



# **Business Profiles of Common Release Types (Version 1.1)**

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# Business Profiles for Common Deal Types

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## 1 Introduction

The Digital Data Exchange, LLC (DDEX) has, in the past defined a series of message suite standards to make the communication of information along the digital music delivery chain more efficient. As part of these message is the communication of Release details, including information about their parts, i.e. Resources (such as SoundRecording or Videos) and, in some circumstances also Musical Works.

Such descriptions can, however, vary between different uses. For instance describing a Release that contains a single video ringtone track would differ greatly from a Release representing a digital equivalent of a 10-track pop album with previews. Similarly the commercial information regarding a subscription ringtone differs from commercial information regarding a pay-as-you go download.

In order to aid companies that only wish to communicate a small subset of the types of products that the “full” DDEX standards allow DDEX has developed a series of “profiles”. These profiles come in two flavours. Firstly “Release Profiles” that define subsets of Releases to be communicated along the music delivery chain and, secondly, “Business Profiles” that define subsets of the commercial information governing the distribution of Releases.

This standard defines a set of seven Business Profiles that define how to use the Electronic Release Notification Message Suite Standard to express the most common types of Release offers.

The full set of Release and Business Profiles is available from <http://ddex.net>. Any organisation wishing to implement this (or any other DDEX Standard) is required to apply for an Implementation Licence. The terms of the licence and an application form can be found at <http://ddex.net/implementing-ddex-standards>.

## 2 Scope

### 2.1 Introduction

This standard defines the Business Profiles for common Types of commercial exploitations of Releases as part of delivery of Releases using the Electronic Release Notification Message Suite Standard. The Business Profiles are provided in two forms: A summary of the differences between this Business Profile and relevant “full” standard and sample XML code.

Complete, valid, sample XML files supporting the Business Profiles defined herein are available for download from <http://ddex.net> as part of the DDEX Handbook.

### 2.2 Nomenclature

The following mathematical nomenclature is used in this standard.

- “0-1” means that at most one (i.e. either none or one) element has to be included in the relevant Profile;
- “0-” means that any number (i.e. either none, one or more) of elements may be included in the relevant Profile; and
- “1-” means that at least one element have to be included in the relevant Profile.

The term “mandatory” encompasses the two cardinality expressions “1” and “1-”.

The term “optional” encompasses the two cardinality expressions “0-1” and “0-”.

### 2.3 Organisation of the Document

This standard has four clauses and two Annexes.

[Clauses 1](#) and [2](#) provide an introduction and scope as well as defining core terms. [Clause 3](#) then defines the Business Profiles covered by this standard. Its components, and how they are to be communicated is then defined in [Clause 4](#).

[Annex A](#) then provides information on how to communicate allowed-values defined in a later version of the Electronic Release Notification Message Suite Standard in a message created in accordance with an earlier version of the Electronic Release Notification Message Suite Standard. Finally [Annex B](#) provides the sample XML files.

### 2.4 Normative References

The following normative documents contain provisions, which through reference in this text constitute provisions of this Standard. For dated references, subsequent amendments to, or revisions of, any of these publications do not apply. For undated references, the latest version applies.

- Digital Data Exchange (DDEX): Electronic Release Notification Message Suite Standard, Version 3.6 (2012)

*Note: the provisions within this standard are specific to the above-mentioned standard. However, users for older versions of the baseline standards are encouraged to still follow the rules defined herein wherever technically and practically possible as the provisions within this profile standard are accepted best practice for the communication of Business information.*

Special notice is given to the definitions, abbreviations and conformance rules used/defined in these standards, which also apply to this standard.

## 2.5 Release Notes

Version 1.1 provides additional Business Profiles to those defined in Version 1.1. Version 1.1 also tightens the rules for some of the profiles based on implementation experiences.

