



Identifiers, metadata and IT solutions for sound recordings

WIPO Copyright Infrastructure Webinars

December 1st 2021



It's an amazing time to be a music fan



**70m+ tracks to
choose from**

But how does music get from...



Firstly you need to identify the recordings ..ISRC

When a recording has an ISRC it can be uniquely and easily identified.

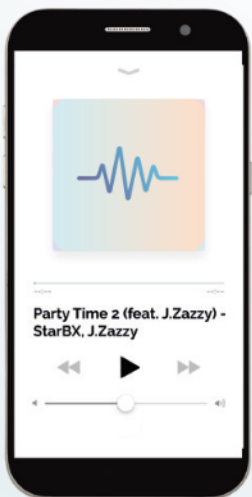







...and remains unchanged...

When **distributed globally**
Added to a **compilation**
Across all **sales channels**
and on **all formats**



Why Identify?



Services	Track Title	Artist Name Variation
	Party Time 2 (feat J.Zazzy)	StarBX
	Party Time, No.2 (feat J.Zazzy)	StarBX & J.Zazzy
	Party Time Number 2	StarBX, J.Zazzy
	Party Time 2 ft. J.Zazzy	StarBX
	Party Time 2	StarBX ft. J.Zazzy



ISRC resolves ambiguities with metadata when textual information can differ

The global industry uses standards for exchanging information on recordings -> DDEX

Record Company































Recording travels ->



Artist



 121 MUSIC STORE Visit site >	 7DIGITAL Visit site >	 AMAZON Visit site >	 APPLE MUSIC Visit site >
 BEATPORT Visit site >	 BLEEP Visit site >	 BOOMKAT Visit site >	 CHANDOS Visit site >
 DEEZER Visit site >	 EMUSIC Visit site >	 FACEBOOK Visit site >	 HIGHRES AUDIO Visit site >
 IDAGIO Visit site >	 INA PREMIUM MUSIQUE Visit site >	 ITUNES Visit site >	 JUNODOWNLOAD Visit site >
 NAPSTER Visit site >	 NAXOS MUSIC LIBRARY Visit site >	 PRESTO CLASSICAL Visit site >	 QOBUZ Visit site >
 ROXI Visit site >	 SOUNDCLLOUD Visit site >	 SPOTIFY Visit site >	 TIK TOK Visit site >
 TIDAL Visit site >	 TRAXSOURCE Visit site >	 WELTBILD Visit site >	 YOUTUBE Visit site >

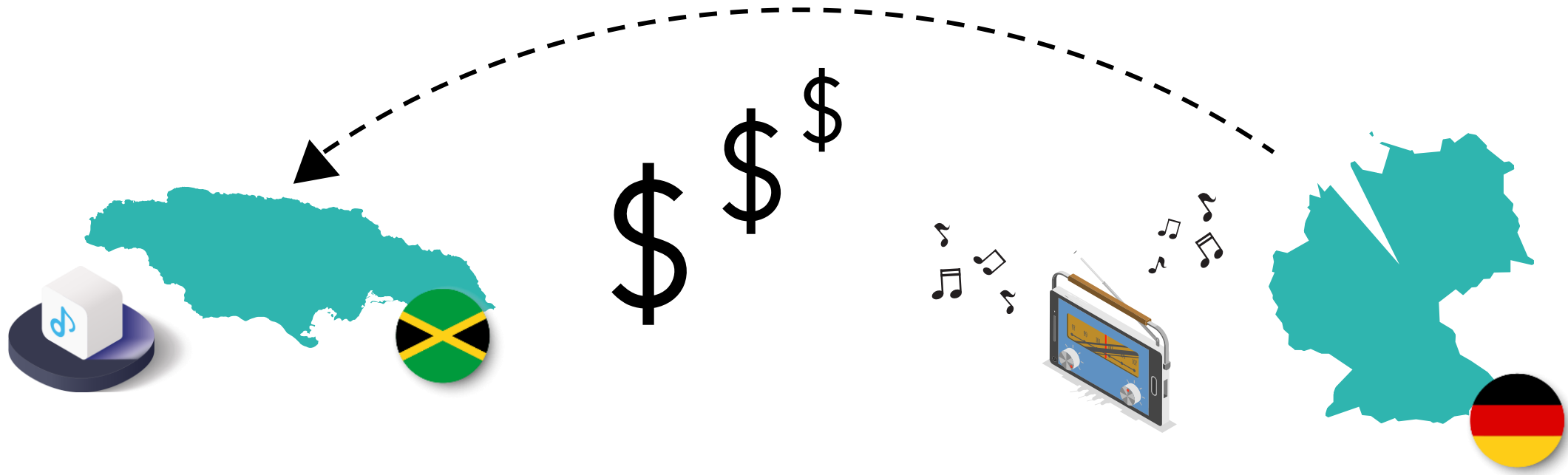
...because of the Supply Chains we have in place



