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Music Metadata Style Guide **V2**

This publication is a work product of the Music Business Association's **Digital Supply Chain and Operations Workgroup** co-chaired by INgrooves's **Chris Read** and Neurotic Media's **Shachar Oren**.

Representatives from the following companies contributed to the project: 7digital, Amazon, BandPage, Beats Music, Blitzr, BMI, CI, Concord Music Group, CV America, DDEX, Disney Music Group, eMusic, Epitaph, Google, Harry Fox Agency, The Future, Hearo.fm, INgrooves, iTunes, Kobalt Music Group, Linchpin Digital, MediaNet Digital, Microsoft, MUSICJUSTMUSIC, Neurotic Media, NueMeta, The Orchard, OTTOMate, Ranger Computers, The Recording Academy, RHA, Rhapsody, SESAC, Sony DADC, Sony Nashville, Spotify, Universal Music Group, WEA, West10, Wind-Up Records, X5 Music Group.

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Share your feedback as well as recommendations for this and future versions of the guide at <https://musicbiz.wufoo.com/forms/metadata-style-guide-v2-feedback/>. User feedback is greatly appreciated. ▶

Overview

In order to provide clear insight into the messaging of audio metadata, the Music Metadata Style Guide attempts to balance the proper level of direction with the right amount of discretion. The Music Business Association originally created this guide to assist in harmonizing the consistency of standards across digital music retailers with respect to how music is listed, ingested, and managed by establishing a common set of metadata guidelines. It was designed to provide all music industry stakeholders the opportunity to work from common naming conventions and data entry standards to help avoid past pitfalls and improve on data quality on a going-forward basis. Conforming to a common set of metadata entry rules is critical to ensuring content can be easily discovered, correctly presented, and accurately disclosed in order to eliminate customer confusion, complaints and costly processing errors.

In an attempt to take a deeper dive at the aforementioned topics, version 2.0 of the guide focuses on addressing questions like the following:

- What are key areas of inconsistency in ingestion of music metadata?
- What are the significant changes for industry standards since v1.0?
- What metadata tactics are potentially underutilized or misunderstood?
- Where does the discussion on music metadata go from here?

This is a living document and the questions above are part of an ongoing dialogue between the Music Business Association, our members and the industry as a whole. Our hope is that this dialogue will aid in moving toward one set of standards for music metadata.

NOTE: You will be seeing Related DDEX Fields in this document, sometimes accompanied by a URL pointing to an article on the DDEX Knowledge Base (<http://kb.ddex.net>). If your operation utilizes the DDEX standard, please note how these fields apply to you. For those not using DDEX, we highly recommend researching the standard to see how it can benefit your organization.

The DDEX secretariat has reviewed this Style Guide and made some additions and amendments, which either provide more clarity in relation to DDEX or direct you to where you can find more information. DDEX wishes to continue collaborating with MusicBiz on future versions of the Style Guide.

Version History

DATE	VERSION	COMMENTS
2013-05-07	1.0	Document Created
2014-08-14	2.0	Significant changes to Artist, Album and Track standards. Intro to Asian languages (Japanese, Chinese, Korean & Thai) added to languages. Additional documentation provided to correlate with DDEX standards (e.g., Artist Roles in DDEX). Sections added for introduction to asset management (e.g., Audio, Images & Video).

Content Definitions

- ▶ **Album Release** – A collection of media resources (images, videos, sound recordings, midi, text) bundled together and made available for consumption to the consumer.
- ▶ **Artist** – The primary performer (e.g., an individual musician, a duo, or a band).
- ▶ **Content** – A sound recording, track, album, music video, or ringtone.
- ▶ **Digital Merchant, Digital Service Provider (DSP), or Digital Retailer** – An online/mobile service or e-store that displays and provides digital music content to end-users/fans/consumers. A Digital Merchant is a broad term, as the offering may involve (and is not restricted to) download sales, streaming services (radio, subscriptions, etc.), discovery services, recommendations, blogs, and any other use of the products, which this Style Guide attempts to help define.
- ▶ **Music Video** – A video containing visual images and a sound recording.
- ▶ **Ringtone** – A standalone audio recording to be used as a ringtone for a mobile phone. Ringtone discussions also apply to Ringback tones and RealTones.
- ▶ **Sound Recording** – An audio recording.
- ▶ **Song** – A musical composition.
- ▶ **Title** – A track, album, music video, or ringtone title as it appears in the Digital Merchant Store.
- ▶ **Track Release** – A single sound recording or music video, which is being made available to the consumer.

Titles, Tags & Messaging

This section of the guide provides a revised approach to the nuances associated with messaging the core components of sound recordings, or tracks, to Digital Merchants. This is primarily done via XML, as such key XML examples are provided to better illustrate these concepts in a practical manner. The processing of metadata varies to some degree across Digital Merchants, as such we have set to provide a clear and tactful approach, as well as caveats when needed.

ARTIST NAMES

The main performing artists should be credited as the “MainArtist” role on all content.

DDEX ARTIST ROLE EXAMPLE ▶

```
<SoundRecordingDetailsByTerritory>
  ...
  <DisplayArtist SequenceNumber="1">
    <PartyName>
      <FullName>U2</FullName>
    </PartyName>
    <PartyId Namespace="...">123</PartyId>
    <ArtistRole>MainArtist</ArtistRole>
  </DisplayArtist>
  ...
  <DisplayArtistName>U2</DisplayArtistName>
  ...
</SoundRecordingDetailsByTerritory>
```

Standard artist name spellings (full artist name) should be used for all main artists. Be consistent in your artist name spelling in all instances (e.g., Beyoncé vs. Beyoncè). See section on **Capitalization, Casing & Abbreviations** for additional detail on this topic.

Non-classical composers, if listed, should only be on tracks, with the exception of soundtracks and scores. Non-classical composers may be listed as first and last name.

For example:

- ▶ **Kurt Cobain**
- ▶ **Johnny Cash**

Artist names should be submitted as the artist would like to appear. Middle names, middle initials, maiden names, nicknames, and name suffixes (e.g., Jr.) may be used. Artist name spelling should remain consistent for all content for an artist, where possible. In some cases, there may be contractual obligations regarding an artist name designation for a particular period of time during the artist's career (e.g., Puff Daddy vs. Diddy). Please consult the respective Digital Merchant regarding their policies and procedures for artist disambiguation. Additionally, artist names should not include any additional information beyond the name, including role, date, instrument, former band, etc.

CORRECT	INCORRECT	ISSUE CAUSING CONFLICT
Jimi Hendrix	Jimi Hendrix (Guitarist)	Includes Instrument
Bob Marley	Marley, Bob	Formatted as Last, First
Outkast	Outcast	Incorrect Spelling
Jimmy Page	Jimmy Page (Of Led Zeppelin)	Includes Band Name
Jim Morrison	Jim Morrison (1943-1971)	Includes Birth And Death Dates

Please note, even for instances of artist disambiguation like John Williams (Composer) and John Williams (Guitarist), please utilize the artist role functionality for communicating this detail and allow the Digital Merchant to concatenate if needed. Extraneous data attached to artist names can cause significant issues with rights clearance, licensing and payment processes.

Various Artists

Best practice for defining “Various Artists” remains unresolved. Some suggest 4 or more artists or to ignore the Album Artist field and list MainArtist artists at the track level. Review the criteria for your Digital Merchant to help ensure accuracy. Many albums have 3 or 4+ artists where the album artist should not be “Various Artists.” This is common in Broadway shows. For example, Kinky Boots Original Broadway Cast is the ideal album-level artist, even though more than four individual performers are listed across the tracks.

