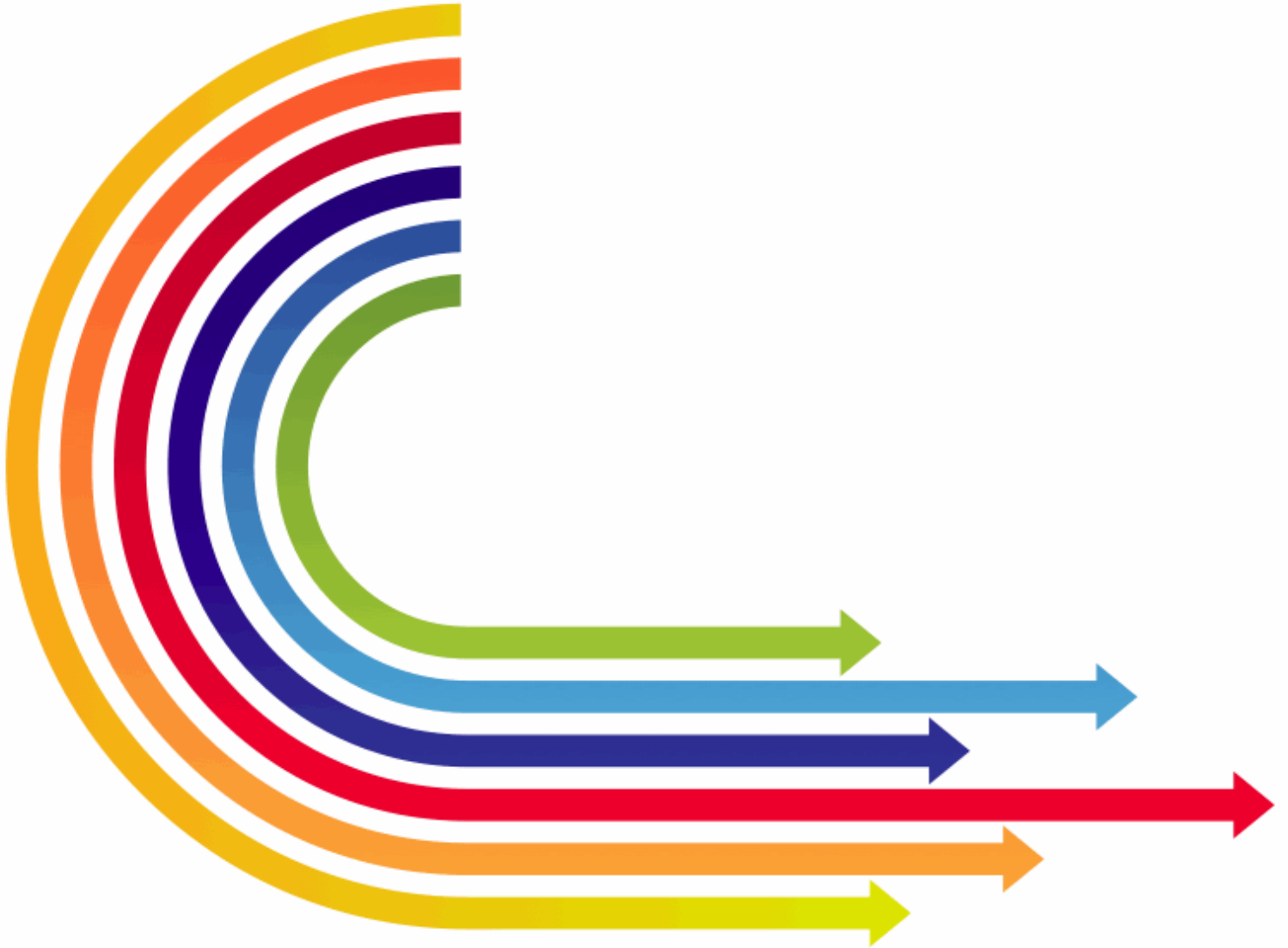




STANDARDISING THE
DIGITAL SUPPLY CHAIN



DDEX Standard
**Business Profiles for
Common Deal Types**

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1 Introduction

The Digital Data Exchange, LLC (DDEX) has, in the past defined a series of message suite standards to make the communication of information along the digital music delivery chain more efficient. As part of these message is the communication of Release details, including information about their parts, i.e. Resources (such as SoundRecording or Videos) and, in some circumstances also Musical Works.