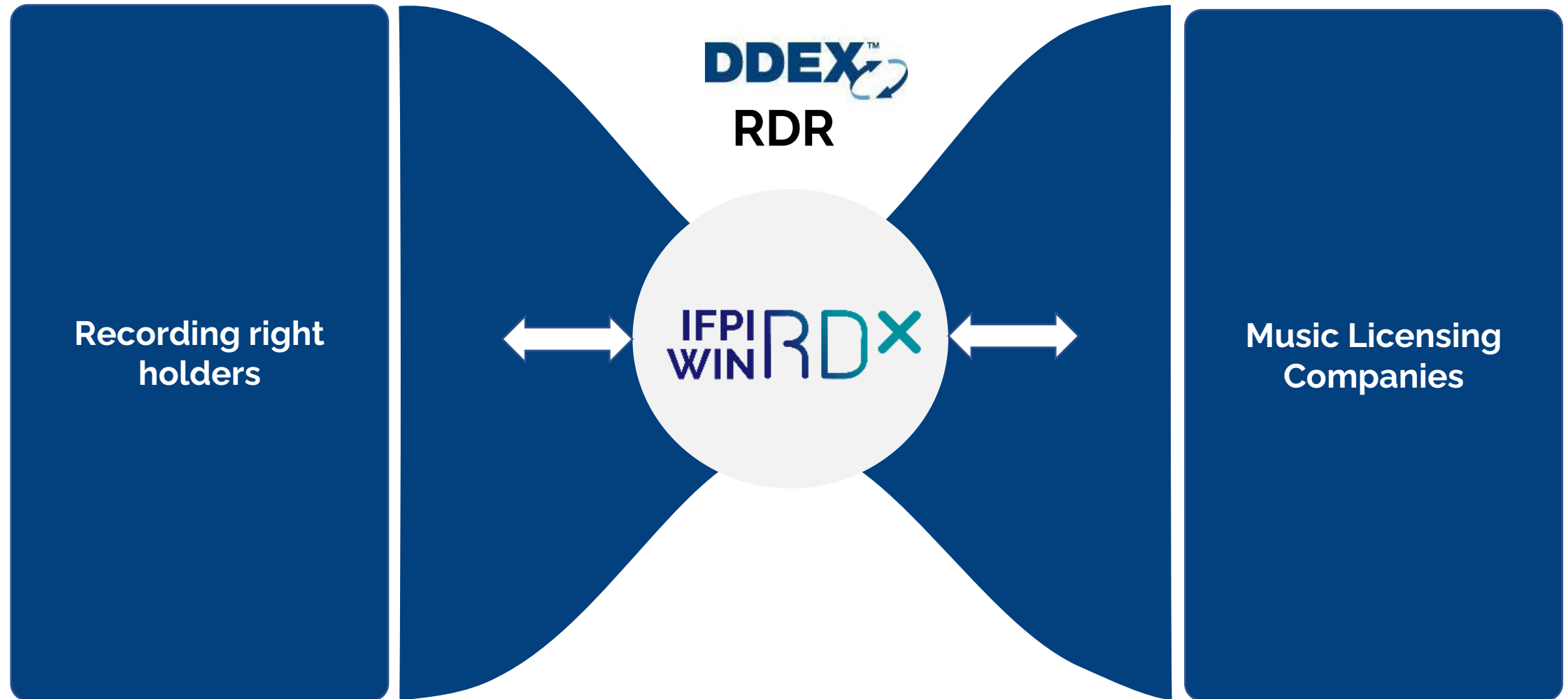
Performance Rights



But when a Jamaican song is played on the radio in Germany... How do we ensure the right holder in Jamaica is paid accurately?



