



DDEX  
Standard

# **Business Profiles for Common Deal Types (Version 1.4)**

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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.

This document also contains information on how to measure whether software is conformant to this standard in the form of conformance weightings. This information is provided in pointy brackets as shown below and needs to be read in conjunction with the relevant DDEX Conformance Standard.

### 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 3.8

*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 1.4 provides rules for expressing take-downs before a Release has been released. It also provides two new profiles for permanent subscription downloads and conditional pay-as-you-go downloads.

Version 1.3.1 provides an update that allows datetimes to be used - instead of dates - in all aspects of a Deal.

Version 1.3 updates the mechanism by which global, territorial and partial take-downs/losses of rights are handled. It also introduced a new way for Release Creators to ask that a Release Distributor purges a Release from its database. Version 1.3 also adds conformance weightings.

Version 1.2 adds support for generic streaming profiles and clarifies the situation regarding streaming of albums. Version 2.1 also clarifies the communication of Ringtones and Mobile products as well as physical products. It also specifies that TIS codes shall not be used for Release deliveries and that pricing information should not be used for streaming and subscription services. Version 1.2 also simplifies the handling of take-downs by deprecating the `AllDealsCancelled` flag and clarifies communication of instant-gratification deals.

Finally, version 1.2 defines how to communicate Releases to charting companies.

Version 1.1 provides additional Business Profiles to those defined in Version 1.0. 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 Name and description	Core allowed value sets describing the Business Profile				
	Commercial-ModelType	Use Type	User-InterfaceType	Distribution-ChannelType	Technical Instantiation
<b>1. Generic Download Service</b>  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.	PayAs-YouGoModel	PermanentDownload	Normally not used	Normally not used	Not to be used
<b>2. DRM-Protected Download Service</b>  Consumers can download content via the internet and keep the DRM-protected Releases with no limitation.	PayAs-YouGoModel	PermanentDownload	Normally not used	Normally not used	DrmEnforced
<b>3. Non-Protected Download Service</b>  Consumers can download content via the internet and keep the non-protected Releases with no limitation.	PayAs-YouGoModel	PermanentDownload	Normally not used	Normally not used	Not-DrmEnforce
<b>4. Ad-Supported Download Service</b>  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.	Advertisement-SupportedModel	PermanentDownload	Normally not used	Normally not used	Not to be used

<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-SupportedModel</p>	<p>PermanentDownload</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>PermanentDownload</p>	<p>Normally not used</p>	<p>Normally not used</p>	<p>Not-Drmenforce</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>ConditionalDownload</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>ConditionalDownload</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>	<p>Subscription-Model</p>	<p>OnDemand Stream</p>	<p>Normally not used</p>	<p>Normally not used</p>	<p>Not to be used</p>
<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>	<p>Advertisement-SupportedModel</p>	<p>OnDemand Stream</p>	<p>Normally not used</p>	<p>Normally not used</p>	<p>Not to be used</p>