When utilizing “Various Artists” individual artist names should be used as the MainArtist artist at the track level, with “Various Artists” as the MainArtist artist at the album level.

Variations or abbreviations of “Various Artists” (such as “V/A,” “V.A.,” “Various,” “Various Artist,” and “Varios”) should not be used as an artist name for English language content. Translated versions of “Various Artists” are acceptable as long as they are consistent with the content’s language.

The following are examples of the acceptable format in various languages:

LANGUAGE	TRANSLATION
Dutch	Verchillende Artiesten
French	Multi-Interprètes
German	Verschiedene Interpreten
Italian	Artisti Vari
Portuguese	Vários Intérpretes
Spanish	Varios Artistas
Swedish	Blandade Artister

Compound Artists

Only one artist name should occupy each artist field. Two or more people or groups in one artist field are called a compound artist. Compound artists prevent the Digital Merchant Store from identifying individual artists. This prevents an album from appearing on the correct artist page(s).

If more than one artist performs on the content, each artist should be listed individually and indicated as MainArtist.

See DDEX Example below for a sound recording with Paul McCartney & Michael Jackson each as the main artists.

Some Digital Merchants allow other contributors at the track level (e.g., Producer). It is advised to add as much contextual data to your content as possible.

Artists who are generally listed together or as a band are not considered compound artists and must be listed together.

For example:

- ▶ Simon & Garfunkel
- ▶ Anderson Bruford Wakeman Howe
- ▶ Brooks & Dunn
- ▶ Katrina & The Waves
- ▶ Dizzy Gillespie & His Fab Five
- ▶ Hootie & The Blowfish
- ▶ Miles Davis Quintet
- ▶ Lee Fields & The Expressions

For artists with content already available for sale, please consult the respective digital merchant regarding their policies and procedures for artist disambiguation and interoperability.

```
<SoundRecordingDetailsByTerritory>
...
<DisplayArtist SequenceNumber="1">
  <PartyName>
    <FullName>Paul McCartney</FullName>
  </PartyName>
  <PartyId Namespace="...">123</PartyId>
  <ArtistRole>MainArtist</ArtistRole>
</DisplayArtist>

<DisplayArtist SequenceNumber="2">
  <PartyName>
    <FullName>Michael Jackson</FullName>
  </PartyName>
  <PartyId Namespace="...">123</PartyId>
  <ArtistRole>MainArtist</ArtistRole>
</DisplayArtist>
...
<DisplayArtistName>
  Paul McCartney & Michael Jackson
</DisplayArtistName>
...
</SoundRecordingDetailsByTerritory>
```

Contact your Digital Merchant regarding the searchability and linkage of compound artist names to the individual artist (e.g., Lee Fields, Lee Fields & The Expressions)

NOTES ON DDEX™

STANDARDISING THE
DIGITAL SUPPLY CHAIN

Please remember that within DDEX's standard there is the baseline standard, which then has specific profiles (and in some cases choreographies), and it is these that enable consistency in implementations.

Reference Links

Homepage:

<http://ddex.net/>

Knowledge Base:

<https://kb.ddex.net/display/HBK/DDEX+Knowledge+Base>

DDEX Article on communicating Display Artist(s) and Display Artist Name(s):

<https://kb.ddex.net/pages/viewpage.action?pageId=3899407>

ERN Choreography Standard:

<https://kb.ddex.net/display/ECHO14/ERN+Choreography+Standard+1.4>

Release Profiles for Common Release Types:

<https://kb.ddex.net/display/ERNRP12Final/Release+Profiles+for+Common+Release+Types+1.2>

Display Artist & Display Artist Names

DDEX Electronic Release Notification (ERN) Delivery Standards provides a <DisplayArtist> data composite that includes nested <FullNameText> and <ArtistRole> sub-elements. DDEX provides a predefined allowed value list of ArtistRoles, which includes MainArtist, FeaturedArtist, Composer, and others.

The DDEX Electronic Release Notification (ERN) Delivery Standards also provide the DisplayArtistName element to enable content distributors to communicate the exact display text for the artists associated with the Release. This element enables one to clearly communicate the formatting, capitalization, and ordering of any and all artists that are associated with this Release. This may be the distributor's own preferences or there may be contractual obligations that the distributor must meet.

Display Artist Names and Display Artist roles are a major issue in Release Deliveries. DDEX's profiles define that both a Display Artist Name string, as well as each constituent artist role that is represented in a collaboration, must both be broken out and communicated in their constituent parts. It is important to note the significant change in the approach to sending the Display Artist Name that occurred in version 3.7 of the Release Notification Message Suite Standard (as well as version 4.3 of the Digital Sales Reporting Suite Standard). Detailed XML examples of these changes can be found at the following: <https://kb.ddex.net/pages/viewpage.action?pageId=3899407>

DDEX Definition References:

- MainArtist – http://ddex.net/dd/ERN37-DSR43/dd/ddex_MainArtist.html
- DisplayArtist Data Composite – http://ddex.net/dd/ERN37-DSR43/dd/ddexC_Artist.html
- DisplayArtist – http://ddex.net/dd/ERN37-DSR43/dd/ddex_DisplayArtist.html
- DisplayArtistName – http://ddex.net/dd/ERN37-DSR43/dd/ddex_DisplayArtistName.html
- ArtistRole – http://ddex.net/dd/ERN37-DSR43/dd/ddex_ArtistRole.html
- FeaturedArtist – http://ddex.net/dd/ERN37-DSR43/dd/ddex_FeaturedArtist.html

DDEX Xpath Expressions:

- Display Artist Composite:
[/ern:NewReleaseMessage/ReleaseList/Release/ReleaseDetailsByTerritory/DisplayArtist/PartyName/](#)
- FullName:
[/ern:NewReleaseMessage/ReleaseList/Release/ReleaseDetailsByTerritory/DisplayArtist/PartyName/FullName](#)
- Role:
[/ern:NewReleaseMessage/ReleaseList/Release/ReleaseDetailsByTerritory/DisplayArtist/Artist-Role](#)
- Display Artist Name Composite:
[/ern:NewReleaseMessage/ReleaseList/Release/ReleaseDetailsByTerritory/DisplayArtistName](#)

CREDITING FEATURING ARTISTS

Multiple artists should be entered separately if a track has a featuring artist.

The following is a DDEX example of the correct way to list a featuring artist:

See Track Titles section for additional detail on properly crediting featured artists.

Artist Roles

In most cases to be visible in a Digital Merchant Store, a non-classical artist should be a MainArtist artist. Additional artist roles may not be visible in the Digital Merchant Store, but are usually stored for future use. The artist names that would appear on the spine of a physical CD will most likely be MainArtist artists at the album level. Non-classical composers, if listed, may only be listed on tracks with the exception of Soundtracks and Scores. Featuring artists should have the FeaturedArtist role. If the artist is featured on every track on the album, the artist may also be a FeaturedArtist at the album level.

When a single artist needs crediting with several roles, one Artist composite should be used. See <https://kb.ddex.net/display/HBK/One+artist+with+two+roles> for how this is done in DDEX.

