



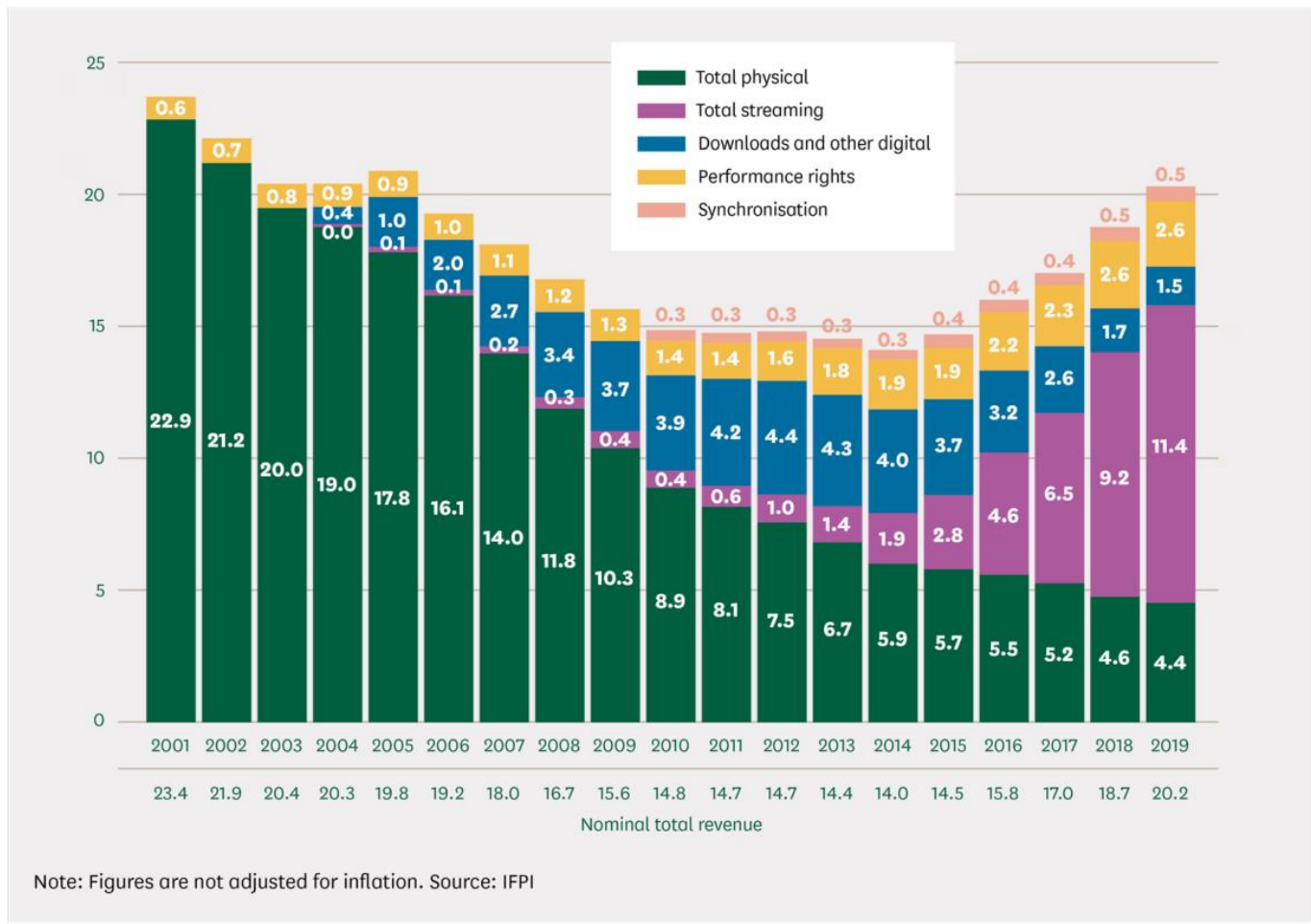
Intellectual
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Update from the UK IPO on metadata management in the music industry

Chris Mills, UK IPO

The development of music streaming

Nominal global recorded music industry revenues by format, 2001-2019 (\$bn)



Note: Figures are not adjusted for inflation. Source: IFPI

Recent developments in the UK

2019: UK IPO publishes Music 2025: the music data dilemma

Oct 2020: DCMS Select Committee launches inquiry into music streaming

September 2021:

- UK Government Response to DCMS inquiry
- UK IPO publishes Music creators' earnings in the digital era
- Credits Due campaign launched

Ongoing: Regular metadata working group meetings to build industry agreement

Mar 2020: COVID-19 lockdowns – no more touring
#BrokenRecord
#FixStreaming
#KeepMusicAlive

July 2021: Inquiry closes

January 2022: UK IPO establishes Contact Group, metadata and transparency groups

Overview of UK Government's approach

Committed to several actions following the UK Parliament Select Committee report:

- Established a Music Industry Contact Group with senior industry representatives
- Technical working groups on contractual transparency and streaming metadata
- Research programme to gather further information on:
 - Equitable remuneration, contractual adjustment mechanisms and rights reversion
 - Algorithms on streaming platforms
- Policy analysis and monitoring of developments in relation to user generated content platform liability
- UK Competition and Markets Authority has also launched a market study on the music streaming sector.