<p><b>11. Non-Interactive Subscription Streaming Service [ 1]</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 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 [ 2]</b></p> <p>Consumers can listens to pre-programmed (often algorithmically generated) stream of music with no interactivity beyond start/pause/stop/skip. Payment is received via advertisement.</p>	Advertisement-SupportedModel	NonInteractive-Stream	Normally not used	Normally not used	Not to be used
<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>	PayAsYouGo-Model	PermanentDownload	Kiosk	Not to be used	Not to be used
<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" such as Wallpaper Releases.</p>	PayAsYouGo-Model	Any combination of: UseAs*-Tone for Releases that are provided by the ReleaseCreator "raw" (i.e. not specifically created as a mobile Release) or any stream or Download UseTypes for Releases that are created by the Release Creator specifically as a mobile product.	Normally not used	Normally not used	Not to be used
<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. This includes "Direct-to-consumer" services.</p>	PayAsYouGo-Model	Purchase-AsPhysical-Product	Normally not used	Normally not used	Not to be used
<p><b>18. Generic Ad-Supported Streaming Service</b></p> <p>Consumers subscribe to a service where they can stream content from a large repository of content. Payment is received via advertisement.</p>	Advertisement-SupportedModel	Stream	Normally not used	Normally not used	Not to be used
<p><b>19. Generic Subscription Streaming Service</b></p> <p>Consumers subscribe to a service where they can stream content from a large repository of content. Payment is received via subscription fee.</p>	SubscriptionModel	Stream	Normally not used	Normally not used	Not to be used
<p><b>20. Generic PayAsYouGo Streaming Service</b></p> <p>Consumers stream content from a large repository of content. Payment is made for each individual stream.</p>	PayAsYouGoModel	Stream	Normally not used	Normally not used	Not to be used
<p><b>21. Subscription Permanent Download</b></p> <p>Subscription-based offering of downloads to a consumer. Content can be retained by the consumer after the subscription lapses.</p>	SubscriptionModel	PermanentDownload	Normally not used	Normally not used	Not to be used
<p><b>22. PayAsYouGo Conditional Download</b></p> <p>One off payment allowing temporary access to content, which can be cached to a device. An example of this would be a video rental.</p>	PayAsYouGoModel	ConditionalDownload	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/14/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/14/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/14/GenericDownloadService  
CommonDealTypes/14/AdSupportedDownloadService3
```

### 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.

In addition, these rules apply:

1. Any information provided in the two attributes, `Namespace` and `UserDefinedValue`, may be ignored unless they are specifically allowed. <Conformance Weighting: 1>
2. The use of TIS `TerritoryCodes` is not permitted when communicating `TerritoryCodes`. <Conformance Weighting: 1>
3. It is not permissible to communicate a `Comment` in the `MessageHeader`. Comments can be included into an XML file using the `<!-- ... -->` syntax but such comments would be ignored by any automated ingestion process. <Conformance Weighting: 2>
4. The `MessageID` element shall be, in combination of the DDEX Party ID of the `MessageSender`, globally unique. Thus, a `MessageSender` shall never re-use a `MessageID`. <Conformance Weighting 1>
5. Validity periods for Deals can be communicated either with a start date and/or end date (in which case the Deal starts at midnight at the beginning of the start date end/or ends at midnight at the end of the end date) or as a start datetime and/or end datetime. <Conformance Weighting: 1>
6. The same applies to `ReleaseDisplayStartDateTime`, `TrackListingStartDateTime`, `CoverArtPreviewDateTime` and `ClipPreviewStartDateTime`. <Conformance Weighting: 1>

### 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. This rule does only apply to the Deal section of the `NewReleaseMessage`. <Conformance Weighting: 1>
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. <Conformance Weighting: 1>
3. deleted

4. The use of the BulkOrderWholesalePricePerUnit element is discouraged. <Conformance Weighting: 2>
5. The use of the RelatedReleaseOfferSet composite is discouraged. <Conformance Weighting: 1>
6. With the exception of 'Purchase as a Physical Product' the use of CarrierType is discouraged. <Conformance Weighting: 1>
7. The use of the PhysicalReturns composite is discouraged. <Conformance Weighting: 1>
8. The use of the NumberOfProductsPerCarton element is discouraged. <Conformance Weighting: 1>
9. Deleted.
10. The use of the ResourceUsage composite is discouraged. <Conformance Weighting: 1>
11. To communicate rules that limit message recipients to show certain release aspects to consumers is not encouraged unless necessary and when both parties are able to handle them. If such information is to be provided, four dates for ReleaseDisplayStartDate, TrackListingDisplayStartDate, CoverArtDisplayStartDate and ClipPreviewStartDate must be provided. Alternatively, four datetimes can be provided: ReleaseDisplayStartDateTime, TrackListingDisplayStartDateTime, CoverArtDisplayStartDateTime and ResourceAvailabilityStartDateTime. 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. <Conformance Weighting: none>
12. It is not permitted, in a single Deal to combine generic and specific UseTypes (e.g. Stream and InteractiveStream). <Conformance Weighting: 1>
13. It is not permitted to signal all specific sub-UseTypes (e.g. all \*Stream UseTypes) defined by DDEX. In such cases the generic UseType shall be used. <Conformance Weighting: 1>

### 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](#). <Conformance Weighting noted elsewhere>
2. CommercialModelType and UseType shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the UserInterfaceType element is discouraged. <Conformance Weighting: 2>
4. The use of the DistributionChannelType element is discouraged. <Conformance Weighting: 2>