## 3 Definition of Business Profiles

The Business Profile defined herein is a subset of the descriptions for commercial exploitations, to be used in Release Notifications (i.e. in a NewReleaseMessage defined in the Electronic Release Notification Message Suite Standard) and communications regarding musical work licences (i.e. in messages defined in Musical Works Licensing Message Suite Standard), and how to report sales for Releases distributed in accordance with such exploitation types (in a sales report message defined in Sales Reporting Message Suite Standard). The differences are described in Table 1.

Each of the lines of the table defines one Business Profile. Further details of these are then provided, for each of them, in the remainder of [Clause 4](#).

Most Business Profiles defined in this standard do not normally make use of `UserInterfaceType` and `DistributionChannelType`. However, if they are communicated they will need to be adhered to by the `MessageRecipient`. This is indicated with a “Normally not used” in this table. The XML samples do not show their use in such cases.

*Table 1 – Business Profiles defined in this Standard*

Business Profile	Core allowed value sets describing the Business Profile				
Name and description	Commercial-ModelType	Use Type	User-InterfaceType	Distribution-ChannelType	Technical Instantiation

<p><b>1. Generic Download Service</b></p> <p>Consumers can download content via the internet and keep the Releases with no limitation. This profile makes no commercial distinction between DRM-protected and Non-protected versions of the service.</p>	PayAs-YouGo Model	Permanent–Download	Normally not used	Normally not used	Not to be used
<p><b>2. DRM-Protected Download Service</b></p> <p>Consumers can download content via the internet and keep the DRM-protected Releases with no limitation.</p>	PayAs-YouGo Model	Permanent–Download	Normally not used	Normally not used	DrmEnforced
<p><b>3. Non-Protected Download Service</b></p> <p>Consumers can download content via the internet and keep the non-protected Releases with no limitation.</p>	PayAs-YouGo Model	Permanent–Download	Normally not used	Normally not used	Not-DrmEnforced

<p><b>4. Ad-Supported Download Service</b></p> <p>Consumers can download content via the internet and keep the Releases with no limitation. This profile makes no commercial distinction between DRM-protected and Non-protected versions of the service. Payments are funded through advertisements.</p>	<p>Advertisement-SupportedMode  </p>	<p>Permanent–Download</p>	<p>Normally not used</p>	<p>Normally not used</p>	<p>Not to be used</p>
<p><b>5. DRM-Protected Ad-Supported Download Service</b></p> <p>Consumers can download content via the internet and keep the DRM-protected Releases with no limitation. Payments are funded through advertisements.</p>	<p>Advertisement-SupportedMode  </p>	<p>Permanent–Download</p>	<p>Normally not used</p>	<p>Normally not used</p>	<p>DrmEnforced</p>

<p><b>6. Non-Protected Ad-Supported Download Service</b></p> <p>Consumers can download content via the internet and keep the Non-protected Releases with no limitation. Payments are funded through advertisements.</p>	<p>Advertisement-SupportedModel</p>	<p>Permanent-Download</p>	<p>Normally not used</p>	<p>Normally not used</p>	<p>Not-DrmEnforced</p>
<p><b>7. Tethered Download Service</b></p> <p>Consumers can download content via the internet and keep the Releases as long as a subscription is kept.</p>	<p>Subscription-Model</p>	<p>Conditional-Download</p>	<p>Normally not used</p>	<p>Normally not used</p>	<p>Not to be used</p>
<p><b>8. Ad-Supported Tethered Download Service</b></p> <p>Consumers can download content via the internet and keep the Releases as long as a subscription is kept. Payments are funded through advertisements.</p>	<p>Advertisement-SupportedModel</p>	<p>Conditional-Download</p>	<p>Normally not used</p>	<p>Normally not used</p>	<p>Not to be used</p>