Such descriptions can, however, vary between different uses. For instance describing a Release that contains a single video ringtone track would differ greatly from a Release representing a digital equivalent of a 10-track pop album with previews. Similarly the commercial information regarding a subscription ringtone differs from commercial information regarding a pay-as-you go download.

In order to aid companies that only wish to communicate a small subset of the types of products that the “full” DDEX standards allow DDEX has developed a series of “profiles”. These profiles come in two flavours. Firstly “Release Profiles” that define subsets of Releases to be communicated along the music delivery chain and, secondly, “Business Profiles” that define subsets of the commercial information governing the distribution of Releases.

This standard defines a set of seven Business Profiles that define how to use the Electronic Release Notification Message Suite Standard to express the most common types of Release offers.

The full set of Release and Business Profiles is available from <http://ddex.net>. Any organisation wishing to implement this (or any other DDEX Standard) is required to apply for an Implementation Licence. The terms of the licence and an application form can be found at <http://ddex.net/implementing-ddex-standards>.

1.1 Scope

This standard defines the Business Profiles for common Types of commercial exploitations of Releases as part of delivery of Releases using the Electronic Release Notification Message Suite Standard. The Business Profiles are provided in two forms: A summary of the differences between this Business Profile and relevant “full” standard and sample XML code.

Complete, valid, sample XML files supporting the Business Profiles defined herein are available for download from <http://ddex.net> as part of the DDEX Handbook.

1.2 Nomenclature

The following mathematical nomenclature is used in this standard.

- “0-1” means that at most one (i.e. either none or one) element has to be included in the relevant Profile;
- “0-∞” means that any number (i.e. either none, one or more) of elements may be included in the relevant Profile; and
- “1-∞” means that at least one element have to be included in the relevant Profile.

The term “mandatory” encompasses the two cardinality expressions “1” and “1-∞”.

The term “optional” encompasses the two cardinality expressions “0-1” and “0-∞”.

1.3 Organisation of the Document

This standard has three clauses and two Annexes.

Clause 1 provides an introduction and scope as well as defining core terms. Clause 2 then defines the Business Profiles covered by this standard. Its components, and how they are to be communicated is then defined in Clause 3. Annex A then provides a series of XML Samples the Release Profiles defined in Clause 2. Finally, Annex B provides information on how to communicate allowed-values defined in a later version of the Electronic Release Notification Message Suite Standard in a message created in accordance with an earlier version of the Electronic Release Notification Message Suite Standard.

1.4 Normative References

The following normative documents contain provisions, which through reference in this text constitute provisions of this Standard. For dated references, subsequent amendments to, or revisions of, any of these publications do not apply. For undated references, the latest version applies.

- Digital Data Exchange (DDEX): Electronic Release Notification Message Suite Standard, Version 3.3 (2011)
- Digital Data Exchange (DDEX): Electronic Release Notification Message Suite Standard, Version 3.4 (2012)

Special notice is given to the definitions, abbreviations and conformance rules used/defined in these standards, which also apply to this standard.

2 Definition of Business Profiles

The Business Profile defined herein is a subset of the descriptions for commercial exploitations, to be used in Release Notifications (i.e. in a `NewReleaseMessage` defined in the Electronic Release Notification Message Suite Standard) and communications regarding musical work licences (i.e. in messages defined in Musical Works Licensing Message Suite Standard), and how to report sales for Releases distributed in accordance with such exploitation types (in a sales report message defined in Sales Reporting Message Suite Standard). The differences are described in Table 1

Each of the lines of the table defines one Business Profile. Further details of these are then provided, for each of them, in the remainder of Clause 1.4.

Most Business Profiles defined in this standard do not normally make use of `UserInterfaceType` and `DistributionChannelType`. However, if they are communicated they will need to be adhered to by the `MessageRecipient`. This is indicated with a “Normally not used” in this table. The XML samples do not show their use in such cases.