See **Appendix D** for additional example artist roles as they apply to DDEX.

```
<SoundRecordingDetailsByTerritory>
  ...
  <DisplayArtist SequenceNumber="1">
    <PartyName>
      <FullName>Jay-Z</FullName>
    </PartyName>
    <PartyId Namespace="...">123</PartyId>
    <ArtistRole>MainArtist</ArtistRole>
  </DisplayArtist>

  <DisplayArtist SequenceNumber="2">
    <PartyName>
      <FullName>Alicia Keys</FullName>
    </PartyName>
    <PartyId Namespace="...">456</PartyId>
    <ArtistRole>FeaturedArtist</
ArtistRole>
  </DisplayArtist>
```

One can explicitly indicate the proper way in which the main artist and featured artists should be displayed using the DisplayArtistName element

```
  ...
  <DisplayArtistName>Jay-Z feat. Alicia
  Keys</DisplayArtistName>
  ...
</SoundRecordingDetailsByTerritory>
```

ALBUM TITLES

The album release title should be spelled correctly and match the cover art. Album release titles should not have extra information that is not necessary to identify the content. See the **Capitalization, Casing & Abbreviations** section for capitalization standards. Artwork should accompany all release types.

The album release type (e.g., Single) should be communicated using the subtitle tag and not added to the release title. Some services will automatically concatenate “Single” or “EP” to the release title. Content owners should allow the Digital Merchant to concatenate tags as they deem necessary and should utilize individual tagging for their content where available.

Albums that have been remastered or reissued, should consider utilizing a subtitle tag where available.

For example:

- ▶ **Title:** The Dark Side of the Moon
- ▶ **SubTitle:** 40th Anniversary

Single & EP

In theory a single or EP can contain 1-∞ sound recordings, which is up to the discretion and creative intent of the respective artists. For example, a single comprised of one original track accompanied by 10 remixes of the original track. However, Digital Merchants have specific rules around ingestion that will potentially conflict with the creative intent of the content owner. In these instances, it is advisable to communicate with your Digital Merchant on the best possible solution for content ingestion. Utilize individual tags for additional description wherever possible (e.g., ReleaseType).

```
<Title TitleType="FormalTitle" >  
  <TitleText>Won't Ever Fade</TitleText>  
  <SubTitle>KTA Mix</SubTitle>  
</Title>
```

Territory

Territorial information should be included in all releases, for example: `<territory>US</territory>`. DDEX allows for ‘Territory’ information in various places, which do not relate to commercial availability in all cases (e.g., Release and Resources). These standards should be reviewed and followed closely to ensure proper classification.

NOTES ON DDEX™

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The DDEX Electronic Release Notification Message standard (ERN) provides a <Title> data composite structure intended to express information about a Release’s title. This data composite contains both a <TitleText> element and an optional <SubTitle> element. The <Title> data composite provides for optional TitleType attribute where “DisplayTitle” is one available option that can be specified.

The DDEX Release Delivery Standards provides a <ReleaseType> data element to capture a Release’s type description, which includes an extensive allowed value set that can be specified. “EP” is not included in the DDEX <ReleaseType> allowed value set but can be specified as a “UserDefined” type. The definitions provided by the DDEX standard for each of the <ReleaseType> allowed values may not be defined same as those defined in this Style Guide. One can determine the number of SoundRecording Resources associated with each Release by tabulating the number of ReleaseResourceReferences within the <ReleaseResourceReferenceList> data composite. Duration information about the Release and the individual SoundRecordings contained in the Release can be found in the <Duration> element in the Release composite and Resource SoundRecording Composite, respectively. When communicating a Release with more than one sound recording, DDEX mandates that for each Resource a single-Resource Release is to be communicated. DDEX separates between the ReferenceTitle and a Title. DDEX indicates that a title of type FormalTitle and a Title of type DisplayTitle shall be provided.

Additional detail on information that differs between territories can be found at <https://kb.ddex.net/display/GBK/Territorial+variations+in+Release+descriptions>

DDEX Definition References

- TitleText – http://ddex.net/dd/ERN37-DSR43/dd/ddex_TitleText.html
- SubTitle – http://ddex.net/dd/ERN37-DSR43/dd/ddex_SubTitle.html
- TitleType – http://ddex.net/dd/ERN37-DSR43/dd/avs_TitleType.html
- ReleaseType – http://ddex.net/dd/ERN37-DSR43/dd/avs_ReleaseType.html
- ReleaseResourceReference – http://ddex.net/dd/ERN37-DSR43/dd/ddex_ReleaseResourceReference.html
- Duration – http://ddex.net/dd/ERN37-DSR43/dd/ddex_Duration.html

DDEX Xpath Expressions

- Title Data Composite:
[/ern:NewReleaseMessage/ReleaseList/Release/ReleaseDetailsByTerritory/Title](#)
- ReleaseResourceReferenceList Data Composite:
[/ern:NewReleaseMessage/ReleaseList/Release/ReleaseResourceReferenceList](#)
- Release Duration: [/ern:NewReleaseMessage/ReleaseList/Release/Duration](#)
- Sound Recording Duration:
[/ern:NewReleaseMessage/ResourceList/SoundRecording/Duration](#)

Soundtracks & Scores

Soundtracks and scores for movies, TV, and musicals should include tags that indicate the version of the soundtrack or score. It is advised to provide these tags as a subtitle versus including them in the main title. The wording that appears on the cover art should match the release title.

For example:

TITLE	SUBTITLE
Twilight	Original Motion Picture Soundtrack
Happy Feet	Original Score
Dazed & Confused	Music Inspired by the Film
The Threepenny Opera	Original Off-Broadway Cast

Where possible, scores for TV and movies should have the composer in both the Composer and MainArtist roles on the album and tracks.

For example:

ALBUM TITLE	Star Wars Episode IV: A New Hope (Original Motion Picture Soundtrack)
ALBUM ARTISTS	John Williams (MainArtist) John Williams (Composer)
TRACK TITLES	20th Century Fox Fanfare
MEDLEY	Main Title / Rebel Blockade Runner / Imperial Attack
MEDLEY	The Dune Sea of Tatooine / Jawa Sandcrawler
TRACK ARTISTS (FOR ALL TRACKS)	John Williams (MainArtist) John Williams (Composer)

NOTES ON DDEX™

STANDARDISING THE
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As previously described, the DDEX ERN <Title> data composite provides a means to sufficiently capture title information for this type of Release.

DDEX Release Delivery Standards provides a <DisplayArtist> data composite that includes nested <FullNameText> and <ArtistRole> sub-elements to capture performing artists and composer information.

DDEX Release Delivery Standards provides the flag <IsMedley> element as a setting to communicate when SoundRecording Resources contain a combination of continuous and sequential musical works.

Also, DDEX Release Delivery Standards provides the flag <IsMultiArtistCompilation> element as a setting to communicate when a Release contains a compilation of many different artist's recordings.

DDEX Definition References

- DisplayArtist Data Composite – http://ddex.net/dd/ERN37-DSR43/dd/ddexC_Artist.html
- DisplayArtist – http://ddex.net/dd/ERN37-DSR43/dd/ddex_DisplayArtist.html
- DisplayArtistName – http://ddex.net/dd/ERN37-DSR43/dd/ddex_DisplayArtistName.html
- ArtistRole – http://ddex.net/dd/ERN37-DSR43/dd/ddex_ArtistRole.html
- IsMedley – http://ddex.net/dd/ERN37-DSR43/dd/ddex_IsMedley.html
- IsMultiArtistCompilation – http://ddex.net/dd/ERN37-DSR43/dd/ddex_IsMultiArtistCompilation.html

DDEX Xpath Expressions:

- DisplayArtsits Data Composite:
[/ern:NewReleaseMessage/ReleaseList/Release/ReleaseDetailsByTerritory/DisplayArtist](#)
- IsMedley:
[/ern:NewReleaseMessage/ResourceList/SoundRecording/IsMedley\)](#)
- IsMultiArtistCompilation:
[/ern:NewReleaseMessage/ReleaseList/Release/ReleaseDetailsByTerritory/IsMultiArtistCompilation](#)

Albums in a Series

Artistic intent should be maintained for album titles in a series. Where possible, formatting titles for albums that are part of a series is advised:

For example:

Series Title: Album Title

- ▶ **6x6: The Sixties**
- ▶ **6x6: The Seventies**
- ▶ **Héroes de los 80: Pasto de Tiburones**
- ▶ **Héroes de los 80: Moviles**
- ▶ **Dreyfus Jazz Club: In the Mood of...Miles**
- ▶ **Dreyfus Jazz Club: In the Mood of...Coltrane**

When formatting titles for albums that are part of a series that don't have a specific album name, the information should be presented as follows: Series Title: Artist Name

For example:

- ▶ **RCA Country Legends: Charley Pride**
- ▶ **RCA 100 Años de Música: Marco Antonio Muñoz**



As previously described, the DDEX ERN <Title> data composite provides a means to sufficiently capture title information for this type of Release

If album series is part of a box-set, the DDEX Release Delivery Standards provides a means to indicate this using the “DigitalBoxSetRelease” allowed value using the <ReleaseType> data element.