<p><b>9. Interactive Subscription Streaming Service</b></p> <p>Consumers subscribe to a service where they can interactively stream content from a large repository of content. Payment is received via subscription fee.</p>	Subscription-Model	OnDemand Stream	Normally not used	Normally not used	Not to be used
<p><b>10. Interactive Ad-Supported Streaming Service</b></p> <p>Consumers subscribe to a service where they can interactively stream content from a large repository of content. Payment is received via advertisement.</p>	Advertisement-Supported Model	OnDemand Stream	Normally not used	Normally not used	Not to be used



<p><b>11. Non-Interactive Subscription Streaming Service</b><a href="#">[1]</a></p> <p>Consumers can listen to pre-programmed (often algorithmically generated) stream of music with no interactivity beyond start/pause/stop/skip. Payment is received via subscription fee.</p>	Subscription-Model	Non-Interactive Stream	Normally not used	Normally not used	Not to be used
<p><b>12. Non-Interactive Subscription Streaming Service On Device</b></p> <p>Consumers can listen to pre-programmed (often algorithmically generated) stream of music with no interactivity beyond start/pause/stop/skip. Payment is received as part of a device purchase or rental.</p>	DeviceFee-Model	Non-Interactive Stream	Normally not used	Normally not used	Not to be used

<p><b>13. Non-Interactive Ad-Supported Streaming Service</b><a href="#">[2]</a></p> <p>Consumers can listen to pre-programmed (often algorithmically generated) stream of music with no interactivity beyond start/pause/stop/skip. Payment is received via advertisement.</p>	<p>Advertisement-Supported Model</p>	<p>NonInteractive-Stream</p>	<p>Normally not used</p>	<p>Normally not used</p>	<p>Not to be used</p>
<p><b>14. Kiosk Service</b></p> <p>Consumers can access a physical Kiosk and download content from there. They can then keep the Releases.</p>	<p>PayAsYouGo-Model</p>	<p>Permanent-Download</p>	<p>Kiosk</p>	<p>Not to be used</p>	<p>Not to be used</p>
<p><b>15. Ringtones And Mobile Service</b></p> <p>Consumers can access content as Ringtones on their mobile phones. This also includes other "Mobile Products".</p>	<p>PayAsYouGo-Model</p>	<p>Any combination of: UseAs*-Tone</p>	<p>Normally not used</p>	<p>Normally not used</p>	<p>Not to be used</p>

<p><b>16. Rights Claims On User Generated Content</b></p> <p>Consumers may upload the content but the label asserts a rights claim and the related RightsClaimPolicy and WebPolicy (if provided) must be applied by the DSP.</p>	RightsClaim-Model	Any combination of: UserMake-Available*	Normally not used	Normally not used	Not to be used
<p><b>17. Purchase As Physical Product</b></p> <p>Consumers may purchase the release in the form of a physical product.</p>	Normally not used	Purchase-AsPhysical-Product	Normally not used	Normally not used	Not to be used

[1] Also known as Subscriber Web Radio

[2] Also known as Ad-supported Web Radio

## 4 Communication of Business Profiles in Release Notifications

### 4.1 Signalling a Specific Business Profile

To indicate in the NewReleaseMessage the use of a specific Profile, the BusinessProfileVersionId attribute on the root tag of the message shall be set as follows:

**CommonDealTypes/11/xxx**

With “xxx” being the name of the Profile as defined in bold face in column 1 of Table 1 without any space or dash characters. For example, a NewReleaseMessage in accordance with the Non-interactive Subscription Streaming profile defined herein shall have the BusinessProfileVersionId attribute set to

```
CommonDealTypes/11/NoninteractiveSubscriptionStreaming
```

Where the NewReleaseMessage includes deals covering more than one business profile the multiple profiles shall be indicated in the BusinessProfileVersionId field separated by a single space:

```
BusinessProfileVersionId="CommonDealTypes/11/GenericDownloadService  
CommonDealTypes/11/AdSupportedDownloadService"
```

## 4.2 Common Limitations of Fields for all Standards

Any data fields or composite not discussed for a specific Release Profile may still be used by the creator/sender of a relevant DDEX message; the recipient may, however, discard any such information at its own discretion.

