



For Immediate Release

## **DDEX improves standards accessibility**

20<sup>th</sup> July 2011 – Digital Data Exchange (“DDEX”), a consortium of leading media companies, music licensing organisations and digital service providers focused on creating digital supply chain data standards for common use, today announced that it is making it easier and more cost effective for smaller businesses around the world to adopt its standards by offering more choices for customization and new open source software solutions when implementing DDEX reporting formats.

To meet the growing need of smaller businesses to select and implement only those aspects of increasingly complex supply chain standards that are relevant to them, DDEX is introducing new business profiles that will allow companies to implement individual or bundles of standards to suit their needs.

In addition, DDEX and its members will be creating an open source library of software over the next few months. It is intended for this software to be used by companies, small and large, to speed up their implementation of DDEX standards and thus reduce the technical investment of implementation.

DDEX also will improve its supporting documentation to provide clearer explanations for those wishing to implement standards in their business to help them improve efficiencies, make cost savings and increase revenue.

The move follows discussions with independent businesses and was ratified last week at DDEX meetings held in Nashville. It is intended that improved accessibility to reporting standards will increase their adoption internationally.

DDEX Chairman Kirit Joshi said: “The core purpose of DDEX is to produce standards that can be implemented by anyone, regardless of the size of their business. The measures we are announcing today will lighten the load of implementation for smaller businesses that want to save costs by improving their levels of automation with DDEX, but are concerned about a complex implementation process.

“DDEX standards will continue to be made freely available for use by anyone in the digital supply chain and we believe the new open source format and the new emphasis on individual business requirements will reinforce DDEX as the de facto standard across the spectrum of digital reporting.”

- ENDS -

About DDEX:

DDEX (Digital Data Exchange) is the organisation set up to develop and encourage the adoption of international 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. DDEX was formed in 2006 by an industry-wide consortium of the world's leading companies and organizations involved in the digital music supply chain. Initially DDEX has 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.

[www.ddex.net](http://www.ddex.net)

[www.twitter.com/ddexnet](http://www.twitter.com/ddexnet)

PRESS CONTACT: Adrian Crookes

[adrian.crookes@ddex.net](mailto:adrian.crookes@ddex.net)

00 44 (0) 7711 143388

\*\*\*\*\*

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.