The DDEX Release Delivery Standards also provide an optional <RelatedRelease> data composite for use when associating related Releases. The <ReleaseRelationshipType> element provides a UserDefined field to capture Releases which are related by a common series.

Complete & Partial Album Releases

In general all tracks are required. For the digital version of an album release, all tracks that exist on the physical version should be delivered and the track numbering should match. DDEX provides guidelines on how to express the order of the tracks in a release.

Complete album releases are required and an album release is considered incomplete if it is missing tracks that are available on the physical version (in the same market). For example, if the physical version of an album has ten tracks and the version provided to Digital Merchants contains eight tracks, the album could be flagged as partial and may not be available for purchase in digital stores. Licensing issues in different territories can cause challenges with partial album releases, especially for soundtracks and compilations. In these cases, a partial album release may be available in the digital store.

TRACK RELEASE TITLES

Audio should correctly match the titles. Titles should be spelled correctly. In addition, all track release titles on an album should be unique. This does not apply to different versions of the same track that are distinctly marked Clean/Explicit.

Use SubTitles to differentiate multiple versions of tracks with terms such as the following:

- **Live**
- **Radio Edit**
- **Extended Version**
- **Single Version**

Crediting Featuring Artists

Terms that indicate additional artist collaboration on a track release — such as “feat.” (for “featuring”) and “with” — when included in the title should be lowercase and in English. No diversion of spelling is acceptable (e.g., “featuring,” “Featuring,” “Feat,” “w/,” “With,” etc.)

Unless contractually obligated, it is advised to credit featuring artists for specific tracks at the artist role level and not add this data to the track or album release title. Some Digital Merchants may choose to concatenate this data to the track or album title.

DDEX EXAMPLE OF UTILIZING 'FEATUREDARTIST' ROLE ►

```
<SoundRecordingDetailsByTerritory>
...
<DisplayArtist SequenceNumber="1">
  <PartyName>
    <FullName>Jay-Z</FullName>
  </PartyName>
  <PartyId Namespace="...">123</PartyId>
  <ArtistRole>MainArtist</ArtistRole>
</DisplayArtist>

<DisplayArtist SequenceNumber="2">
  <PartyName>
    <FullName>Alicia Keys</FullName>
  </PartyName>
  <PartyId Namespace="...">456</PartyId>
  <ArtistRole>FeaturedArtist</
ArtistRole>
</DisplayArtist>
```

One can explicitly indicate the proper way in which the main artists should be displayed using the `DisplayArtistName` element

```
...
<DisplayArtistName>Jay-Z feat. Alicia
  Keys</DisplayArtistName>
...
</SoundRecordingDetailsByTerritory>
```

Medleys

For medleys, each listed song in the medley should be spaced and separated by a forward slash. If the word medley or a title for the medley itself is included, it should either precede the songs and be followed by a colon or follow the songs and be contained in parentheses.

For example:

VERSION	EXAMPLE
Song A / Song B / Song C	A Merry Christmas / Joy Be With You / Apples in Water
Medley: Song A / Song B / Song C	Medley: God Rest Ye Merry Gentlemen / Deck the Halls / Hark! The Herald Angels Sing
Medley Title: Song A / Song B / Song C	Closing Medley: Folsom Prison Blues / I Walk the Line / Ring of Fire
Song A / Song B / Song C (Medley)	We Are Trying to Stay Alive / Real Thing / Ain't Nobody (Medley)

Soundtracks

If all sound recording resources on an album release are from the same soundtrack, the album title should indicate the version of the soundtrack as described in **Soundtracks & Scores**.

If the sound recording resources on the album are not from the same soundtrack, the sound recording title composite should indicate the soundtrack on which it is from through utilizing the Title and SubTitle tags.

For example:

- **Title:** Make ‘Em Laugh
- **SubTitle:** “Singin’ in the Rain”
- **Title:** Fast Streets of Shanghai
- **SubTitle:** “Indiana Jones and the Temple of Doom”

Quotations for the above examples are not absolutely necessary, given that they are not consistently required or utilized across all Digital Merchants.

Ghost, Silent and Hidden Tracks

Intentionally silent tracks placed either on their own or as a gap before a hidden or ghost track release should be clearly labeled in the title.

VERSION	TRACK EXAMPLE
Silent Track Release	Outro (Silent Track)
Hidden Track Release	A Rockin’ Good Way (Hidden Track) [feat. Maceo Parker]
Ghost Track Release	Open My Eyes (Ghost Track)



The DDEX Electronic Release Notification Message standard (ERN) provides a <Title> data composite structure intended to express information about a Release’s title. This data composite contains both a <TitleText> element and an optional <SubTitle> element. The <Title> data composite provides for optional @TitleType attribute where “DisplayTitle” is one available option that can be specified.

The DDEX Release Delivery Standards provide a <ReleaseType> data element to capture a Release’s type description which includes an extensive allowed value set that can be specified. TrackRelease is included as one of the DDEX <ReleaseType> allowed values.

Explicit, Edited, NotExplicit, Unknown and NoAdviseAvailable are allowed values that are included in the DDEX Release Delivery Standards to convey information about a Release using the <ParentalWarningType> element.

As mentioned earlier, DDEX Release Delivery Standards provide a <DisplayArtist> data composite that includes nested <FullNameText> and <ArtistRole> sub-elements to convey FeaturedArtist information.

The DDEX Release Delivery Standards provide the flag <IsMedley> element as a setting to communicate when SoundRecording Resources contain a combination of continuous and sequential musical works.

The DDEX Release Delivery Standards provide the flag <IsHiddenResource> element as a setting to communicate when a SoundRecording Resource is hidden from the consumer in some way.

