



Digital Sales Reporting Message Suite
Standard

Part 5: Audio-visual Profile
(Version 1.1)

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1 Introduction

This standard was developed by the member organisations of the Digital Data Exchange, LLC (DDEX) and provides a message that gives a uniform mechanism to enable Licensees (typically Digital Service Providers) to report to Rights Controllers (typically Music Rights Societies, Music Publishers, Music Licensing Companies and/or Record Companies) information regarding the level of usage and/or revenue generated from the distribution of such products, as well as sales of products based on Releases, to the relevant Rights Controllers.

This Profile of version 3.0 of the Flat File Variant has been developed in response to concerns regarding the file size and computational complexity of the XML Variant, and will lead to reduced implementation and running cost for Licensees and Licensors for reporting and/or usages of audio-only usages, revenues or sales that are not addressed by any other Profile of version 3.0 of the Flat File Variant. This Profile is also for reporting usages, revenues or sales for music videos and Resources for which no Release information is available.

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2 Scope

2.1 Introduction

The message defined in this standard provides a mechanism for Licensees (typically Digital Service Providers) to report to Rights Controllers (typically Music Rights Societies, audio-visual rights societies, Music Licensing Companies, Music Publishers and/or Record Companies) Usage, Revenue or Sales from the exploitation of Products based on electronic Releases containing Audio-Visual Recordings which may embody Musical Works, non-musical Works and/or other Resources and/or for which Cues are being provided.

2.2 Organisation of the Standard

This standard comprises five clauses and one annex. Clauses 1-4 provide the scope, abbreviations and core definitions used in this standard. Clause- 5 then defines the audio-visual profile.

Finally, Annexes A provides some examples.

2.3 Release Notes (Informative)

Version 1.1 of the audio-visual Profile makes use of an updated RE03 record that allows the communication of date of the first video on demand broadcast of a Resource.

3 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.

- DDEX. Digital Sales Reporting Message Suite Standard - Part 1: Architecture of the Flat File Variant.
- DDEX. Digital Sales Reporting Message Suite Standard - Part 2: Allowed Value Sets.
- DDEX. Digital Sales Reporting Message Suite Standard - Part 8: Record Type Definitions.

4 Terms and Abbreviations

The terms and abbreviations used in [DDEX. Digital Sales Reporting Message Suite Standard \(Version 3.1\) - Part 1: Architecture of the Flat File Variant](#), also apply to this Standard.

5 Audio-visual Profile

5.1 Introduction

This Profile is for reporting all sales and usages of audio-visual Recordings (excluding music videos).

To indicate that a Sales/Usage Report is created in accordance with this Profile standard, the `Profile` Cell in the `HEAD` Record shall contain the value `AudioVisualProfile` and the `ProfileVersion` Cell shall contain the value `1.1`.

The Record Types referenced herein are defined in Part 8 of the standard.

5.2 Definition of Blocks where Release Information is Available

When Usages, Revenues or Sales are to be reported where Release information is available to the Message Sender, the following Records shall be communicated for each Block in this order:

1. One Release Record of type `RE03.01` describing an audio-visual Head Release.
If the Message Sender has received a `NewReleaseMessage` defined in DDEX's Release Notification Message Suite Standard, the "Head Release" is the `AlbumRelease` as defined in the `NewReleaseMessage`.
2. One or more Resource Records describing Resources of type `AS03.01`.
These Records provide information regarding all the Videos that are contained in the Head Release.
3. None, one or many Cue Records of type `CU01`.
Cue Records allow the identification and description of cues, i.e. information about Musical Works or Resources that have been used in a specific Resource and how they have been used. As shown below, the Cue Records are interspersed with the Resource Records. The Cue record immediately following a Resource records are Cues that Resource
4. None, one or more Records describing "Sub-Releases" of type `RE02`.
These Sub-Releases are either single-Resource Track Releases (as communicated in a `NewReleaseMessage`) and/or Releases that the Message Sender has generated exclusively from the Resources that are used in the Head Release. The Sub-Release Records shall point to the Resources they make use of. Only Sub-Releases that have been used or sold shall be included in this section of the Block.
5. One or more Records providing Usage, Revenue or Sales figures of type `SU01`, `SU02`, `SU03.02` or `SU04.01`.
The `SUxx` Records shall point to the Release Record to which the Usage, Revenue or Sale transaction relates.

The Blocks shall be preceded by one or more Summary Record `SY02.01`, `SY04.01`, `SY05.02` or `SY06.01` for each Rights Controller to whom the Sales Report Message is addressed, to provide information on Usage, Revenue or Sales allocated to that Rights Controller according to the calculations made by the Message Sender.

It is permissible to communicate different types of Summary Records in a single sales/usage report.

When using `SY04.01`, all `SY04.01` records for the same RightsType and sales context (as defined in Clause 6.5 Part 1 of this standard) may carry the same `SummaryRecordId` if subscriber minima information needs communicating per context, but across different subscriber types.

It is recommended to provide the Summary Records in a logical order to aid human readability. This would typically mean that Summary Records of different types are not mixed. For example a sequence of `SY02.02` `SY02.02` `SY06.01` `SY06.01` `SY06.01` meets this recommendation, whereas `SY06.01` `SY02.02` `SY06.01` does not.