Table 1 – Business Profiles defined in this Standard

Business Profile Name and description	Core allowed value sets describing the Business Profile				
	Commercial- ModelType	Use Type	User- InterfaceType	Distribution- ChannelType	Technical Instantiation
Generic Download Service Consumers can download content via the internet and keep the DRM-protected Releases with no limitation.	PayAsY- ouGoModel	Permanent- Download	Normally not used	Normally not used	Not to be used
DRM-Protected Download Service Consumers can download content via the internet and keep the DRM-protected Releases with no limitation.	PayAsY- ouGoModel	Permanent- Download	Normally not used	Normally not used	DrmsEnforced
Non-protected Download Service Consumers can download content via the internet and keep the non-protected Releases with no limitation.	PayAsY- ouGoModel	Permanent- Download	Normally not used	Normally not used	Not- DrmsEnforced
Ad-supported Download Service Consumers can download content via the internet and keep the DRM-protected Releases with no limitation. Payments are funded through advertisements.	Advertisement- SupportedModel	Permanent- Download	Normally not used	Normally not used	Not to be used
Tethered Download Service Consumers can download content via the internet and keep the Releases as long as a subscription is kept.	Subscrip- tionModel	Conditional- Download	Normally not used	Normally not used	Not to be used
Ad-supported Tethered Download Service Consumers can download content via the internet and keep the Releases as long as a	Advertisement- SupportedModel	Conditional- Download	Normally not used	Normally not used	Not to be used

Business Profile Name and description	Core allowed value sets describing the Business Profile				
	Commercial- ModelType	Use Type	User- InterfaceType	Distribution- ChannelType	Technical Instantiation
subscription is kept. Payments are funded through advertisements.					
Non-interactive Subscription Streaming Consumers subscribe to a service where they cannot interact with the stream content beyond start/pause/stop/skip from a large repository of content.	SubscriptionModel	NonInteractive Stream	Normally not used	Normally not used	Not to be used
Interactive Subscription Streaming Consumers subscribe to a service where they can interactively stream content from a large repository of content.	SubscriptionModel	OnDemand Stream	Normally not used	Normally not used	Not to be used
Subscriber Web radio Consumers can listens to pre-programmed (often algorithmically generated) stream of music with no interactivity. Payment is received via subscription fee.	Subscription-Model	NonInteractive-Stream	Normally not used	Normally not used	Not to be used
Ad-supported Web Radio Consumers can listens to pre-programmed (often algorithmically generated) stream of music with no interactivity. Payment is received via advertisement.	Advertisement-SupportedModel	NonInteractive-Stream	Normally not used	Normally not used	Not to be used
Ad-supported Streaming Consumers can stream music with no interactivity. Payment is received via advertisement.	Advertisement-SupportedModel	NonInteractive-Stream	Normally not used	Normally not used	Not to be used

Business Profile Name and description	Core allowed value sets describing the Business Profile				
	Commercial- ModelType	Use Type	User- InterfaceType	Distribution- ChannelType	Technical Instantiation
Kiosk Consumers can access a physical Kiosk and download content from there. They can then keep the Releases.	PayAsY- ouGoModel	Permanent- Download	Kiosk	Not to be used	Not to be used
Ringtones and Mobile Products Consumers can access content as Ringtones on their mobile phones. This also includes other "Mobile Products".	PayAsYouGo- Model	Any combi- nation of: UseAs*Ton e	Normally not used	Normally not used	Not to be used

3 Communication of Business Profiles in Release Notifications

3.1 Signalling a Specific Business Profile

To indicate in the `NewReleaseMessage` the use of a specific Profile, the `BusinessProfileVersionId` attribute on the root tag of the message shall be set as follows:

`CommonDealTypes/10/xxx`

With “xxx” being the name of the Profile as defined in bold face in column 1 of Table 1 without any space or dash characters. For example, a `NewReleaseMessage` in accordance with the Non-interactive Subscription Streaming profile defined herein shall have the `BusinessProfileVersionId` attribute set to

`CommonDealTypes/10/NoninteractiveSubscriptionStreaming`

3.2 Common Limitations of Fields for all Standards

Any data fields or composite not discussed for a specific Release Profile may still be used by the creator/sender of a relevant DDEX message; the recipient may, however, discard any such information at its own discretion.

This specifically applies to the attributes of the four elements listed in Table 1. Any information provided in the two attributes, `Namespace` and `UserDefinedValue`, may be ignored unless they are specifically allowed.

3.3 Description of Types of Exploitations in Release Notifications

3.3.1 Introduction

In addition to the common rules defined in Clause 3, the following limitations on the `NewReleaseMessage` as defined in the Electronic Release Notification Message Suite Standard apply to the different Business Profiles defined in this standard.