DDEX Definition References

- **TitleText** – http://ddex.net/dd/ERN37-DSR43/dd/ddex_TitleText.html
- **SubTitle** – http://ddex.net/dd/ERN37-DSR43/dd/ddexC_TypedSubTitle.html
- **TitleType** – http://ddex.net/dd/ERN37-DSR43/dd/avs_TitleType.html
- **ReleaseType** – http://ddex.net/dd/ERN37-DSR43/dd/ddexC_ReleaseType.html
- **ParentalWarningType** – http://ddex.net/dd/ERN37-DSR43/dd/ddexC_ParentalWarningType.html
- **DisplayArtist Data Composite** – http://ddex.net/dd/ERN37-DSR43/dd/ddexC_Artist.html
- **DisplayArtist** – http://ddex.net/dd/ERN37-DSR43/dd/ddex_DisplayArtist.html
- **DisplayArtistName** – http://ddex.net/dd/ERN37-DSR43/dd/ddex_DisplayArtistName.html
- **ArtistRole** – http://ddex.net/dd/ERN37-DSR43/dd/ddex_ArtistRole.html
- **IsMedley** – http://ddex.net/dd/ERN37-DSR43/dd/ddex_IsMedley.html
- **IsHiddenResource** – http://ddex.net/dd/ERN37-DSR43/dd/ddex_IsHiddenResource.html

DDEX Xpath Expressions

- **Title Data Composite:**
[/ern:NewReleaseMessage/ReleaseList/Release/ReleaseDetailsByTerritory/Title](#)
- **ParentalWarningType:**
[/ern:NewReleaseMessage/ReleaseList/Release/ReleaseDetailsByTerritory/ParentalWarning-Type](#)
- **DisplayArtsits Data Composite:**
[/ern:NewReleaseMessage/ReleaseList/Release/ReleaseDetailsByTerritory/DisplayArtist](#)
- **IsMedley:**
[/ern:NewReleaseMessage/ResourceList/SoundRecording/IsMedley](#)
- **IsHidden:**
[/ern:NewReleaseMessage/ResourceList/SoundRecording/IsHiddenResource](#)

Genres

This list of genres on Wikipedia (http://en.wikipedia.org/wiki/List_of_popular_music_genres) can be used as a reference. Keep in mind that the genre list could change at any time as new genres emerge or the list is edited by Wikipedia users. Although you may be able to select primary and secondary genres, the primary genre should be the best description for the content. In some cases the secondary genre is only used as a search term to help users find the content. A secondary genre is not always required, but it should be used when available. It is important to have a detailed understanding of the way genres are utilized by each individual merchant. Primary, secondary, and sub-genres can be defined differently across different platforms.

Genres should not be egregiously misclassified (e.g., Hip Hop in place of Children’s Music). Genre issues that lead to customer confusion and complaints will usually result in the genre being adjusted or the content being removed. Some Digital Merchants do not allow genres listed in conjunction (e.g., Dance/Electronic). International music may require a more detailed classification than domestic music. For example, Pop music from Latin America may need to be classified as Pop Latino instead of Pop.

Contact your Digital Merchant Store for a complete list of acceptable genres and details on their process for genre classification and charting within the store.

DDEX does not standardize genres but allows the communication of multiple genres for each sound recording and/or release. See <https://kb.ddex.net/display/GBK/Genres> for details.

Mixes & Remixes

If an album release is a collection of different tracks mixed together by a single DJ, the mixing DJ may be listed at the album level as the MainArtist instead of “Various Artists.”

ALBUM TITLE	Club Life, Vol. 2 - Miami
ALBUM ARTIST	FullName: Tiësto ArtistRole: MainArtist
TRACK TITLE	Title: Can't Stop Me SubTitle: Tiësto Remix
TRACK ARTISTS	FullName: Afrojack ArtistRole: MainArtist FullName: Shermanology ArtistRole: MainArtist
TRACK TITLE	Title: Long Time SubTitle: Original Mix
TRACK ARTISTS	FullName: John De Sohn ArtistRole: MainArtist FullName: Andreas Moe ArtistRole: FeaturedArtist

The performing artists should be credited at the track level as the MainArtist artists. These credits should be done at the artist role level.

For example:

- ▶ If an album is a collection of remixes of the same track, the album subtitle should indicate that they are remixes.
- ▶ In order to avoid identical track titles, the track titles should include remix information to differentiate them. If an album is a collection of remixes of the same song, the album subtitle should indicate that they are remixes.
- ▶ In order to avoid identical song titles, the song titles should include remix information to differentiate them.

For example:

ALBUM TITLE	Title: Feel So Close	SubTitle: Remixes
TRACK TITLES	Title: Feel So Close	SubTitle: Extended Mix
	Title: Feel So Close	SubTitle: Nero Remix
	Title: Feel So Close	SubTitle: Benny Benassis Remix
	Title: Feel So Close	SubTitle: Dillon Francis Remix
	Title: Feel So Close	SubTitle: Nero Dub
	Title: Feel So Close	SubTitle: Instrumental

Capitalization, Casing & Abbreviations

Titles should not be in all capitals, all lowercase, or random casing.

For example:

INCORRECT	REASON
YOUNG AMERICANS	Title is all upper case.
the downward spiral	Title is all lower case.
a TIME to love	Title has random capitalization.

“The” should be capitalized when it is the start of an Artist’s name. The following words should be lowercase, with a few exceptions:

- ▶ **a, an, and, as, but, for, from, nor, of, or, so, the, to, yet**
- ▶ Prepositions of four letters or fewer (**at, by, for, from, in, into, of, off, on, onto, out, over, to, up, and with**). Where a word that can act as a preposition acts in another way, it should be capitalized in accordance with the rules for that role. **NOTE:** This is not consistent across all retailers, so consult with your Digital Merchant on their specific requirements for capitalization.
- ▶ These rules should also apply to foreign language equivalents.

For example:

- ▶ **In the Still of the Night**
- ▶ **(You Make Me Feel Like A) Natural Woman**
- ▶ **To Be, or Not to Be**
- ▶ **The One and Only**

Always capitalize the first and last word in a title. Capitalize the first and last word in parentheses.

For example:

- ▶ **To Be, or Not to Be**
- ▶ **What They’re Looking For**
- ▶ **War (What Is It Good For?)**
- ▶ **(You Make Me Feel Like A) Natural Woman**

Intentionally misspelled words should be capitalized as if they were spelled correctly.

For example:

- ▶ **In da House**
- ▶ **Kill ‘Em n’ Grill ‘Em**
- ▶ **It’s fo’ Realz**

The elements of hyphenated words should be capitalized except for a, an, and, for, from, of, or, the, to and in.

For example:

- ▶ **Down-and-Out Blues**
- ▶ **Just Another Run-of-the-Mill Day**

NOTE: For general cases on capitalization and title casing not addressed in this guide, refer to The Chicago Manual of Style — <http://www.chicagomanualofstyle.org/home.html>

Frequent abbreviations of the original title should not be used to provide additional information about the content.

The following abbreviations are acceptable: **&, a.k.a., DJ, feat., No., Pt., Pts., TV, vs., Vol.** to be used only in titles. They should not be used in artist names.

The following case-specific abbreviations should not be used: **Alt., Dj, Ft., Feat., N., Rmx, Tv, tv, V., VI., Vs., v., w/, w/o**

Please use discretion when making these changes retroactively to your catalog or expending resources to change current releases. The requirements for Digital Merchants in this area are varied.

Language

The appropriate language should be designated in the metadata to ensure that accents, capitalizations and casings appear correctly in the Digital Merchant Store.

ENGLISH, SPANISH & PORTUGUESE

English albums and track titles should be in title case format and follow the casing conventions as outlined in the Capitalization & Title Case section. In addition, for English, words before and after a -, /, or : should be capitalized.

For Spanish and Portuguese album and track titles, the content provider can decide on either title or sentence casing (as long as the casing is consistent through a given album).

SWEDISH, FRENCH & ITALIAN

Swedish, French, and Italian album and track titles should be formatted in sentence case format.

For example:

SWEDISH, FRENCH AND ITALIAN ALBUMS	SWEDISH, FRENCH AND ITALIAN TRACKS
L'amour dans la rue	Jonques de pêcheurs au crépuscule
Il mondo che vorrei	Les chants magnétiques
C'è chi dice no	Il mondo che vorrei
Hoppa upp!	E adesso che tocca a me
För sent för edelweiss	Kärlek är ett brev skickat tusen gånger
Swing de Paris	Sur les monts d'Auvergne

GERMAN

For German album and track titles, sentence case should be used and the first letter of every noun should be capitalized.

