



Developing standards for
efficient online transactions

For Immediate Release

Nashville music industry needs standards

Worldwide body in Nashville to promote digital supply chain standards

1 July 2011 - DDEX (Digital Data Exchange), the International organization that develops standards for the digital supply chain, is holding an open meeting in Nashville on July 14 at the Gordon E. Inman Conference Center to introduce local music companies to the benefits of standards implementation. The meeting is free and open to anyone who owns, produces or sells music in the digital environment.

Nashville industry representatives attending the open session will learn how their digital business can become more efficient, save costs and increase revenues. Existing users of DDEX standards will explain how they have managed the free implementation process and there will be an opportunity to become a member of DDEX, bringing the added benefit of being able to contribute to future industry standards development.

DDEX formed in 2006 to begin developing the standards required to facilitate the continued expansion of the legal music industry. Today the non-profit has over 60 members - ranging from record companies and publishers through digital retailers and rights societies - who together determine the standards and protocols that will guide the smooth and profitable development of online music supply. Membership has grown significantly in 2010 and 2011 as more companies have determined standards as the key to their future business success.

The open meeting at the Gordon E. Inman Conference Center is part of a week-long programme of events for DDEX members during which they will work together in a series of plenary sessions to improve the process around standards implementation.

DDEX Chairman Kirit Joshi says: "Every industry has standards which are voluntary and free to use and DDEX provides these for the music industry. We also do a lot to encourage implementations so the industry as a whole can reap the benefits of high levels of automation based on those standards.

"We chose to come to Nashville because it is Music City and a great place for our members to meet to discuss how we develop more automation standards. Nashville is a dynamic center of influence in the music industry and gives us the opportunity to meet and talk with industry representatives who haven't yet implemented our standards in their business and to introduce them to the likely cost savings, improved efficiencies and revenue generating opportunities they can create by doing so."

Nashville music industry representatives wishing to attend the open session on Thursday July 14 should pre-register by emailing their interest to secretariat@digitaldataexchange.com. The event begins with registration at 8.30am in the Gordon E. Inman Conference Center.

Ends

About DDEX

DDEX was set up to develop and encourage the adoption of standard XML message formats to improve the current exchange of data between companies operating in the digital media content supply chain. The standards enable the identification of the information required to provide digital media content to the consumer and report sales back to the content owning companies, as well as common ways for this data to be exchanged between companies. The world's leading companies and organizations involved in the digital music supply chain formed DDEX in 2006. Initially DDEX has therefore focused on the digital music supply chain, but DDEX is now encouraging membership from stakeholders in any media sectors that overlap with music.

The Charter Members of the organization are Apple Inc., American Society of Composers, Authors and Publishers (ASCAP), EMI Music, Harry Fox Agency Inc. (HFA), Google, Microgen Aptitude Limited, Nokia, Omnifone, Orange, The Orchard, PPL (Phonographic Performance Limited), PRS for Music, Société Civile des Producteurs Phonographiques (SCPP), Société des Auteurs, Compositeurs et Editeurs de Musique (SACEM), Sociedad General de Autores y Editores (SGAE), Sony Music Entertainment, Warner Music Group and Universal Music Group.

Membership of DDEX is open to any organization with a business interest in the digital media content supply chain.

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