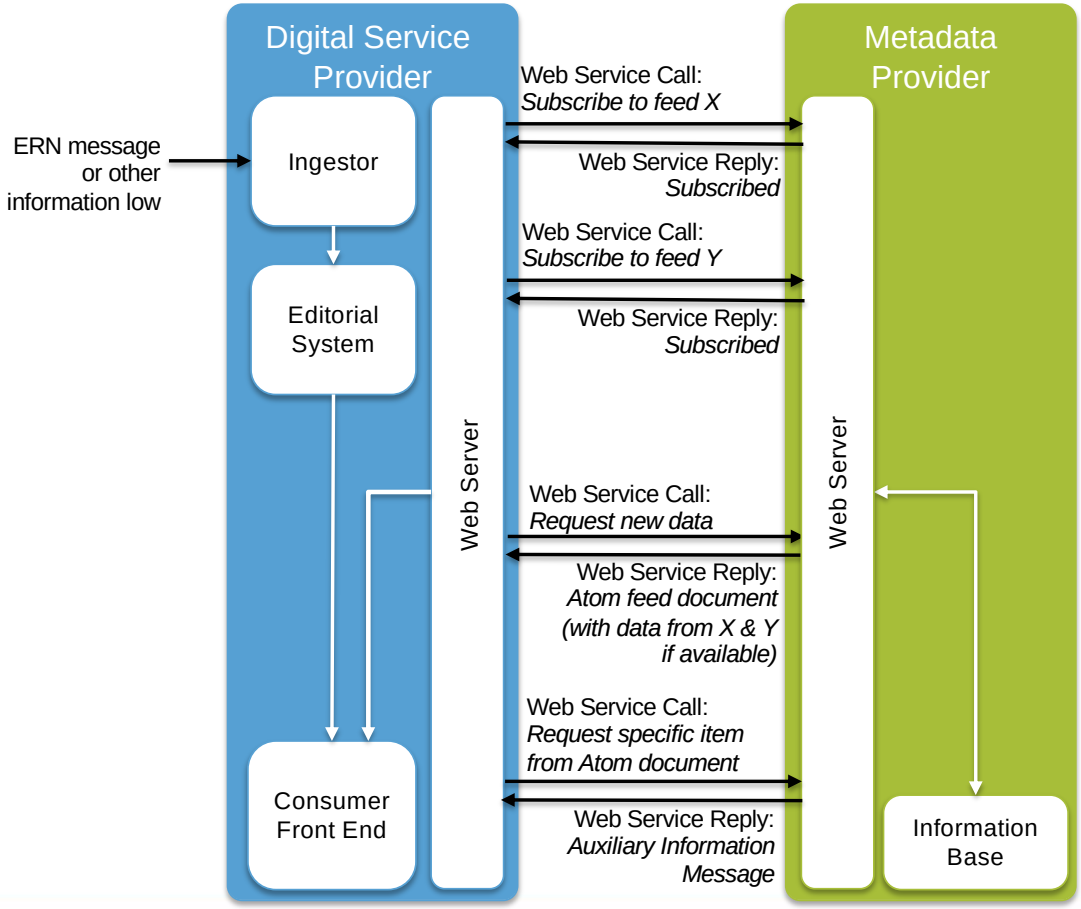

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Choreography for MEAD and PIE

- 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>
```

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    </Text>
    <Author>Wikipedia</Author>
</Biography>
```

```
<MetadataSource>
    <PartyName>
        <FullName>
            <Name>Niels Rump</Name>
        </FullName>
    </PartyName>
</MetadataSource>
```

Identifying the source: example

```
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</Biography>
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```
<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
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</Biography>
```

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<MetadataSource>
   <SourceReference>
      U1
   </SourceReference>

   <PartyName>
      <FullName>
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   <MetadataSourceType>
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</MetadataSource>
```

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