For example:

GERMAN ALBUMS	GERMAN TRACKS
Was ihr wollt	Ich tu dir Weh
So ist das Spiel	Dicke Mädchen haben schöne Namen

For German names and titles, all characters commonly used in German orthography should be used, such as: **Ä ä, Ö ö, Ü ü, ß**

For example:

CORRECT	INCORRECT
Ihre größten Erfolge	Ihre groessten Erfolge
1000 Träume weit	1000 Traeume weit

All accents should be included for all supported languages.

For example:

- ▶ **Hôtel d'Angleterre**
- ▶ **Révérance**
- ▶ **Max Gazzè**
- ▶ **L'uomo più furbo**
- ▶ **Les plus belles chansons françaises**

CHINESE, JAPANESE, KOREAN & THAI

If an alternate local language title exists for the content, it may be provided instead of a translation of the original title. For example, these album titles are acceptable:

When communicating different character sets or different directions of writing in DDEX messages, please refer to the following: <https://kb.ddex.net/display/GBK/Metadata+in+different+languages> and <https://kb.ddex.net/display/GBK/Direction+of+writing>

FIELD NAME	ENGLISH	JAPANESE
Album Title	Ellie, My Love	いとしのエリー

FIELD NAME	ENGLISH	CHINESE
Album Title	Take Me to Your Heart	吻別

- ▶ **Chinese Localizations:** Chinese language content must be submitted with Traditional Chinese in the native field and Simplified Chinese in the localization field.
- ▶ **Side-by-Side Translations:** Except for Korean, side-by-side translations are not accepted.
- ▶ **Korean Side-by-Side Translations:** Korean content with side-by-side translations must have Korean first, followed by English without parentheses. This does not apply to artist names.

CORRECT	INCORRECT
말해봐 Talk Talk	말해봐 Mal Hae Bwa
그대네요 It's You	Geu Dae Ne Yo 그대네요
묻지 않을게요	묻지 않을게요 (Mudji Aneulgeyo)
Wouldn't Ask You	Mudji Aneulgeyo

- ▶ **Phonetics:** Thai, Chinese, and Korean phonetics of any sort are not accepted in album, song, or music video titles.

Artist Names

If a non-Western artist has an English or international band or artist name, that name should be provided in the native field. The native field should be used for internationally recognized representations of artist names, songs, or album titles. Localization fields may be used for representations familiar to the local market, if different from the international version.

Information for artists that are not internationally recognized may be represented in the local language in the native field. Additional localizations in other languages are optional.

- ▶ **Chinese Artist Localizations:** Chinese content should always have the Traditional Chinese name of the artist in the native field. Simplified Chinese translations must be provided in the localizations fields.
- ▶ **Chinese Artists With Western Names:** If the artist of Chinese content has a Western name, the name should be listed for non-Chinese localizations in the order of “Given Name, Family Name.” For example, these album artists are acceptable:

FIELD NAME	TRADITIONAL CHINESE	SIMPLIFIED CHINESE	ENGLISH
Album Artist	成龍	成龙	Jackie Chan
Album Artist	周杰倫	周杰伦	Jay Chou

- ▶ **Chinese or Korean Artists Without Western Names:** If the artist does not have a Western name, the phonetic name may be listed in localizations in the order of “Family Name, Given Name.”

The Korean artist “박지윤” should be provided in English:

FIELD NAME	KOREAN	ENGLISH
Album Artist	박지윤	Park Ji Yoon

The Chinese artist “蔡琴” should be provided in English:

FIELD NAME	CHINESE	ENGLISH
Album Artist	蔡琴	Tsai Chin

COPYRIGHT NOTICES

(P-LINE & C-LINE)

Copyright information should include the four-digit year of the first publication date of the album and the name of the copyright holder. The © or ® symbols may be added automatically, so please review the Digital Merchant's guidelines.

For example:

- **2013 Interscope Records**
- **1981 Sony Music Entertainment**

LABEL NAME

1. The label name must be included with all content.
2. The label name must be consistent for all provided content.
3. The label name must be spelled accurately and match the label's website and marketing materials.
4. The label name must be used only if the content provider possesses the necessary rights to deliver content for that label.

SPECIAL XML CHARACTERS

There are a number of characters that are considered part of the code in XML files. For example, all elements are enclosed in angled brackets (e.g., <name>), so if you would like to use the less-than or greater-than signs in values included in your XML file, you must use the entity name instead. For example, the artist name Echo & The Bunnymen must be entered as <name>Echo & The Bunnymen</name>. Conversely, when ingesting a tag containing the ampersand, the corresponding special character needs to replace its XML representation.

For additional information on special xml characters and entity references, see <http://www.w3.org/TR/xml-entity-names/>

NOTE: The above only applies where text appears within an XML expression. Normally, software will alleviate the need for manually creating escape sequences.

CONTENT DELIVERY

Although a very critical element to making your content available, format is not enough. In most cases the Digital Merchant will provide a set of terms that must be closely followed to help ensure your tracks, videos, ringtones, etc., are accurately ingested into their systems. The following are some standard components and excerpts of a typical Digital Merchant SLA (Service Level Agreement):

- ▶ **Initial Delivery** – Each Digital Merchant will have specific timelines and requirements for delivering content. These will be critical deadlines as they pertain to the release date, launch, etc. for the content submitted.
 - e.g., *“Content should be delivered at least 5 business days before earliest territory release date, with respect to proper delivery specifications as “insert” deliveries”*
- ▶ **Updates (Pre-release)** – After the initial content submission, the Digital Merchant will most likely provide a window of time for updates, takedowns, etc.
 - e.g., *“Metadata updates and takedowns should be delivered at least 36 hours before expected live date through our feed”*
- ▶ **Format** – Each Digital Merchant will have specific format requirements and restrictions.
 - e.g., *“We accept audio files in wav, aiff and mp3 formats.”*
 - e.g., *“We do not accept hard-drive deliveries.”*
- ▶ **Definitions** – Similar to the definitions provided for this style guide, each Digital Merchant will have a specific set of definitions that relate to content submissions.

NOTES ON **DDEX**[™]

STANDARDISING THE
DIGITAL SUPPLY CHAIN

The DDEX ERN Choreography has defined a state-less way of communicating “initial deliveries” as well as “updates”; DDEX does not differentiate between the two SLA message types. Thus a merchant would, when receiving a DDEX NewReleaseMessage, need to check whether it has the relevant Releases already in its system. If it has, it needs to consider the message an update; if it has not; then the message is an initial delivery.

Next Steps

Feedback & Recommendations

Areas like classical recordings and local licensing standards for copyright notices are in discussion for future versions. We need ongoing participation to keep the Music Metadata Style Guide moving forward.

Share your feedback and recommendations for the next version of the guide at <https://musicbiz.wufoo.com/forms/metadata-style-guide-v2-feedback/>

User feedback is greatly appreciated.

This document and appendices were sourced with permission from various retailer-supplied documents.

Appendix A: Intro: Asset Management

The sections that follow are an introduction to asset management and file naming conventions. These sections should be viewed as suggestions to better organize your digital assets. Without a systematic structure to your digital assets, undesirable results may occur. It is recommended to use these guidelines as a foundation for developing your own system that will make your files easily identifiable for utilization, organization and archiving.

