

No Takedown in Initial Deal

Latest NewReleaseMessage contains the active Deal

Deals in subsequent `NewReleaseMessage` override each other. In other words when a DSP receives a set of Deals in a `NewReleaseMessage` (and enacts them) and then receives a further `NewReleaseMessage` for the same (set of) Release(s), *all* Deals from the first message need to be removed and the Deals from the second message enacted.

Hence the active set of Deals for a specific Release can always be found in the latest `NewReleaseMessage` received and ingested.

No Deal = No deal

If a `NewReleaseMessage` does not provide a Deal for a specific Release for a specific territory for a specific use, then it means implicitly that that Release is not (or no longer) available to consumers in that territory for that use.

As a consequence it makes no sense to send a takedown notice as part of an initial `NewReleaseMessage` – simple omission of a Deal for a Release not to be made available is sufficient.

There is one exception to this rule, alas: if a Release has been available in a territory (for whatever use) and all uses are now "pulled", then a takedown message needs to be sent for that Release and territory until the Release is *globally* taken down.