This specifically applies to the attributes of the four elements listed in [Table 1](#). Any information provided in the two attributes, Namespace and UserDefinedValue, may be ignored unless they are specifically allowed.

## 4.3 Description of Types of Exploitations in Release Notifications

### 4.3.1 Introduction

In addition to the common rules defined in [Clause 3](#), the following limitations on the NewReleaseMessage as defined in the Electronic Release Notification Message Suite Standard apply to the different Business Profiles defined in this standard.

The limitations expressed below all apply solely to the DealList composite within the NewReleaseMessage.

### 4.3.2 Limitations of Fields for all Business Profiles

The following limitations apply to all Business Profiles defined in this standard:

1. The use of the LanguageAndScriptCode attributes is discouraged.
2. The CatalogTransfer composite may only be used in the context of the Choreography for the Transfer of Catalogues between Rights Holders of Sound Recordings and other such Rights Holders.
3. The use of the Usage composite within the DealTerms is limited to cases where the recipient is receiving a new Deal or where an update is communicated. In other cases the either the AllDealsCancelled (in cases where the DSP can still show the relevant Release to its consumers but must not allow users to access it) or TakeDown (in cases where the DSP may not even show the relevant Release to its consumers) flags have to be used with the value "true".
4. The use of the BulkOrderWholesalePricePerUnit element is discouraged.
5. The use of the RelatedReleaseOfferSet composite is discouraged.
6. With the exception of 'Purchase as a Physical Product' the use of CarrierType is discouraged.
7. The use of the PhysicalReturns composite is discouraged.
8. The use of the NumberOfProductsPerCarton element is discouraged.
9. The use of the UgcAccessPermissionRule composite is discouraged.
10. The use of the ResourceUsage composite is discouraged.
11. To communicate rules that limit message recipients to show certain release aspects to consumers is not encouraged. If such information is to be provided, four dates for ReleaseDisplayStartDate, TrackListingDisplayStartDate, CoverArtDisplayStartDate and ResourceAvailabilityStartDate must be provided. The message sender should be aware that for DSPs that cannot handle such granular "windowing" of making release information available to consumers may have to decide to delay making the Release (or certain aspects thereof) available.

### 4.3.3 Generic Download Service

A Deal for a Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.

#### **4.3.4 DRM-Protected Download Service**

A Deal for a DRM-Protected Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType`, `UseType` and `TechnicalInstantiation` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.

#### **4.3.5 Non-Protected Download Service**

A Deal for a Non-protected Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType`, `UseType` and `TechnicalInstantiation` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.

#### **4.3.6 Ad-Supported Download Service**

A Deal for a Non-protected Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.

#### **4.3.7 DRM-Protected Ad-Supported Download Service**

A Deal for a DRM-Protected Ad-supported Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType`, `UseType` and `TechnicalInstantiation` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.

#### **4.3.8 Non-Protected Ad-Supported Download Service**

A Deal for a Non-protected Ad-supported Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType`, `UseType` and `TechnicalInstantiation` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.

#### **4.3.9 Tethered Download Service**

A Deal for a Tethered Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.

#### **4.3.10 Ad-Supported Tethered Download Service**

A Deal for an Ad-supported Tethered Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.

#### **4.3.11 Interactive Subscription Streaming Service**

A Deal for an Interactive Subscription Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites are discouraged.

#### **4.3.12 Interactive Ad-Supported Streaming Service**

A Deal for an Interactive Ad-supported Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites are discouraged.

#### **4.3.13 Non-Interactive Subscription Streaming Service**

A Deal for a Non-interactive Subscription Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).

3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.
6. (The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites are discouraged.

#### **4.3.14 Non-Interactive Subscription Streaming Service On Device**

A Deal for a Non-interactive Subscription Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.
6. (The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites are discouraged.