AUDIO

The following is a list of potential audio types:

Available Codecs

- ▶ AAC (MPEG 2, ID3 V2.3 for ADTS only)
- ▶ AAC Plus (MPEG 4 HE, ID3 V2.3 for ADTS only)
- ▶ AIFF
- ▶ FLAC (open source Free Lossless Audio Codec V1.2.1)
- ▶ MP3 (MPEG 1, Layer 3, ID3 V1 and ID3 V2.3)
- ▶ WAVE
- ▶ Windows Media Audio (V9 and V10 Pro+)

Audio File Naming Conventions

Two example types of audio deliveries:

- ▶ full length track audio
- ▶ clip audio

Their file naming conventions are as follows:

File Type: Full length track audio

Filename Format: <studio>_<asset type>_<UPC>_<vol:00>_<track:000>_<format code>.<extension>

Example Filename: XXX_audtrk_00008811102722_01_003_905.wma

Notes: to be delivered as an individual audio file

File Type: clip audio

Filename Format: <studio>_<asset type>_<UPC>_<vol:00>_<track:000>_<format code>.<extension>

Example Filename: XXX_audclp_00008811102722_01_003_905.wma

Notes: to be delivered as an individual audio file

IMAGES

The following is a list of potential image types:

- ▶ **Cover Art**
- ▶ **Video Cover Art**
- ▶ **Video Track Image**
- ▶ **Video Index Image**
- ▶ **PDF Booklet/Digital Booklet**
- ▶ **Wallpaper**
- ▶ **Publicity Photo**

Available Cover Art Image Formats

File Type: JPG

Color Mode: RGB

Resolution (DPI): 72 or 300

Size is indicated by the partner in pixels. (Cover Art images are fixed to a square scale and therefore have sides equal in size.)

Image File Naming Conventions

File Type: **Cover Art** (product level association)

Filename Format: <studio>_<asset type>_<UPC>_<vol:00>_<color mode><resolution>_<width>x<height>_<XXX Asset ID>.<extension>

Example Filename 1: XXX_cvart_00008811102722_01_RGB72_300x300_1443216.jpg (for product level image)

Example Filename 2: XXX_cvart_00008811102722_01_003_RGB72_300x300_1443216.jpg (for track level image)

Notes: to be delivered as an individual image file

File Type: **Cover Art** (track level association)

Filename Format: <studio>_<asset type>_<UPC>_<vol:00>_<track:000>_<color mode><resolution>_<width>x<height>_<XXX Asset ID>.<extension>

Example Filename : XXX_cvart_00008811102722_01_003_RGB72_300x300_1443216.jpg

Notes: to be delivered as an individual image file

File Type: Video Cover Art (video image with product level association)

Filename Format:

· <studio>_<asset type>_<UPC>_<vol:00>_<color mode><resolution>_<width>x<height>_<XXX Asset ID>.<extension>

OR

· <studio>_<asset type>_<UPC>_<vol:00>_<optional file format description>.<extension>

Example Filename 1: XXX_vidcvr_00008811102744_01_RGB72_300x300_1443321.jpg

Example Filename 2: XXX_vidcvr_00008811102744_01_RGB72-300x300.jpg

Example Filename 3: XXX_vidcvr_00008811102744_01_123456789.jpg

Example Filename 4: XXX_vidcvr_00008811102744_01.jpg

File Type: Video Cover Art (video image with track level association)

Filename Format: · <studio>_<asset type>_<UPC>_<vol:00>_<track:000>_<color mode><resolution>_<width>x<height>_<XXX Asset ID>.<extension>

OR

· <studio>_<asset type>_<UPC>_<vol:00>_<track:000>_<optional file format description>.<extension>

Example Filename 1: XXX_vidtrking_00008811102744_01_001_RGB72_300x300_1443321.jpg

Example Filename 2: XXX_vidtrking_00008811102744_01_001_RGB72_300x300_1443321.jpg

Example Filename 3: XXX_vidtrking_00008811102744_01_001_RGB300-500x500_1443321.jpg

Example Filename 4: XXX_vidtrking_00008811102744_01_001_987654321.jpg

Example Filename 5: XXX_vidtrking_00008811102744_01_001.jpg

Notes: to be delivered as an individual image file; please note there are two possible <asset type> values

File Type: Video Index Image (video image with index/chapter level association)

Filename Format: <studio>_<asset type>_<UPC>_<vol:00>_<track number:000>_<video index image starttime:HH-MM-SS>_<color mode><resolution>_<width>x<height>_<XXX Asset ID>.<extension>

Example Filename: XXX_vididximg_00008811102722_01_002_00-01-02_RGB72_300x300_30143687630.jpg

Notes: To be delivered as an individual image file

File Type: PDF Booklet/Digital Booklet (Digital version of the CD booklet in a PDF file format)

Filename Format: <studio>_<asset type>_<UPC>_<vol:00>_<XXX Asset ID>.<extension>

Example Filename 1: XXX_epackt_00008811102722_01_1039445.pdf

Example Filename 2: XXX_ipackt_00008811102722_01_1045645.pdf

Notes: to be delivered as an individual PDF file; delivered as is; no rendering

File Type: Wallpaper

Filename Format: <studio>_<asset type>_<UPC>_<vol:00>_<track:000>.<extension>

Example Filename: XXX_walpap_00008811102722_01_001.jpg

Notes: to be delivered as an individual image file; delivered as is; no rendering

File Type: Publicity Photo

Filename Format: <studio>_<asset type>_<UPC>_<vol:00>_<track:000>_<color mode><resolution>_<width>x<height>.<extension>

Example Filename:

XXX_pubpho_00008811102722_01_001_RGB72_500x500.jpg

VIDEO

The following sections identify potential formats for short form music videos and example naming conventions associated with the supported video files. Video deliveries will usually be based on the codec and bit-rate combinations requested by the partner.

Available Video Formats

File Type: various including AVI, WMV, MPEG-2

Bit Rate: various

Resolution: various

Video Naming Conventions

File Type: short form music video

Filename Format: <studio>_<asset type>_<UPC>_<vol:00>_<track:000>_<format code OR optional file format description>.<extension>

Example Filename 1: XXX_vidtrk_00008811102722_01_001_12345678.wmv

Example Filename 2: XXX_vidtrk_00008811102722_01_001_WM9-500K.wmv

Example Filename 3: XXX_vidtrk_00008811102722_01_001_WM9-32K.wmv

Example Filename 4: XXX_vidtrk_00008811102722_01_001.avi

Notes: to be delivered as an individual image file

Appendix B: Example SLA

Document: Example Service Level Agreement (SLA)
From: Streaming Service Provider (Content Operations)
To: Record Label, Artist, Management Company, etc.

Our Content Operations team is committed to providing top-level service to all our partners. To improve the reliability of our services, we have sanctioned this service level agreement. This SLA is based on requested lead times and general content operations trends that we have observed and experienced over time. It is valid for properly delivered products only.

Refer to our Metadata Style Guide for details on our metadata requirements. If you have any questions regarding the SLA/Style Guide or if you have a priority product that is in danger of breaching the SLA, please contact the Content Operations team (content@exampleco.com). We will do our very best to assist with any issues.

- ▶ Content should be delivered at least 5 business days before earliest territory release date, with respect to proper delivery specifications as “insert” deliveries
- ▶ Metadata updates/takedowns should be delivered at least 36 hours before expected live date through our feed
- ▶ We define “delivered” as when content has been accurately prepared, batches have been successfully sent through the feed, marked as complete and properly ingested
- ▶ Content, metadata updates and takedowns must be delivered through our feed.
- ▶ We do not accept hard-drive deliveries.

Please know that this SLA is not guaranteed during maintenance or server downtimes.

Thank you,

Content Operations

POST INGESTION

We currently display metadata articulated in the most recent ingested, indexed XML delivery.

▶ **Artist Name Misspellings**

- All metadata must be delivered accurately upon first release. If not, artist pages would be created with artist/title misspellings and accent/caps inaccuracies.