5. The use of the ConsumerRentalPeriod element is discouraged. <Conformance Weighting: 2>

### 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](#). <Conformance Weighting noted elsewhere>
2. CommercialModelType, UseType and TechnicalInstantiation shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the UserInterfaceType element is discouraged. <Conformance Weighting: 2>
4. The use of the DistributionChannelType element is discouraged. <Conformance Weighting: 2>
5. The use of the ConsumerRentalPeriod element is discouraged. <Conformance Weighting: 2>

### 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](#). <Conformance Weighting noted elsewhere>
2. CommercialModelType, UseType and TechnicalInstantiation shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the UserInterfaceType element is discouraged. <Conformance Weighting: 2>
4. The use of the DistributionChannelType element is discouraged. <Conformance Weighting: 2>
5. The use of the ConsumerRentalPeriod element is discouraged. <Conformance Weighting: 2>

### 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](#). <Conformance Weighting noted elsewhere>
2. CommercialModelType and UseType shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the UserInterfaceType element is discouraged. <Conformance Weighting: 2>
4. The use of the DistributionChannelType element is discouraged. <Conformance Weighting: 2>
5. The use of the ConsumerRentalPeriod element is discouraged. <Conformance Weighting: 2>

### 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](#). <Conformance Weighting noted elsewhere>
2. CommercialModelType, UseType and TechnicalInstantiation shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the UserInterfaceType element is discouraged. <Conformance Weighting: 2>
4. The use of the DistributionChannelType element is discouraged. <Conformance Weighting: 2>
5. The use of the ConsumerRentalPeriod element is discouraged. <Conformance Weighting: 2>

### 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType`, `UseType` and `TechnicalInstantiation` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>

#### 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>

#### 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>

#### 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites (or their datetime counterparts) is discouraged. <Conformance Weighting: 2>
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.) <Conformance Weighting: 1>
8. The use of the Interactive Subscription Streaming Service may not be combined with a generic streaming service (Profiles 18-20 in [Table 1](#)) in the same `NewReleaseMessage`. <Conformance Weighting: 1>
9. The use of `PriceInformation` is discouraged. <Conformance Weighting: 2>

#### 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites (or their datetime counterparts) is discouraged. <Conformance Weighting: 2>
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.) <Conformance Weighting: 1>
8. The use of the Interactive Ad-Supported Streaming Service may not be combined with a generic streaming service (Profiles 18-20 in [Table 1](#)) in the same `NewReleaseMessage`. <Conformance Weighting: 1>
9. The use of `PriceInformation` is discouraged. <Conformance Weighting: 2>

#### 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>

4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites (or their datetime counterparts) is discouraged. <Conformance Weighting: 2>
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.) <Conformance Weighting: 1>
8. The use of the Non-Interactive Subscription Streaming Service may not be combined with a generic streaming service (Profiles 18-20 in Table 1) in the same `NewReleaseMessage`. <Conformance Weighting: 1>
9. The use of `PriceInformation` is discouraged. <Conformance Weighting: 2>

#### 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites (or their datetime counterparts) is discouraged. <Conformance Weighting: 2>
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video as the concept of "streaming an album" is meaningless (to stream all tracks of an `AlbumRelease`, all relevant `TrackReleases` need to be streamed in succession). For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release. <Conformance Weighting: 1>
8. The use of the Non-Interactive Subscription Streaming Service may not be combined with a generic streaming service (Profiles 18-20 in Table 1) in the same `NewReleaseMessage`. <Conformance Weighting: 1>
9. The use of `PriceInformation` is discouraged. <Conformance Weighting: 2>

#### 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites (or their datetime counterparts) is discouraged. <Conformance Weighting: 2>
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.) <Conformance Weighting: 1>
8. The use of the Non-Interactive Ad-supported Streaming Service may not be combined with a generic streaming service (Profiles 18-20 in Table 1) in the same `NewReleaseMessage`. <Conformance Weighting: 1>
9. The use of `PriceInformation` is discouraged. <Conformance Weighting: 2>

#### 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType`, `UseType` and `UserInterfaceType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `DistributionChannelType` element should not be used. <Conformance Weighting: 2>
4. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>
5. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites (or their datetime counterparts) is discouraged. <Conformance Weighting: 2>

#### 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites (or their datetime counterparts) is discouraged. <Conformance Weighting: 2>
7. Ringtones and Mobile Services may only be combined with the following Release Profiles: <Conformance Weighting: 1>
  - a. Profile 6 ("Ringtones") for "real tones" or
  - b. Profile 7 ("MidiRingtones") for monophonic and polyphonic ringtones



### 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. A `RightsClaimPolicy` shall be provided. <Conformance Weighting: 1>
4. A `webPolicy` may be provided. <Conformance Weighting: 1>
5. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
6. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
7. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>
8. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites (or their datetime counterparts) is discouraged. <Conformance Weighting: 2>

### 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](#). <Conformance Weighting noted elsewhere>
2. The `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The `CarrierType` shall be provided. <Conformance Weighting: 1>
4. The use of the `CommercialModelType` is discouraged. <Conformance Weighting: 2>
5. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
6. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
7. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>

### 4.3.20 Generic Ad-supported Streaming Service

A Deal for a Generic 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites (or their datetime counterparts) is discouraged. <Conformance Weighting: 2>
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.) <Conformance Weighting: 1>
8. The use of the Generic Ad-supported Streaming Service may not be combined with a detailed streaming service (Profiles 9-13 in [Table 1](#)) in the same `NewReleaseMessage`. <Conformance Weighting: 1>
9. The use of `PriceInformation` is discouraged. <Conformance Weighting: 2>

### 4.3.21 Generic Subscription Streaming Service

A Deal for a Generic 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites (or their datetime counterparts) is discouraged. <Conformance Weighting: 2>
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.) <Conformance Weighting: 1>
8. The use of the Generic Subscription Streaming Service may not be combined with a detailed streaming service (Profiles 9-13 in [Table 1](#)) in the same `NewReleaseMessage`. <Conformance Weighting: 1>
9. The use of `PriceInformation` is discouraged. <Conformance Weighting: 2>

### 4.3.22 Generic PayAsYouGo Streaming Service

A Deal for a Generic PayAsYouGo 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](#). <Conformance Weighting noted elsewhere>
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#). <Conformance Weighting noted elsewhere>
3. The use of the `UserInterfaceType` element is discouraged. <Conformance Weighting: 2>
4. The use of the `DistributionChannelType` element is discouraged. <Conformance Weighting: 2>
5. The use of the `ConsumerRentalPeriod` element is discouraged. <Conformance Weighting: 2>
6. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites (or their datetime counterparts) is discouraged. <Conformance Weighting: 2>

7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same NewReleaseMessage as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.) <Conformance Weighting: 1>
8. The use of the Generic PayAsYouGo Streaming Service may not be combined with a detailed streaming service (Profiles 9-13 in Table 1) in the same NewReleaseMessage. <Conformance Weighting: 1>
9. The use of PriceInformation is discouraged. <Conformance Weighting: 2>

### 4.3.23 Permanent Subscription Download

A Deal for a Permanent Subscription 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. <Conformance Weighting noted elsewhere>
2. CommercialModelType and UseType shall be provided in accordance with Table 1. <Conformance Weighting noted elsewhere>
3. The use of the UserInterfaceType element is discouraged. <Conformance Weighting: 2>
4. The use of the DistributionChannelType element is discouraged. <Conformance Weighting: 2>
5. The use of the ConsumerRentalPeriod element is discouraged. <Conformance Weighting: 2>

### 4.3.24 Conditional Pay-As-You Go Download

A Deal for a Conditional Pay-As-You Go 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. <Conformance Weighting noted elsewhere>
2. CommercialModelType and UseType shall be provided in accordance with Table 1. <Conformance Weighting noted elsewhere>
3. The use of the UserInterfaceType element is discouraged. <Conformance Weighting: 2>
4. The use of the DistributionChannelType element is discouraged. <Conformance Weighting: 2>
5. The use of the ConsumerRentalPeriod element is discouraged. <Conformance Weighting: 2>

## 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. The same applies to datetime elements. <Conformance Weighting: 1>

## 4.5 Pre-order Business Profile Variants

### 4.5.1 Introduction

A pre-order is a product offering by which consumer purchases are permitted prior to release date.

The release may take the same form as that which is available after the pre-order period or it may have exclusive elements only available as part of the pre-order offering; during the pre-order period. It may also have tracks that are fulfilled upon purchase during the pre-order period, while the rest of the release is fulfilled on release date at the end of the pre-order period.

A pre-order can have a mix of bonus and instant gratification tracks and it is also possible for a track to be both instant gratification and bonus.

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. <Conformance Weighting: 1>
2. The PreOrderPreviewDate should carry the same date as the ValidityPeriod/StartDate to indicate that preview is only possible from the release date. The same applies to their datetime counterparts. <Conformance Weighting: 1>
3. The content of the release should be delivered to pre-order consumers on the ValidityPeriod/StartDate or ValidityPeriod/StartDateTime. <Conformance Weighting: 1>

### 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 or PreOrderReleaseDateTime should carry the date that the pre-order period starts. <Conformance Weighting: 2>
2. Deleted
3. The content of the release should be delivered to pre-order consumers on the ValidityPeriod/StartDate or ValidityPeriod/StartDateTime. <Conformance Weighting: 2>

### 4.5.4 Pre-Order with Immediate Fulfilment (Instant Gratification)

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

The pre-order deal should include the following where the "instant-gratification" track is not a bonus track:

1. The `PreOrderReleaseDate` or `PreOrderReleaseDateTime` should carry the date that the pre-order period starts. <Conformance Weighting: 2>
2. The `PreOrderPreviewDate` or `PreOrderPreviewDateTime` should reflect the provisions of either Clause 4.5.2 or Clause 4.5.3 as applicable. <Conformance Weighting is noted elsewhere>
