

Avoiding "Dropouts" (or: how to signal Deal changes)

Adding a new Offering

Assume this scenario:

A label has communicated to a DSP that a Release can be made available to consumers in a specific territory as a download from, say 1st May. Today is the 15th May and the DSP has made the Release available as instructed.

Let's further assume that the label wants to make the Release also available, in the same territory, as a stream from 1st June onwards. The download deal is unaffected from this new offering. To avoid that the download offering disappears, the following deals should be communicated on 15th May:

- Deal 1: Download from 1st May^(*)
- Deal 2: Stream from 1st June

Do not forget to repeat all "active" Deals

If the label only communicated the Deal 2 (Stream from 1st June) the DSP will, upon ingestion, take the Release down until Deal 2 becomes active, i.e. on 1st June. And

The reason for the DSP's behaviour is that a NewReleaseMessage always communicates a "statement of truth". It thus provides the complete picture of what Deals are available for a specific Release.

Changing an existing Offering

Assume this scenario:

A label has communicated to a DSP that a Release can be made available to consumers in a specific territory as a download from, say 1st May for £5. Today is the 15th May and the DSP has made the Release available as instructed.

Let's further assume that the label wants to reduce the price, in the same territory, from 1st July onwards to £4. To avoid that the download offering disappears, the following deals should be communicated on 15th May:

- Deal 1: Download from 1st May for £5
- Deal 2: Download from 1st July for £4

Do not forget to repeat all "active" Deals

If the label only communicated the Deal 2 (the reduced price offer) the DSP will, upon ingestion, take the Release down until Deal 2 becomes active, i.e. on 1st July. Consumers would see the Release again only on 1st July.

(*) – While it is recommended that the label uses the same start date as in the original deal – here: 1st May – it is also permissible that the label uses the date on which the update message is sent. It is crucial, however, that the start date for Deal 1 is *not in the future*.