#### **4.3.15 Non-Interactive Ad-Supported Streaming Service**

A Deal for a Non-interactive Ad-supported Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged .
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites are discouraged.

#### **4.3.16 Kiosk Service**

A Deal for Kiosk Service shall be communicated as follows.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType`, `UseType` and `UserInterfaceType` shall be provided in accordance with [Table 1](#).
3. The use of the `DistributionChannelType` element should not be used.
4. The use of the `ConsumerRentalPeriod` element is discouraged.
5. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites are discouraged.

#### **4.3.17 Ringtones And Mobile Service**

A Deal for a Ringtones and Mobile Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).
3. The use of the `UserInterfaceType` element is discouraged.
4. The use of the `DistributionChannelType` element is discouraged.
5. The use of the `ConsumerRentalPeriod` element is discouraged.
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites are discouraged.

#### **4.3.18 Rights Claim On User Generated Content**

A Deal for a Rights Claim on User Generated Content shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).
3. A `RightsClaimPolicy` shall be provided.

4. A `WebPolicy` may be provided.
5. The use of the `UserInterfaceType` element is discouraged.
6. The use of the `DistributionChannelType` element is discouraged.
7. The use of the `ConsumerRentalPeriod` element is discouraged.
8. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites are discouraged.

### **4.3.19 Purchase As Physical Product**

A Deal for a Purchase as a Physical Product shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. The `UseType` shall be provided in accordance with Table 1.
3. The `CarrierType` shall be provided.
4. The use of the `CommercialModelType` is discouraged.
5. The use of the `UserInterfaceType` element is discouraged.
6. The use of the `DistributionChannelType` element is discouraged.
7. The use of the `ConsumerRentalPeriod` element is discouraged.

## **4.4 Preview Variants**

Where the business profile supports previews the, the four preview dates (`ReleasePreviewStartDate`, `TrackListingPreviewStartDate`, `CoverArtPreviewStartDate` and `ClipPreviewStartDate`) shall be provide with a date earlier than the date at which the Release becomes available to consumers.

## **4.5 Pre-order Business Profile Variants**

### **4.5.1 Introduction**

Where the business profile supports pre-orders the following patterns shall be followed.

### **4.5.2 Pre-Order without Preview**

Release is available for pre-order but only available for pre-view and/or fulfilment on the release date.

The pre-order deal should include the following:

1. The `PreOrderReleaseDate` should carry the date that the pre-order period starts.
2. The `PreOrderPreviewDate` should carry the same date as the `ValidityPeriod/StartDate` to indicate that preview is only possible from the release date
3. The content of the release should be delivered to pre-order consumers on the `ValidityPeriod/StartDate`.

### **4.5.3 Pre-Order with Preview**

Release is available for pre-order with immediate pre-view and fulfilment on the release date.

The pre-order deal should include the following:

1. The `PreOrderReleaseDate` should carry the date that the pre-order period starts.
2. The `PreOrderPreviewDate` should carry the date that the pre-order period starts.
3. The content of the release should be delivered to pre-order consumers on the `ValidityPeriod/StartDate`.

### **4.5.4 Pre-Order with Immediate Download Track (Instant Gratification)**

Release is available for pre-order with one or more tracks available for immediate fulfilment; remainder of the release is fulfilled on the release date.

The pre-order deal should include the following:



1. The `PreOrderReleaseDate` should carry the date that the pre-order period starts.
2. The `PreOrderPreviewDate` should reflect the provisions of either [Clause 4.5.2](#) or [Clause 4.5.3](#) as applicable.
3. Each track which is available for immediate download during the pre-order period should reflect the following:
  - a. On the track's underlying resource `IsBonusResource` should be 'True'
  - b. On the tracks underlying resource territorial details `FulfillmentDate/FulfillmentDate` should carry the date that the pre-order period starts and `FulfillmentDate/ResourceReleaseReference` should reference the release on which it is a bonus track.
  - c. On the tracks resource group content item on the release `IsBonusResource` should be 'True'
4. The remainder of the content of the release should be delivered to pre-order consumers on the `ValidityPeriod/StartDate`