▶ **Album Relocations**

- Albums can be relocated if they exist on the wrong artist page (except “Appears On” section). Please contact your account manager if you encounter any inconsistencies.

▶ **Display Years**

- Albums are displayed on artist pages in descending order (newest releases first).
- After album listings, we display singles, then the “Appears On” section
- Please see our Metadata Style Guide for more details on how we define albums and singles.
- If you encounter any inconsistencies, please reach out to content@exampleco.com.

▶ **Artist Biographies and Images**

- All biographies and images are fed through xyzcompany.com.
- For any updates, please reach out to XYZ Company. They have their own editorial but accept official submissions to use as a guide.

▶ **Album or Single**

- Products containing five tracks or less and have a duration of 30 minutes or less, is defined as a single on our service.

▶ **Track Linking**

- Our linking logic is still a work in progress, so please refrain from relying on it too heavily. We do advise to keep singles available on the service, even after the album is released.

▶ **Top Lists**

- These lists are refreshed weekly on Mondays. If you do not see an update, please reach out to your account manager for more details.

APPENDIX C: Example DDEX XML Release Message*

5/5/2014

db.musicbiz.org/narm_digital_releases/UMGD-D:ICPN-00720642460726.xml?type=ddex

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<ernm:NewReleaseMessage xmlns:ernm="http://ddex.net/xml/2010/ern-main/32"
xmlns:xs="http://www.w3.org/2001/XMLSchema-instance" LanguageAndScriptCode="en"
MessageSchemaVersionId="2010/ern-main/32"
xs:schemaLocation="http://ddex.net/xml/2010/ern-main/32
http://ddex.net/xml/2010/ern-main/32/ern-main.xsd">
  <MessageHeader>
    <MessageThreadId>GJR000444126562</MessageThreadId>
    <MessageId>A7EBD5431BF0432BE0440021282D1C06</MessageId>
    <MessageSender>
      <PartyId>PADPIDA20110602029</PartyId>
      <PartyName>
        <FullName>National Association of Recording Merchandisers</FullName>
        <AbbreviatedName>NARM</AbbreviatedName>
      </PartyName>
    </MessageSender>
    <SentOnBehalfOf>
      <PartyId>PADPIDA2007041201S</PartyId>
      <PartyName>
        <FullName>Universal Music Group Distribution</FullName>
      </PartyName>
    </SentOnBehalfOf>
    <MessageRecipient>
      <PartyId/>
      <PartyName>
        <FullName/>
      </PartyName>
    </MessageRecipient>
    <MessageCreatedDateTime>2013-11-08T15:38:35.517Z</MessageCreatedDateTime>
  </MessageHeader>
  <UpdateIndicator>OriginalMessage</UpdateIndicator>
  <ResourceList>
    <SoundRecording>
      <SoundRecordingType>MusicalWorkSoundRecording</SoundRecordingType>
      <SoundRecordingId>
        <ISRC>USGF19960701</ISRC>
      </SoundRecordingId>
      <ResourceReference>A1</ResourceReference>
      <ReferenceTitle>
        <TitleText>Serve The Servants</TitleText>
        <SubTitle>Album Version</SubTitle>
      </ReferenceTitle>
      <Duration>PT0H03M37S</Duration>
      <SoundRecordingDetailsByTerritory>
        <TerritoryCode>Worldwide</TerritoryCode>
        <Title LanguageAndScriptCode="en" TitleType="DisplayTitle">
          <TitleText>Serve The Servants</TitleText>
          <SubTitle>Album Version</SubTitle>
        </Title>
        <DisplayArtist>
          <PartyName>
            <FullName>Nirvana</FullName>
          </PartyName>
          <ArtistRole>MainArtist</ArtistRole>
        </DisplayArtist>
        <DisplayArtist>

```

*These are only examples, please consult your Digital Merchant for XML specifications.

EXAMPLE DDEX XML RELEASE MESSAGE*

```

5/5/2014 db.musicbiz.org/narm_digital_releases/UMGD-D:ICPN-00720642460726.xml?type=ddex
<ResourceGroupContentItem>
  <SequenceNumber>4</SequenceNumber>
  <ResourceType>SoundRecording</ResourceType>
  <ReleaseResourceReference>A4</ReleaseResourceReference>
</ResourceGroupContentItem>
<ResourceGroupContentItem>
  <SequenceNumber>5</SequenceNumber>
  <ResourceType>SoundRecording</ResourceType>
  <ReleaseResourceReference>A5</ReleaseResourceReference>
</ResourceGroupContentItem>
<ResourceGroupContentItem>
  <SequenceNumber>6</SequenceNumber>
  <ResourceType>SoundRecording</ResourceType>
  <ReleaseResourceReference>A6</ReleaseResourceReference>
</ResourceGroupContentItem>
<ResourceGroupContentItem>
  <SequenceNumber>7</SequenceNumber>
  <ResourceType>SoundRecording</ResourceType>
  <ReleaseResourceReference>A7</ReleaseResourceReference>
</ResourceGroupContentItem>
<ResourceGroupContentItem>
  <SequenceNumber>8</SequenceNumber>
  <ResourceType>SoundRecording</ResourceType>
  <ReleaseResourceReference>A8</ReleaseResourceReference>
</ResourceGroupContentItem>
<ResourceGroupContentItem>
  <SequenceNumber>9</SequenceNumber>
  <ResourceType>SoundRecording</ResourceType>
  <ReleaseResourceReference>A9</ReleaseResourceReference>
</ResourceGroupContentItem>
<ResourceGroupContentItem>
  <SequenceNumber>10</SequenceNumber>
  <ResourceType>SoundRecording</ResourceType>
  <ReleaseResourceReference>A10</ReleaseResourceReference>
</ResourceGroupContentItem>
<ResourceGroupContentItem>
  <SequenceNumber>11</SequenceNumber>
  <ResourceType>SoundRecording</ResourceType>
  <ReleaseResourceReference>A11</ReleaseResourceReference>
</ResourceGroupContentItem>
<ResourceGroupContentItem>
  <SequenceNumber>12</SequenceNumber>
  <ResourceType>SoundRecording</ResourceType>
  <ReleaseResourceReference>A12</ReleaseResourceReference>
</ResourceGroupContentItem>
</ResourceGroup>
</ResourceGroup>
<Genre>
  <GenreText>Rock</GenreText>
</Genre>
</ReleaseDetailsByTerritory>
<Duration>PT0H41M24S</Duration>
<PLine>
  <PLineText>(P) 1993 Geffen Records</PLineText>
</PLine>
<CLine>
  <CLineText>(C) 1993 Geffen Records</CLineText>
</CLine>
</Release>
</ReleaseList>
<DealList>

```

http://db.musicbiz.org/narm_digital_releases/UMGD-D:ICPN-00720642460726.xml?type=ddex

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*These are only examples, please consult your Digital Merchant for XML specifications.

APPENDIX D: Example Artist Roles in DDEX*

Artist Role in DDEX	Example Role in Digital Merchant XML
Actor	main artist
Artist	main artist
Band	main artist
Choir	main artist
Composer	composer
ComposerLyricist	composer
Conductor	conductor
Contributor	featured artist
Ensemble	main artist
FeaturedArtist	featured artist
Librettist	lyricist
Lyricist	lyricist
MainArtist	main artist
Orchestra	orchestra
PrimaryMusician	main artist
Sololist	main artist
Producer	producer

***NOTE:** Digital merchants are not required to edit their naming conventions for roles to replicate DDEX. However, when utilizing DDEX, proper role mappings must be created to help ensure the metadata is utilized properly.