Repertoire Data Exchange

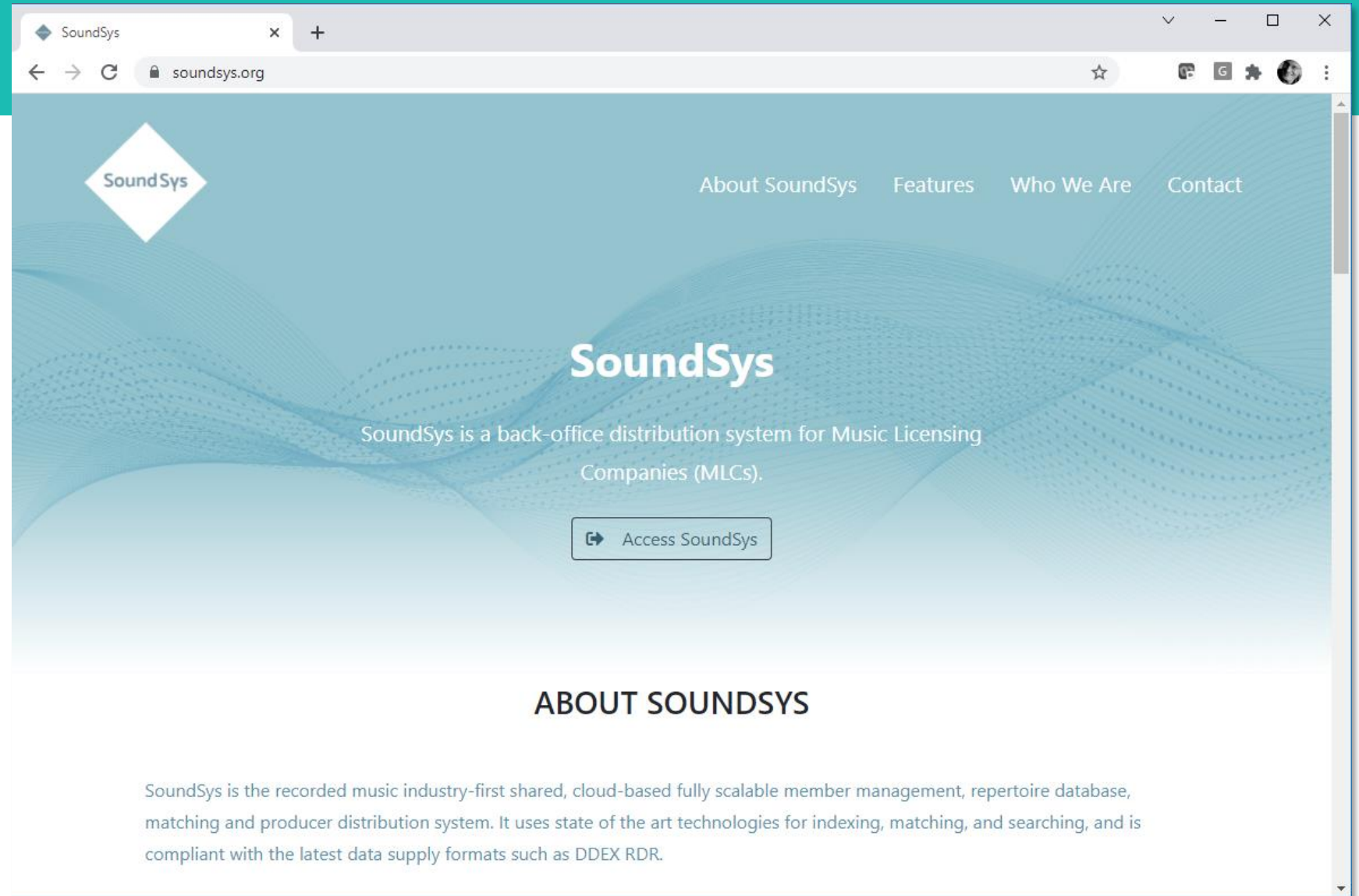


The supply chain solution for recordings and rights data for the performance rights sector