The limitations expressed below all apply solely to the `DealList` composite within the `NewReleaseMessage`.

3.3.2 Limitations of Fields for all Business Profiles

The following limitations apply to all Business Profiles defined in this standard:

1. The use of the LanguageAndScriptCode attributes is discouraged.
2. The use of the Usage composite within the DealTerms is limited to cases where the recipient is receiving a new Deal or where an update is communicated. In other cases the either the AllDealsCancelled (in cases where the DSP can still show the relevant Release to its consumers but must not allow users to access it) or TakeDown (in cases where the DSP may not even show the relevant Release to its consumers) flags have to be used with the value “true”.
3. The use of the BulkOrderWholesalePricePerUnit element is discouraged.
4. The use of the RelatedReleaseOfferSet composite is discouraged.
5. The use of Carrier Type is discouraged.
6. The use of the PhysicalReturns composite is discouraged.
7. The use of the NumberOfProductsPerCarton element is discouraged.
8. The use of the UgcAccessPermissionRule composite is discouraged.
9. The use of the ResourceUsage composite is discouraged.

3.3.3 Generic Download Service

A Deal for Download Service shall be communicated as follows. The XML fragment in Annex A.1.6 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType, Use Type and TechnicalInstantiation shall be provided in accordance with Table 1.
3. The use of the UserInterfaceType element is discouraged
4. The use of the DistributionChannelType element is discouraged
5. The use of the ConsumerRentalPeriod element is discouraged.

3.3.4 DRM-protected Download Service

A Deal for DRM-Protected Download Service shall be communicated as follows. The XML fragment in Annex A.1.5 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType, Use Type and TechnicalInstantiation shall be provided in accordance with Table 1.
3. The use of the UserInterfaceType element is discouraged
4. The use of the DistributionChannelType element is discouraged
5. The use of the ConsumerRentalPeriod element is discouraged.

3.3.5 Non-Protected Download Service

A Deal for Non-protected Download Service shall be communicated as follows. The XML fragment in Annex A.1.10 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType, Use Type and TechnicalInstantiation shall be provided in accordance with Table 1.
3. The use of the UserInterfaceType element is discouraged
4. The use of the DistributionChannelType element is discouraged
5. The use of the ConsumerRentalPeriod element is discouraged.

3.3.6 Ad-Supported Download Service

A Deal for Non-protected Download Service shall be communicated as follows. The XML fragment in Annex A.1.1 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType and Use Type shall be provided in accordance with Table 1.
3. The use of the UserInterfaceType element is discouraged
4. The use of the DistributionChannelType element is discouraged
5. The use of the ConsumerRentalPeriod element is discouraged

3.3.7 Tethered Download Service

A Deal for Tethered Download Service shall be communicated as follows. The XML fragment in Annex A.1.13 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType and Use Type shall be provided in accordance with Table 1.
3. The use of the UserInterfaceType element is discouraged
4. The use of the DistributionChannelType element is discouraged
5. The use of the ConsumerRentalPeriod element is discouraged.

3.3.8 Ad-Supported Tethered Download Service

A Deal for an Ad-supported Tethered Download Service shall be communicated as follows. The XML fragment in Annex A.1.2 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType and Use Type shall be provided in accordance with Table 1.
3. The use of the UserInterfaceType element is discouraged
4. The use of the DistributionChannelType element is discouraged
5. The use of the ConsumerRentalPeriod element is discouraged.

3.3.9 Non-Interactive Subscription Streaming

A Deal for Non-interactive Subscription Streaming services shall be communicated as follows. The XML fragment in Annex A.1.9 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType and Use Type shall be provided in accordance with Table 1.
3. The use of the UserInterfaceType element is discouraged
4. The use of the DistributionChannelType element is discouraged
5. The use of the ConsumerRentalPeriod element is discouraged
6. (The use of PreOrderReleaseDate and PreOrderPreviewDate composites are discouraged)

3.3.10 Interactive Subscription Streaming

A Deal for an Interactive Subscription Streaming services shall be communicated as follows. The XML fragment in Annex A.1.7 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType and Use Type shall be provided in accordance with Table 1.
3. The use of the UserInterfaceType element is discouraged
4. The use of the DistributionChannelType element is discouraged
5. The use of the ConsumerRentalPeriod element is discouraged
6. The use of PreOrderReleaseDate and PreOrderPreviewDate composites are discouraged.