## 4.6 Price Information

Pricing information shall be communicated via the `PriceInformation` composite within the Deal composite. The following rules shall be applied:

1. `PriceRangeType` is meant to contain rough price band information such as "budget" or "front line". It is *not* meant for sending instructions on the price to be used when offering the relevant Releases to consumers. If a DSP is contractually obliged to communicate a `PriceRangeType` as part of its sales reporting, `PriceRangeType` information should be ingested.
2. `WholesalePricePerUnit` and `BulkOrderWholesalePricePerUnit` contain a price that a DSP can use to determine its sales price. `WholesalePricePerUnit` and `BulkOrderWholesalePricePerUnit` may *not* be combined with a `PriceType`.
3. `SuggestedRetailPrice` is, like the `PriceRangeType`, not meant to be used by the DSP to determine price.

## 4.7 Life Cycle Changes

### 4.7.1 Common Rules for Life Cycle Changes

New Deal terms received in an update `NewReleaseMessage` completely replace all existing Deals for the Release, effective on the `MessageCreatedDate`.

As such `MessageSenders` must always supply an explicit list of all valid Deals for each Release in each new `NewReleaseMessage`. If existing Deals are still valid, they must be carried over into the new message.

Note: The `EffectiveDate` at the `ReleaseDeal` level will be deprecated. In Version 3.3 of the Release Notification Message Suite Standard this field is mandatory so shall be populated with the same date as the `MessageCreatedDate` to avoid confusion.

All Life Cycle Changes are communicated for a specific Release or set of Releases.

### 4.7.2 UpdateIndicator

The `UpdateIndicator` shall not be used by the recipient of a `NewReleaseMessage` to determine the way the message is ingested. Thus message senders are encouraged to always use the value `OriginalMessage`.

Implementers are advised that in the future DDEX will change the cardinality of this element from [1] to [0-1] and may, at a later stage, remove the element altogether.

### 4.7.3 Additional Territorial Clearances Granted

This life cycle update applies when a `MessageSender` wishes to extend the rights granted to the `MessageRecipient` on an existing Release or set of Releases to cover additional territories.

The `MessageSender` must provide a Deal for the additional territories starting on the date the grant should be

applied. The `MessageRecipient` should apply the grant and make the content available in the new territories in the message on the start date provided.

The territories covered by the Deals in the previous `NewReleaseMessages` must also be included, with an active validity period, as this original deal is already applicable in the update message.

#### **4.7.4 Partial Clearance Removal**

This life cycle update applies when a `MessageSender` wishes to retract specific clearance rights from one or more territories that they have previously granted to the `MessageRecipient`.

The record company shall issue Deal term(s) for the territories with an end date of the last day the Deal is still valid. The Deals that remain intact shall also be included in the update message, albeit without an end date or with a later end date.

The `MessageRecipient` shall remove the revoked clearances from the territories in the message henceforth on the day following the date provided in the date field.

#### **4.7.5 Territorial Price Change**

This life cycle update applies when a `MessageSender` wishes to permanently change the price within one or more territories they have granted to the `MessageRecipient` for a release and its related content.

The `MessageSender` shall issue a price change Deal for the territory with an open period starting on the date the price change should be applied. The `MessageRecipient` shall apply the price change on the start date provided. A Deal covering the existing prices shall also be supplied with an end date equal to a day before the new price start date.

Note: if such a Territorial Price Change is communicated on the date the new deal comes into effect, no "bridging" deal needs to be communicated.

#### **4.7.6 Territorial Price Campaign**

This life cycle update applies when a `MessageSender` wishes to run a price campaign for a limited period within one (or more) territories.