Back Office Systems for Music Licensing Companies

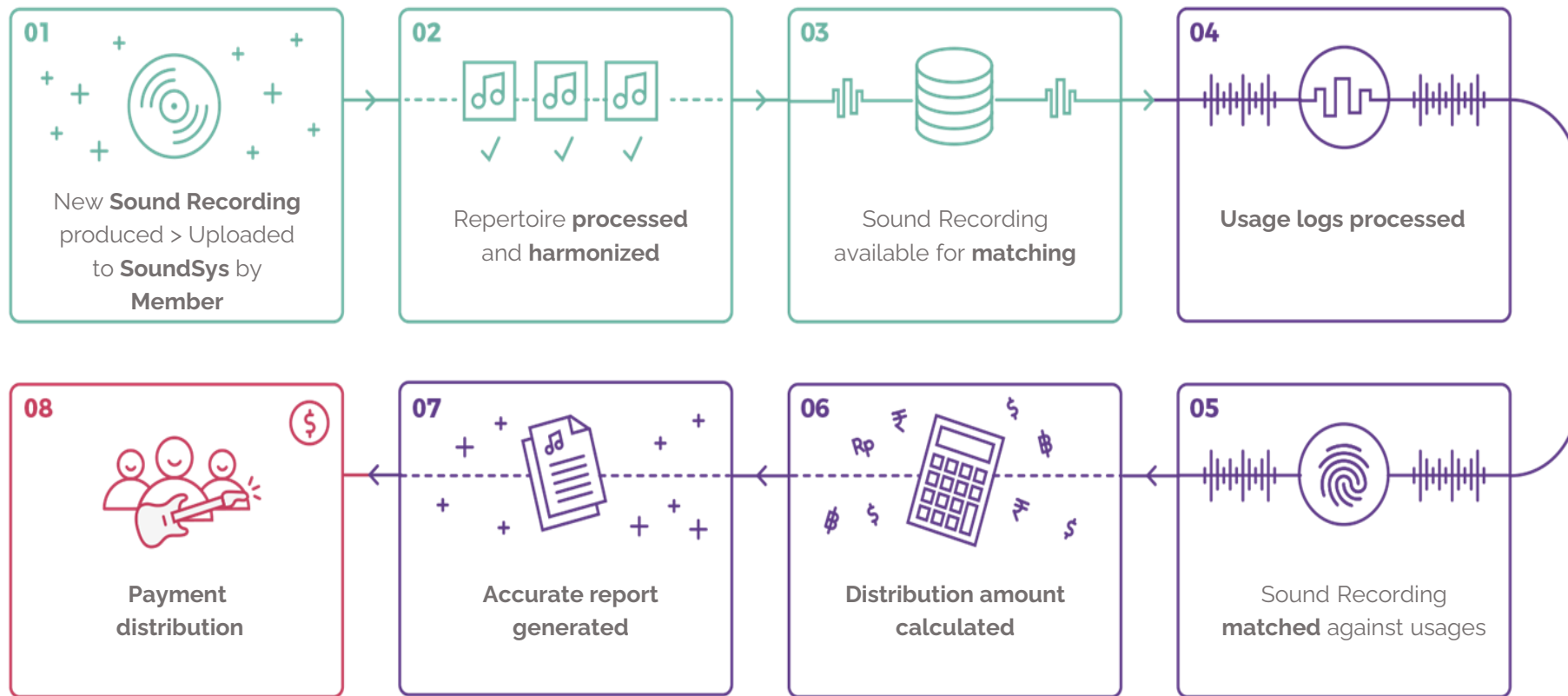
IT solutions

SoundSys



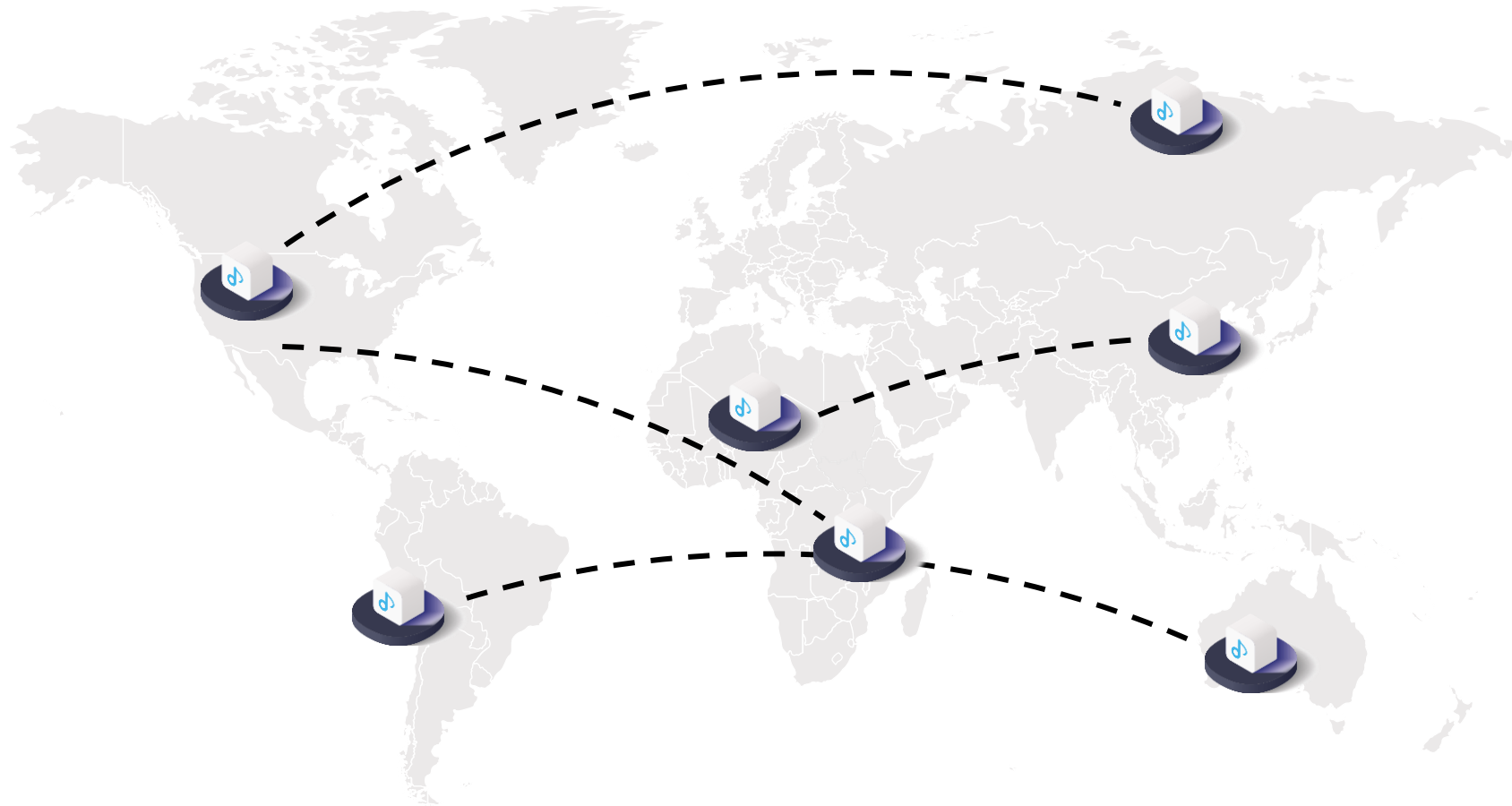
Cloud-native 'back office' distribution system for MLCs – the first true multi-tenanted system

SoundSys



The whole distribution process is configured and carried out by MLCs in line with best practices

Global Supply Chain Solutions



The latest hits really can come from anywhere



Thank you