3.3.11 Subscriber Web Radio

A Deal for a Subscriber Web Radio service shall be communicated as follows. The XML fragment in Annex A.1.12A.1.13 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType and Use Type shall be provided in accordance with Table 1.
3. The use of the UserInterfaceType element is discouraged
4. The use of the DistributionChannelType element is discouraged
5. The use of the ConsumerRentalPeriod element is discouraged
6. The use of PreOrderReleaseDate and PreOrderPreviewDate composites are discouraged.

3.3.12 Ad-Supported Web Radio

A Deal for an Ad-supported Web Radio service shall be communicated as follows. The XML fragment in Annex A.1.3 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType and Use Type shall be provided in accordance with Table 1.
3. The use of the UserInterfaceType element is discouraged
4. The use of the DistributionChannelType element is discouraged
5. The use of the ConsumerRentalPeriod element is discouraged
6. The use of PreOrderReleaseDate and PreOrderPreviewDate composites are discouraged

3.3.13 Kiosk

A Deal for Kiosk Service shall be communicated as follows. The XML fragment in Annex A.1.8 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType, Use Type and UserInterfaceType shall be provided in accordance with Table 1.
3. The use of the DistributionChannelType element should not be used.
4. The use of the ConsumerRentalPeriod element is discouraged.
5. The use of PreOrderReleaseDate and PreOrderPreviewDate composites are discouraged.

3.3.14 Ringtones and Mobile Products

A Deal for Ringtones and Mobile Products shall be communicated as follows. The XML fragment in Annex A.1.11 shows which elements need to be provided.

1. The description shall follow the rules defined in Clauses 3.1 and 3.3.2.
2. CommercialModelType and Use Type shall be provided in accordance with Table 1.
3. The use of the UserInterfaceType element is discouraged
4. The use of the DistributionChannelType element is discouraged
5. The use of the ConsumerRentalPeriod element is discouraged.
6. The use of PreOrderReleaseDate and PreOrderPreviewDate composites are discouraged.

3.4 Pre-order Business Profile Variants

Where the business profile supports pre-orders the following patterns shall be followed.

3.4.1 Pre-Order without Preview

Release is available for pre-order but only available for pre-view and/or fulfilment on the release date.

The pre-order deal should include the following:

1. The PreOrderReleaseDate should carry the date that the pre-order period starts.
2. The PreOrderPreviewDate should carry the same date as the ValidityPeriod/StartDate to indicate that preview is only possible from the release date
3. The content of the release should be delivered to pre-order consumers on the ValidityPeriod/StartDate

3.4.2 Pre-Order with Preview

Release is available for pre-order with immediate pre-view and fulfilment on the release date.

The pre-order deal should include the following:

1. The PreOrderReleaseDate should carry the date that the pre-order period starts.
2. The PreOrderPreviewDate should carry the date that the pre-order period starts.
3. The content of the release should be delivered to pre-order consumers on the ValidityPeriod/StartDate

3.4.3 Pre-Order with Immediate Download Track (Instant Gratification)

Release is available for pre-order with one or more tracks available for immediate fulfilment; remainder of the release is fulfilled on the release date.

The pre-order deal should include the following:

1. The PreOrderReleaseDate should carry the date that the pre-order period starts.
2. The PreOrderPreviewDate should reflect the provisions of either Clause 3.4.1 or Clause 3.4.2 as applicable.
3. Each track which is available for immediate download during the pre-order period should reflect the following:
 - a. a) On the track's underlying resource IsBonusResource should be 'True'
 - b. b) On the tracks underlying resource territorial details FulfillmentDate/FulfillmentDate should carry the date that the pre-order period starts and FulfillmentDate/ ResourceReleaseReference should reference the release on which it is a bonus track.
 - c. c) On the tracks resource group content item on the release IsBonusResource should be 'True'
4. The remainder of the content of the release should be delivered to pre-order consumers on the ValidityPeriod/StartDate

3.5 Life Cycle Changes

3.5.1 Common Rules for Life Cycle Changes

New Deal terms received in an update NewReleaseMessage completely replace all existing Deals for the Release, effective on the MessageCreatedDate.