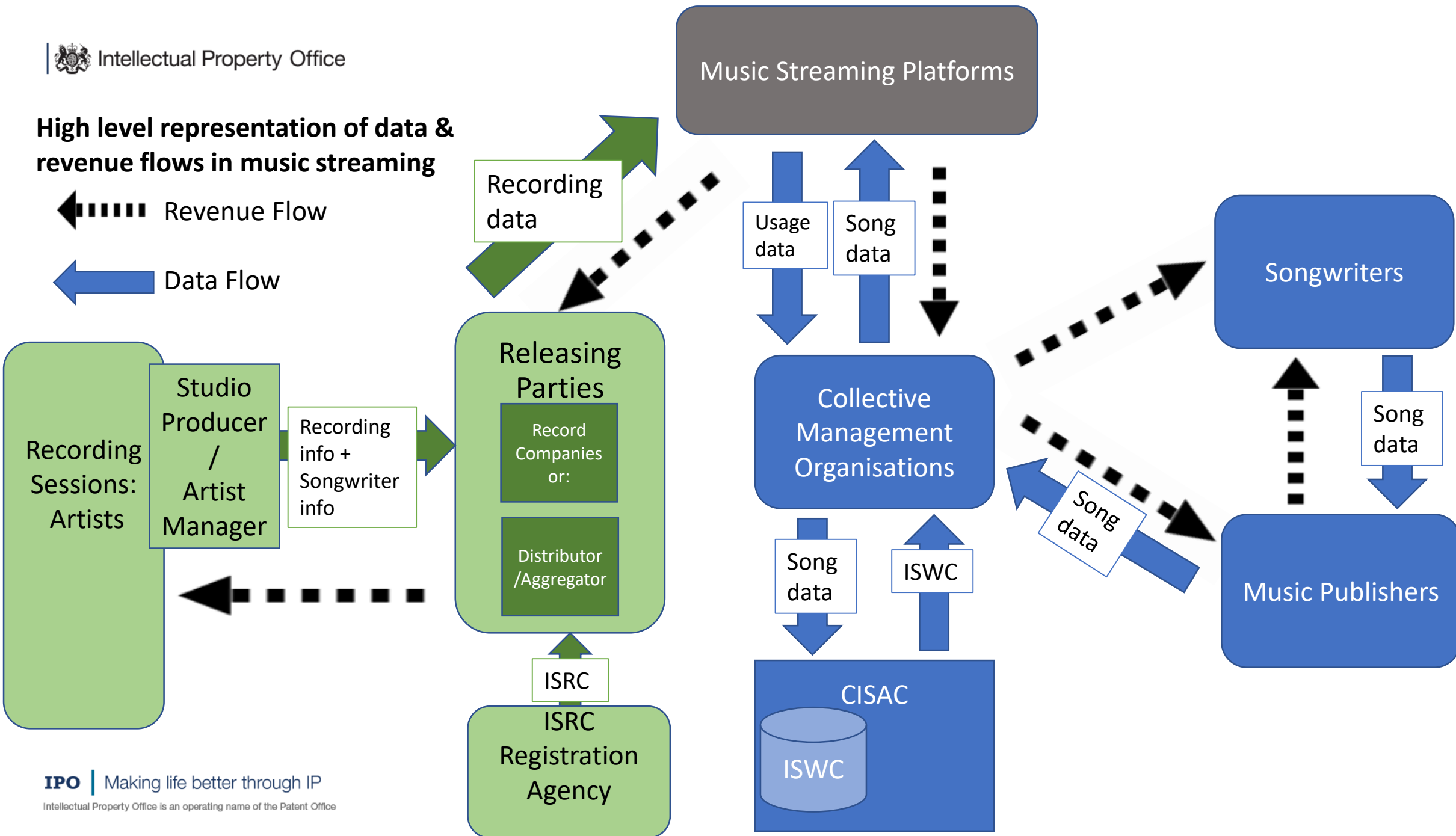
Music streaming metadata

Right	Metadata elements	Identifier codes
Recording Metadata	Recording Title and Sub-Title	Recording ID:
	Recording Artist(s)	International Standard Recording Code (ISRC) – the identifier of a recording
	Performer and Studio Producer/Personnel Names and Roles	Artist IDs: International Performer Number (IPN)– collective management organisations use to uniquely identify a musical contributor International Standard Name Identifier (ISNI) – used to identify persons and organisations involved in creative activities, as well as public personas such as pseudonyms, stage names etc.
Song/Composition (Musical Work) Metadata	Work Title and Sub-Title	Work ID: International Standard Musical Work Code (ISWC) – identifier of a song or composition
	Writer Name(s) and Roles	Writer IDs: Interested Party Identifier (IPI) assigned to songwriters, composers and music publishers that own the rights to music ISNI

High level representation of data & revenue flows in music streaming

← Revenue Flow

← Data Flow



Some metadata issues include:

- Central issue that songwriters are often paid slowly (6 months – 2 years), sometimes not paid at all, due to poor or missing metadata.
- Creators are often not fully credited on music streaming platforms.
- Some identifier registries for musical works and creators are not readily accessible to all relevant stakeholders for work/songwriter metadata e.g. ISWCs and IPI numbers.
- Some parties in the metadata value chain don't accurately capture metadata, and may manipulate or delete it.
- Creators and others are not aware of the importance of metadata so do not always provide it or are slow to do so, and awareness on the importance of metadata needs to improve across industry
- There is no single source for definitive links between recordings and work data.
- Issues of cost, inefficiency and inaccuracy involved in the matching of songwriter and song recording metadata.

Metadata group next steps & potential solutions

- The aim is to implement higher metadata standards via a voluntary, industry led agreement.
- The agreement will likely include:
 - A core data set
 - Best practice commitments
 - Further work on metadata education and data, processes and technology on an ongoing basis.

Industry next steps:

- For example, PRS planned launch of new online portal providing greater access to songwriter credits and industry identifiers in 2023

International considerations

- The music industry is inherently global and so are the challenges.
- We want to ensure UK developments in metadata consider the role of international organisations such as:
 - DDEX
 - CISAC
 - WIPO for Creators