

Open Workshop: Identification Standards And Metadata Consistency In The Music Industry

Thursday, July 1, 2010 • Lighthouse Executive Conference Center & Theater

Agenda

8:30 – 9:00 Registration

9:00 – 9:05 Welcome

A welcome and introduction will be given by Kirit Joshi of Sony Music Entertainment, Chair of DDEX.

9:05 – 9:30 General introduction

- (a) There will be a brief explanation of DDEX's formation, governance, membership structure, and the history of its technical development work. In addition there will be a report given on the DDEX Open Workshop on Identifier Standards and Metadata in the Music Industry held on 12th March in Paris the notes of which are attached (see document Plenary-0452). *Presenter – Niels Rump (DDEX Secretariat)*
- (b) There will be a brief explanation of NARM's Digital Think Tank and its relationship with DDEX. This will include information pertaining to three work groups within the DTT; Digital Supply Chain and Operations, Metrics and Sales Analysis, and Product Development.
Presenter – Bill Wilson (NARM Secretariat) and Chris Read (WMG and DDEX Board member)

9:30 – 11:00 Setting the scene

- (a) The existing landscape
There are, throughout all sectors of commerce, a huge number of identification systems whether specified through the International Organization for Standardization (ISO), through private (but open) consortia or by entirely private entities (in the form of proprietary identification systems). This session will set out the landscape of identification systems within the music industry and in related media industries.
 - (i) Music rights society identifiers
Existing identifiers operated from this industry sector include ISWC, IPI and MWLI.
Presenter – FX Nuttall (CISAC)
 - (ii) Recording industry identifiers
Existing identifiers operated from this industry sector include ISRC, GRid, IPD and GTIN.
Presenter – Paul Jessop (RIAA/IFPI)
 - (iii) Metadata
Although most standard identification systems include a minimum metadata set there are rarely "rules" about how metadata in general should be presented. This session will present examples of these issues and the options that exist to develop standard presentational approaches for metadata.
Presenter – Niels Rump (DDEX Secretariat)
- (b) Current relevant developments
 - (i) International Standard Name Identifier (ISNI)
ISNI is a draft ISO Standard (ISO 27729) whose scope is the identification of Public Identities of parties: that is, the identities used publicly by parties involved throughout the media content industries in the creation, production, management, and content distribution chains. The ISNI system uniquely identifies Public Identities across multiple fields of creative activity. The ISNI provides a tool for disambiguating Public Identities that might otherwise be confused. ISNI is not intended to provide direct access to comprehensive information about a Public Identity but can provide links to other systems where such information is held.
Presenter – FX Nuttall (CISAC)

(ii) International Standard Recording Code (ISRC)

The ISRC standard is being revised under a routine five-year cycle at ISO. Representatives on the ISO working group from other participants have brought considerable pressure to bear, suggesting that a registration process for ISRC would be essential for them to make effective use of the identifier in their processes. Additionally analysis has suggested that business opportunities may arise from the creation of comprehensive repertoire databases whether operated by the recording industry directly, or by other parties. Further analysis has suggested that there could be support for a "slim" registration database for ISRC, containing just sufficient metadata to disambiguate different recordings (the "core" metadata) but not containing "rich" metadata, which would remain the preserve of other registries. However these other registries would be able to use the authoritative ISRC as an index and would therefore be unambiguously linked to the intended track. *Presenter – Paul Jessop (RIAA/IFPI)*

(iii) National Digital Information Infrastructure and Preservation Program (NDIIPP)

Through the Library of Congress NDIIPP Preserving Creative America program, BMS/Chace has been able to open a dialog with related parties in order to create a metadata framework encompassing identification, metadata collection during recording and archival best practices, specifically for born-digital commercial multi-track recordings. The associated free metadata collection application promotes the gathering of accurate technical and descriptive metadata from the start of the recording process.

Presenter – John Spencer (BMS/Chace)

11:00 – 11:20 Break

11:20 – 1:00 What are the pain points?

(a) DDEX Survey

As part of preparations for the recent DDEX Plenary Meeting a survey of members was carried out in order to ascertain what the pain points are relating to identification systems and metadata consistency. Some DDEX members will briefly explain what these problems are and propose actions that can be taken by the industry to put them right. This will be followed by a period of open discussion. *Facilitator – Niels Rump (DDEX Secretariat)*

(b) What is your single biggest pain point?

In the run up to this workshop all attendees were e-mailed a simple document in which they were asked to identify the one single issue relating to identification systems and metadata consistency which causes them the most operational problems. In addition, each attendee was asked to identify what solution could be put in place to solve that particular issue. The DDEX and NARM secretariat have collated these responses and will have asked certain attendees to present their issue and proposed solution to the workshop for open discussion.

Facilitator – Bill Wilson (NARM Secretariat)

1:00 – 2:00 Lunch

2:00 – 4:00 Practical actions

It is anticipated that companies operating in the digital music supply chain will have similar and/or common problems in relation to identification standards and metadata consistency. The pre-lunch session will hopefully have identified most of those and begun to throw up ideas about possible solutions. However, unless collective action is agreed upon, finance identified and work undertaken the digital music supply chain will continue to struggle to manage the rights and content which are its lifeblood. And this is a fact that is going to get worse as the number of transactions escalates and the "slicing and dicing" of the rights and content just gets increasingly granular. The workshop only has value if it can identify, scope and prioritise some practical actions, determine who will undertake the work, how it is financed and when it needs to be completed. As part of any such conclusions thought must be given to how such work is to be governed, particularly given the fact that neither DDEX nor NARM are a registration authority for an identification or metadata standard.

Facilitators/Panellists – Niels Rump, Bill Wilson, FX Nuttall and Paul Jessop

4:00 – 5:00 Cocktail Reception