As such MessageSenders must always supply an explicit list of all valid Deals for each Release in each new NewReleaseMessage. If existing Deals are still valid, they must be carried over into the new message.

Note: The EffectiveDate at the ReleaseDeal level will be deprecated. In Version 3.3 of the Release Notification Message Suite Standard this field is mandatory so shall be populated with the same date as the MessageCreatedDate to avoid confusion.

All Life Cycle Changes are communicated for a specific Release or set of Releases.

3.5.2 Additional Territorial Clearances Granted

This life cycle update applies when a MessageSender wishes to extend the rights granted to the MessageRecipient on an existing Release or set of Releases to cover additional territories.

The MessageSender must provide a Deal for the additional territories starting on the date the grant should be applied. The MessageRecipient should apply the grant and make the content available in the new territories in the message on the start date provided.

The territories covered by the Deals in the previous NewReleaseMessages must also be included, with an active validity period, as this original deal is already applicable in the update message.

3.5.3 Partial Clearance Removal

This life cycle update applies when a MessageSender wishes to retract specific clearance rights from one or more territories that they have previously granted to the MessageRecipient.

The record company shall issue Deal term(s) for the territories with an end date of the last day the Deal is still valid. The Deals that remain intact shall also be included in the update message, albeit without an end date or with a later end date.

The MessageRecipient shall remove the revoked clearances from the territories in the message henceforth on the day following the date provided in the date field.

3.5.4 Territorial Price Change

This life cycle update applies when a MessageSender wishes to permanently change the price within one or more territories they have granted to the MessageRecipient for a release and its related content.

The MessageSender shall issues a price change Deal for the territory with an open period starting on the date the price change should be applied. The MessageRecipient shall apply the price change on the start date provided. A Deal covering the existing prices shall also be supplied with an end date equal to a day before the new price start date.

Note: if such a Territorial Price Change is communicated on the date the new deal comes into effect, no “bridging” deal needs to be communicated.

3.5.5 Territorial Price Campaign

This life cycle update applies when a MessageSender wishes to run a price campaign for a limited period within one (or more) territories.

The MessageSender shall end the following Deals:

1. A pre-campaign deal, with the original price point, with an end date equal to the day before the campaign start date.
2. A campaign period deal, with the campaign price point, with a start and end date matching the campaign period.
3. A post-campaign deal, with the original price point, with a start date equal to the day after the campaign end date.

The MessageRecipient shall ingest them accordingly.

Note: the pre and post campaign deals may be merged into a single deal with multiple validity periods as an XML optimisation.

3.5.6 Territorial Takedown

This life cycle update applies when a MessageSender wishes to permanently retract all rights within one or more territories that they have previously granted to the MessageRecipient.

The MessageSender shall send a Takedown Deal for the territory with an open period starting on the date the takedown should be applied. The remaining valid Deals shall be included in the update message, including the rights applicable up until the day before the takedown should take effect. The MessageRecipient shall apply the takedown and make the content unavailable in the territory on the start date provided.

Territory takedowns shall be included in any subsequent update messages from the MessageSender to the MessageRecipient to make it clear that all previously granted rights have been lost in the applicable territories. If any rights are subsequently re-granted in the territories, then the “historic” takedown will no longer be supplied.

Should a MessageSender communicate Territorial Takedowns for all territories the MessageSender and MessageRecipient have a commercial relationship for, both MessageSender and MessageRecipient shall treat the situation as if it were a Global Takedown (see Clause 3.5.7).

Note, if a MessageSender sends a Takedown for a territory not used by the MessageRecipient, the MessageRecipient may ignore the Takedown notice. However, should the MessageRecipient start dealing in that territory, such Takedown notices remain valid and should be followed.

3.5.7 Global Takedown

This life cycle update applies when a MessageSender wishes to permanently retract all rights, worldwide, that they have granted to the MessageRecipient for a release and its related content.

The MessageSender issues a Takedown deal for territory ‘Worldwide’ with an open period starting on the date the takedown should be applied. The rights still applicable before the takedown shall be included in the update message, with an end date equal to the day before the takedown.

The MessageRecipient shall apply the takedown and make all related content unavailable henceforth on the start date provided.

If the MessageSender subsequently re-issues rights to the partner this is considered a completely new set of Deals and there is no requirement to communicate “historic takedown” Deals.