3. On the track's underlying resource `ResourceGroup / ResourceGroupContentItem`, in the `ReleaseList`, `IsInstantGrat` should be set to `True`, meaning that on purchase the resource(s) should be immediately fulfilled. <Conformance Weighting: 2>
4. The remainder of the content of the release should be delivered to pre-order consumers on the `ValidityPeriod/StartDate` or `ValidityPeriod/StartDateTime`. <Conformance Weighting: 2>

#### 4.5.5 Pre-Order with Pre-Order Incentive Track (Instant Gratification)

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

The pre-order deal should include the following where the "instant-gratification" track *is* a bonus track:

1. The `PreOrderReleaseDate` or `PreOrderReleaseDateTime` should carry the date that the pre-order period starts. <Conformance Weighting: 1>
2. The `PreOrderPreviewDate` or `PreOrderPreviewDateTime` should reflect the provisions of either Clause 4.5.2 or Clause 4.5.3 as applicable. <Conformance Weighting is noted elsewhere>
3. On the track's underlying resource `ResourceGroup / ResourceGroupContentItem`, in the `ReleaseList`, `IsInstantGrat` should be set to `True`, meaning that on purchase the resource(s) should be immediately fulfilled. <Conformance Weighting: 1>
4. Each track which is available exclusively to the pre-order offering and hence during the pre-order period, but which is not available from that point onwards, should reflect the following: The remainder of the content of the release should be delivered to pre-order consumers on the `ValidityPeriod/StartDate` or `ValidityPeriod/StartDateTime`.
  - a. On the relevant `ResourceGroupContentItem` the `IsPreOrderIncentiveResource` should be 'True' <Conformance Weighting: 1>
  - b. On the tracks resource group content item on the release `IsPreOrderIncentiveResource` should be `True`. <Conformance Weighting: 1>
5. Deals following the pre-order period for `IsInstantGratification` tracks should detail "TakeDown" for that track `ReleaseDeal`. <Conformance Weighting: 1>
6. A Release with a Pre-order Incentive Track shall carry a different Release ID than the equivalent Release without the Pre-order Incentive Track. Note: Some labels may not be able to support this. <Conformance Weighting: 1>

## 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. <Conformance Weighting: 2>
2. `WholesalePricePerUnit` and `BulkOrderWholesalePricePerUnit` contain a price that a DSP can use to determine its sales price. <Conformance Weighting: 2>
3. `WholesalePricePerUnit` and `BulkOrderWholesalePricePerUnit` may *not* be combined with a `PriceType`. <Conformance Weighting: 1>
4. `SuggestedRetailPrice` is, like the `PriceRangeType`, not meant to be used by the DSP to determine price. <Conformance Weighting: 2>

## 4.7 Life Cycle Changes

### 4.7.1 Common Rules for Life Cycle Changes

Common Rules for Life Cycle Changes are:

1. New Deal terms received in an update `NewReleaseMessage` completely replace all existing Deals for the Release, effective on the `MessageCreatedDate`. <Conformance Weighting: 1>
2. 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. <Conformance Weighting: 1>
3. 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. <Conformance Weighting: 1>
4. The use of the `AllDealsCancelled` or `TakeDown` flags is not permitted. <Conformance Weighting: 1>
5. All Life Cycle Changes are communicated for a specific Release or set of Releases. <Conformance Weighting: 2>

### 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`. <Conformance Weighting: 1>

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:

1. 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. <Conformance Weighting: 1>
2. 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. <Conformance Weighting: 1>

### 4.7.4 Take-downs and Reduction of Rights

This life cycle update applies when a `MessageSender` wishes to reduce the rights granted to the `MessageRecipient`. This includes “global take-downs”, “territorial take-downs” and the cancellation of `RightsClaim`:

1. In the case that the reduction of rights is *communicated prior* to the date the reduction comes into effect:
  - a. The Message Sender shall repeat the set of Deals currently available to the `MessageRecipient`, albeit with the `EndDate` set to the last day when these rights are available to the `MessageRecipient`. Any remaining rights shall be communicated in the same message. <Conformance Weighting: 1>
  - b. Any subsequent messages shall only communicate Deals for those commercial aspects that are (or are to become) active. <Conformance Weighting: 1>
  - c. The `TakeDown` or `AllDealsCancelled` flags shall not be used. <Conformance Weighting: 1>
2. In the case that the reduction of rights is *communicated on or after* the date the reduction comes into effect:
  - a. The Message Sender shall repeat the set of Deals currently available to the `MessageRecipient`, albeit with the `EndDate` set to the preceding day to the `MessageRecipient`. Any remaining rights shall be communicated in the same message. <Conformance Weighting: 1>
  - b. Any subsequent messages shall only communicate Deals for those commercial aspects that are (or are to become) active. <Conformance Weighting: 1>
  - c. The `TakeDown` or `AllDealsCancelled` flags shall not be used. <Conformance Weighting: 1>

Canceling a `RightsClaim` is typically done in case of a DSP having previously received two conflicting `RightsClaims` for the same Resource.

In rare cases, `RightsClaims` are cancelled unilaterally by the label – in that case, the use of the DDEX Catalogue Transfer Choreography is encouraged in order to aid the DSP in determining the current owner (or controller) of the `SightShare`.

#### Example

Assume a Release that is already live with a start date in the past (e.g. since 1st February) needs to be taken down immediately. Since deals start at the beginning of the Deal's `StartDate` (i.e. at 0:00:01) and end at the end of the Deal's `EndDate` (i.e. 23:59:59), the `EndDate` of the take-down deal should be yesterday so it is taken down immediately upon receipt.

The example below assumes that today is 2016-02-02.

