

Digital Data Exchange, LLC

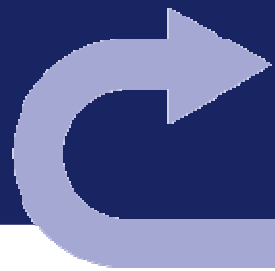
An overview



World Intellectual Property Organisation

Copyright Documentation and Infrastructure

13th October 2011



Digital Data Exchange, LLC

- Open and not-for-profit membership-based standards organisation, formed in May 2006
- Original board members from three core groups
 - Record companies
 - Music rights societies and
 - Digital service providers
- Now comprised of nearly 70 member companies



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 profiles”



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



Current Charter Members

Labels/sound recording managers

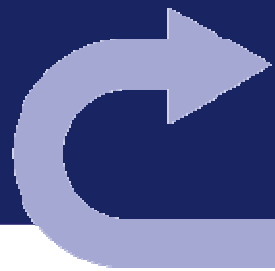
- EMI Music
- The Orchard
- PPL
- SCPP
- Sony Music
- Universal Music
- Warner Music

Retailers/technology companies

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

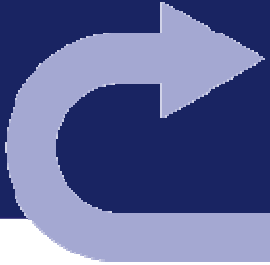
Rights Societies

- 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)



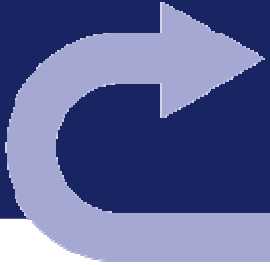
DDEX's standards

- Electronic Release Notification Message Suite (ERN)
- Digital Sales Report Message Suite (DSR)
- Musical Work Licensing Message Suite (MWL)
- Automated Message Exchange Protocol Standard (AMEP)
- Supporting standards
- Handbooks to aid implementation



Implementations right across the supply chain

- Digital retailers
 - Rhapsody, Apple iTunes, Spotify, Napster, Clear Channel, Fox Mobile
- Digital distributors and aggregators
 - Consolidated Independent, Digiplug,
- Record companies
 - SME, WMG, UMG, EMI, PIAS, Red Admiral



Implementations right across the supply chain

- Music rights societies
 - ASCAP, BMI, HFA, SACEM, PRS for Music, NCB, SUISA, GEMA, SOCAN
- Technical service providers
 - Sony DADC, Catch Media, Omnifone, Gracenote
- And nearly 700 implementation licensees

GRD