Annex A (normative)

XML Samples

A.1 XML Samples for Types of Exploitations in Release Notifications

A.1.1 Ad-Supported Download Service

The XML Sample for an Ad-supported Download Service is provided in the attached XML file called AdSupportedDownloadService.xml.

A.1.2 Ad-Supported Tethered Download Service

The XML Sample for an Ad-supported Tethered Download Service is provided in the attached XML file called AdSupportedTetheredDownloadService.xml.

A.1.3 Ad-Supported Web Radio Service

The XML Sample for an Ad-supported Web Radio Service is provided in the attached XML file called AdSupportedWebRadioService.xml.

A.1.4 Ad-Supported Web Streaming Service

The XML Sample for an Ad-supported Streaming Service is provided in the attached XML file called AdSupportedStreamingService.xml.

A.1.5 DRM-Protected Download Service

The XML Sample for a DRM-protected Download Service is provided in the attached XML file called DrmProtectedDownloadService.xml.

A.1.6 Generic Download Service

The XML Sample for a Generic Download Service is provided in the attached XML file called GenericDownloadService.xml.

A.1.7 Interactive Subscription Streaming Service

The XML Sample for an Interactive Subscription Streaming Service is provided in the attached XML file called InteractiveSubscriptionStreamingService.xml.

A.1.8 Kiosk Service

The XML Sample for a Kiosk Service is provided in the attached XML file called KioskService.xml.

A.1.9 Non-Interactive Subscription Streaming Service

The XML Sample for a Non-Interactive Subscription Streaming Service is provided in the attached XML file called NonInteractiveSubscriptionStreamingService.xml.

A.1.10 Non-Protected Download Service

The XML Sample for a Non-protected Download Service is provided in the attached XML file called NonProtectedDownloadService.xml.

A.1.11 Ringtone and Mobile Service

The XML Sample for a Ringtone and Mobile Service is provided in the attached XML file called RingtoneAndMobileService.xml.

A.1.12 Subscriber Web Radio Service

The XML Sample for a Subscriber Web Radio Service is provided in the attached XML file called SubscriberWebRadioService.xml.

A.1.13 Tethered Download Service

The XML Sample for a Tethered Download Service is provided in the attached XML file called TetheredDownloadService.xml.

A.2 XML Samples for Life Cycle Changes

A.1.14 Initial Deal

The XML Sample for an initial worldwide Deal is provided in the attached XML file called LifeCycle_InitialWorldWideDeal.xml.

The XML Sample for an initial territorial Deal is provided in the attached XML file called LiveCycle_InitialTerritorialDeal.xml.

A.1.15 Additional Territorial Clearances Granted

The XML Sample for a Deal providing clearances for additional territories is provided in the attached XML file called LiveCycle_AdditionalTerritorialClearancesGrant.xml.

A.1.16 Partial Clearance Removal

The XML Sample for a Deal removing some rights clearances is provided in the attached XML file called LiveCycle_PartialClearanceRemoval.xml.

A.1.17 Territorial Price Change

The XML Sample for a Deal providing price changes is provided in the attached XML file called LiveCycle_TerritorialPriceChange.xml.

A.1.18 Territorial Price Campaign

The XML Sample for a Deal providing a price “campaign” (i.e. a temporary change in pricing) is provided in the attached XML file called LiveCycle_TerritorialPriceCampaign.xml.

A.1.19 Territorial Takedown

The XML Sample for a takedown notice for a subset of territories is provided in the attached XML file called LiveCycle_TerritorialTakedown.xml.

A.1.20 Global Takedown

The XML Sample for a takedown notice for a all territories is provided in the attached XML file called LiveCycle_GlobalTakedown.xml.

Annex B (informative)

Communication of Allowed Values defined in a later Standard

In order to communicate an allowed values defined by DDEX later than the message format used in the communication between two business partners the following approach shall be taken:

4. The element shall contain the value “UserDefined”;
5. The UserDefinedValue attribute shall be set to the value from the later standard; and
6. The Namespace attribute shall be set to the same value as defined as normative content for the MessageVersionId attribute for that standard.

For example, to communicate a UseType of KioskDownload, a term defined for Version 3.3 of the Release Notification Standard in a Version 3.2 message the following XML code shall be used:

```
<UseType UserDefinedValue="KioskDownload" Namespace="ern/33">  
  UserDefinedValue  
</UseType>
```