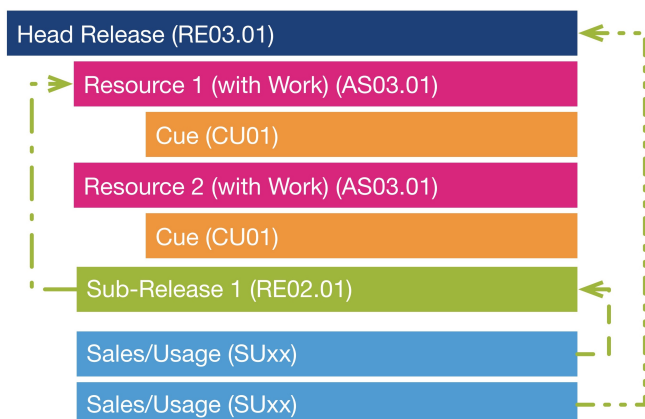


Figure 1– One Block ^[1] of Records when reporting Usages, Revenues or Sales for Audio-visual Releases^[2]

Note that in the diagram the first SUXX Record provides Usages, Revenues or Sales for a Sub Release, the second SUXX Record provides Usages, Revenues or Sales for the Head Release.

The table below provides an overview of the order and cardinality of the Records to be used in this Profile.

| Record Type | Cardinality | Comment |
|--|-------------|---|
| HEAD | 1 | |
| SY02.02 or SY04.01 or SY05.02 or SY06.01 | 1-n | Also a combination of the three Summary record types is allowed: <ul style="list-style-type: none"> • then all SY02.02 Records (if there are any), • then all SY04.01/SY05.02 Records (if there are any), • then all SY06.01 Records (if there are any). |
| Block | 0-n | |
| RE03.01 | 1 | |
| AS03.01 | 1-n | |
| CU01 | 0-n | |
| RE02.01 | 0-n | |
| SU01 or SU02 or SU03.02 or SU04.01 | 1- n | |
| FOOT | 1 | |

[1] The term Block is used in accordance with Part 1.

[2] The indentation in the diagrams is solely for illustration purposes. There is no indentation in a Sales Report Message in accordance with this standard.

5.3 Definition of Blocks where Release Information is not Available

When Usages, Revenues or Sales are to be reported for Resources for which no information on the Release it is contained in has been previously made available, the following Records shall be communicated for each Block in this order:

1. One Resource Record describing Resources of type AS03.01.
These Records provide information regarding all the Videos that are contained in the Head Release.
2. None, one or many Cue Records of type CU01.
Cue Records allow the identification and description of cues, i.e. information about Musical Works or Resources that have been used in a specific Resource and how they have been used. As shown below, the Cue Records are interspersed with the Resource Records. The Cue record immediately following a Resource records are Cues that Resource
3. One or more Records providing Usage, Revenue or Sales figures of type SU01, SU02, SU03.02 or SU04.01.
The SUXX Record does not need to point to the Resource Record to which the Usage, Revenue or Sale transaction relates as this is implicit as the Block only contains one Resource Record.

The Blocks shall be preceded by one or more Summary Record SY01.01, SY02.02, SY04.01, SY05.02 or SY06.01 for each Rights Controller to whom the Sales Report Message is addressed, to provide information on Usage, Revenue or Sales allocated to that Rights Controller according to the calculations made by the Message Sender.

It is permissible to communicate different types of Summary Records in a single sales/usage report.

It is recommended to provide the Summary Records in a logical order to aid human readability. This would typically mean that Summary Records of different types are not mixed. For example a sequence of SY02.02 SY02.02 SY06.01 SY06.01 SY06.01 meets this recommendation, whereas SY06.01 SY02.02 SY06.01 does not.

Figure 2 below shows the case where no Musical Work information is provided (left) and the case where Musical Work information is provided in a cue.

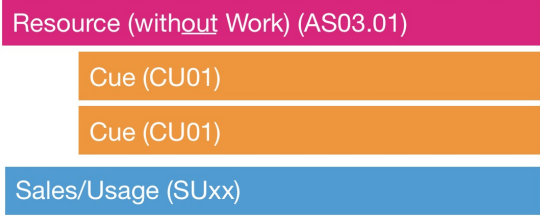
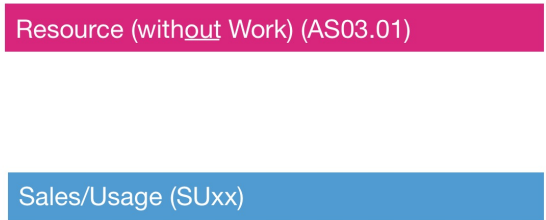


Figure 2 – Block of Records when Reporting Usages, Revenues or Sales for Audio-visual Resources

The table below provides an overview of the order and cardinality of the Records to be used in this Profile.

| Record Type | Cardinality | Comment |
|--|-------------|---|
| HEAD | 1 | |
| SY02.02 or SY04.01 or SY05.02 or SY06.01 | 1-n | Also a combination of the three Summary record types is allowed: <ul style="list-style-type: none"> • then all SY02.02 Records (if there are any), • then all SY06.01 Records (if there are any), • then all SY04.01/SY05.02 Records (if there are any). |
| Block | 0-n | |
| AS03.01 | 1 | |
| CU01 | 0-n | |
| SU01 or SU02 or SU03.02 or SU04.01 | 1-n | |
| FOOT | 1 | |

Annex A (informative) Examples

Published alongside this standard are a series of Examples in the form of an Excel workbook. To transform them into Sales Report messages in accordance with this standard, the individual tabs of the spreadsheet can be saved as a tab-delimited file.