The `MessageSender` shall end the following Deals:

1. A pre-campaign deal, with the original price point, with an end date equal to the day before the campaign start date.
2. A campaign period deal, with the campaign price point, with a start and end date matching the campaign period.
3. A post-campaign deal, with the original price point, with a start date equal to the day after the campaign end date.

The `MessageRecipient` shall ingest them accordingly.

Note: the pre and post campaign deals may be merged into a single deal with multiple validity periods as an XML optimisation.

#### **4.7.7 Territorial Takedown**

This life cycle update applies when a `MessageSender` wishes to permanently retract all rights within one or more territories that they have previously granted to the `MessageRecipient`.

The `MessageSender` shall send a Takedown Deal for the territory with an open period starting on the date the takedown should be applied. The remaining valid Deals shall be included in the update message, including the rights applicable up until the day before the takedown should take effect. The `MessageRecipient` shall apply the takedown and make the content unavailable in the territory on the start date provided.

Territory takedowns shall be included in any subsequent update messages from the `MessageSender` to the `MessageRecipient` to make it clear that all previously granted rights have been lost in the applicable territories. If any rights are subsequently re-granted in the territories, then the “historic” takedown will no longer be supplied.

Should a `MessageSender` communicate Territorial Takedowns for all territories the `MessageSender` and `MessageRecipient` have a commercial relationship for, both `MessageSender` and `MessageRecipient` shall treat the situation as if it were a Global Takedown (see Clause 4.7.8).

Note, if a `MessageSender` sends a Takedown for a territory not used by the `MessageRecipient`, the `MessageRecipient` may ignore the Takedown notice. However, should the `MessageRecipient` start dealing in that territory, such Takedown notices remain valid and should be followed.

#### 4.7.8 Global Takedown

This life cycle update applies when a `MessageSender` wishes to permanently retract all rights, worldwide, that they have granted to the `MessageRecipient` for a release and its related content.

The `MessageSender` issues a Takedown deal for territory ‘Worldwide’ with an open period starting on the date the takedown should be applied. The rights still applicable before the takedown shall be included in the update message, with an end date equal to the day before the takedown.

The `MessageRecipient` shall apply the takedown and make all related content unavailable henceforth on the start date provided.

If the `MessageSender` subsequently re-issues rights to the partner this is considered a completely new set of Deals and there is no requirement to communicate “historic takedown” Deals.

#### 4.7.9 Cancelling a RightsClaim

This life cycle update applies when a `MessageSender` wishes to permanently retract a rights claim, either worldwide or for a set of territories the `CommercialModelType` of `RightsClaimModel` shall be combined with the flag `AllDealsCancelled` set to true.

## Annex A (informative) Communication of Allowed Values defined in a later Standard

In order to communicate an allowed values defined by DDEX later than the message format used in the communication between two business partners the following approach shall be taken:

1. The element shall contain the value “`UserDefined`”;
2. The `UserDefinedValue` attribute shall be set to the value from the later standard; and
3. The `Namespace` attribute shall be set to the same value as defined as normative content for the `MessageVersionId` attribute for that standard.

For example, to communicate a `UseType` of `KioskDownload`, a term defined for Version 3.3 of the Release Notification Standard in a Version 3.2 message the following XML code shall be used:

```
<UseType UserDefinedValue="KioskDownload" Namespace="ern/33">  
  UserDefinedValue  
</UseType>
```

## **Annex B (normative) XML Samples**

Normative XML Samples are provided in separate files as detailed below. Conformance requires looking at the relevant Business Profile files (defined here) *and* the relevant Release Profile files (defined elsewhere).

The XML Sample files are named in one of three ways:

The Business Profile samples are named `Profile_xxx.xml` with `xxx` being the name of the Profile and variants for these are named `ProfileVariant_xxx.xml`.

The Lift Cycle samples are named `LifeCycle_xxx.xml` with `xxx` being the name of the life cycle stage,