```
<ValidityPeriod>
  <EndDate>2016-02-01</EndDate>
</ValidityPeriod>
```

### 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:

1. The `MessageSender` shall issues 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. <Conformance Weighting: 1>
2. 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. <Conformance Weighting: 1>



### 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.

1. The `MessageSenders` shall end the following Deals:
  - a. A pre-campaign deal, with the original price point, with an end date equal to the day before the campaign start date. <Conformance Weighting: 1>
  - b. A campaign period deal, with the campaign price point, with a start and end date matching the campaign period. <Conformance Weighting: 1>
  - c. A post-campaign deal, with the original price point, with a start date equal to the day after the campaign end date. <Conformance Weighting: 1>
2. The `MessageRecipient` shall ingest them accordingly. <Conformance Weighting: 1>

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 Removing a Release

In some cases a Release may become corrupt over time. This may make it complicated for a Release Creator to ask for such a Release to be removed (or "purged") from a Release Distributor's database. <Conformance Weighting: 1>

In order for such Releases to be removed, the Release Creator shall send a `PurgeReleaseMessage` and the Release Distributor shall act by stopping to make this Release available if it can ascertain that the `MessageSender` has the rights to ask for a Release to be purged – e.g. by checking that it has received the active Deal(s) from the same `MessageSender`. <Conformance Weighting: 1>

The same approach may also be used when a Release Creator wants to permanently remove a Release from the catalogue of a Release Distributor.

### 4.7.8 Take-down before Street Date

When a Release needs to be taken down before it goes live, the Release Creator shall communicate only an `EndDate` for the deal that is in the past.

For example, a Release previously communicated with release date in the future (start date of 8th April, for instance) that needs to be taken down today (6th April) so that it does not make live on the 8th needs to be taken down with an end date of yesterday (5th April).

```
<ValidityPeriod>
  <!--no start date, only end date with yesterday's date -->
  <EndDate>2016-04-05</EndDate>
</ValidityPeriod>
```

## 4.8 Chart Companies

For communicating new Releases to charting companies, the `NewReleaseMessage` shall be used with an appropriate Release Profile. In addition:

- No Deal shall be used. <Conformance Weighting: 1>
- Notwithstanding rules defined in the relevant Release Profile standard, a `SalesReportingProxyReleaseId` may be used with a `ReasonType` of `ChartReporting`, to enable the charting company to group Releases for charting purposes. <Conformance Weighting: 1>

## 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,