

How Creator Credits Improve Identification and Payment

November 2020

DDEX Creator Credit Summit

Agenda

- What Are Creator Credits?
- Creator Credits at Music Services
- Today's Credits Value Chain & DDEX RIN
- Impact

The Panel

[Tony Brooke](#)

Warner Music Group

[Adam Gorgoni](#)

Composer, SONA

[Ali Lieberman](#)

Sound Exchange

[Dae Bogan](#)

The Mechanical Licensing Collective

[Sara Jackson](#)

Kobalt Music Group

What Are Creator Credits?

THE MUSICIANS ARE:
DAVID BOWIE-GUITAR, SAX AND VOCALS.
MICK RONSON-GUITAR, PIANO AND VOCALS.
TREVOR BOLDER-BASS.
MICK WOODMANSEY-DRUMS.

ARRANGEMENTS:
DAVID BOWIE AND MICK RONSON.

ALBUM PRODUCTION:
DAVID BOWIE AND KEN SCOTT
AT TRIDENT STUDIOS, LONDON.

PHOTOGRAPHS:
BRIAN WARD.

ART WORK:
TERRY PASTOR OF MAIN ARTERY.

TO BE PLAYED AT MAXIMUM VOLUME.

DAVID BOWIE
ZIGGY STARDUST



A GEM PRODUCTION



Half Speed Production and Mastering
by Original Masteringworks.
Specially Plated and Pressed on
High Definition Super Vinyl by
Victor Company of Japan Ltd.
Special Static Free-Dust Free Inner Sleeves.
Special Heavy Duty Protective Packaging.
Source: The Original Stereo Master Tape.
Lacquers by Audiophile.
Mastered with the 1020i Cutting System.
Manufactured and distributed by
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manufactured by
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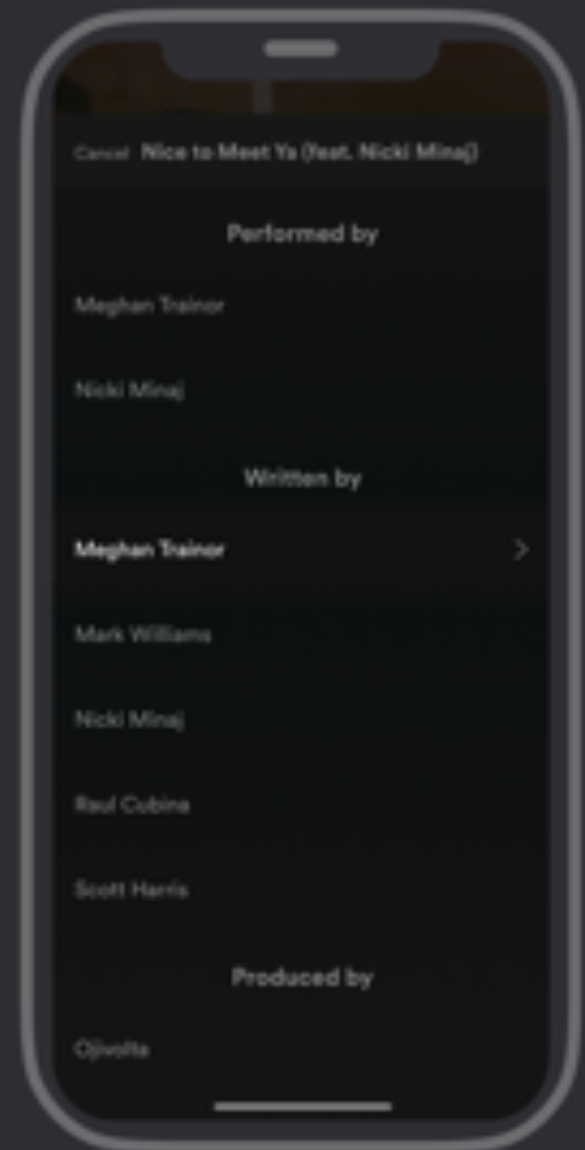
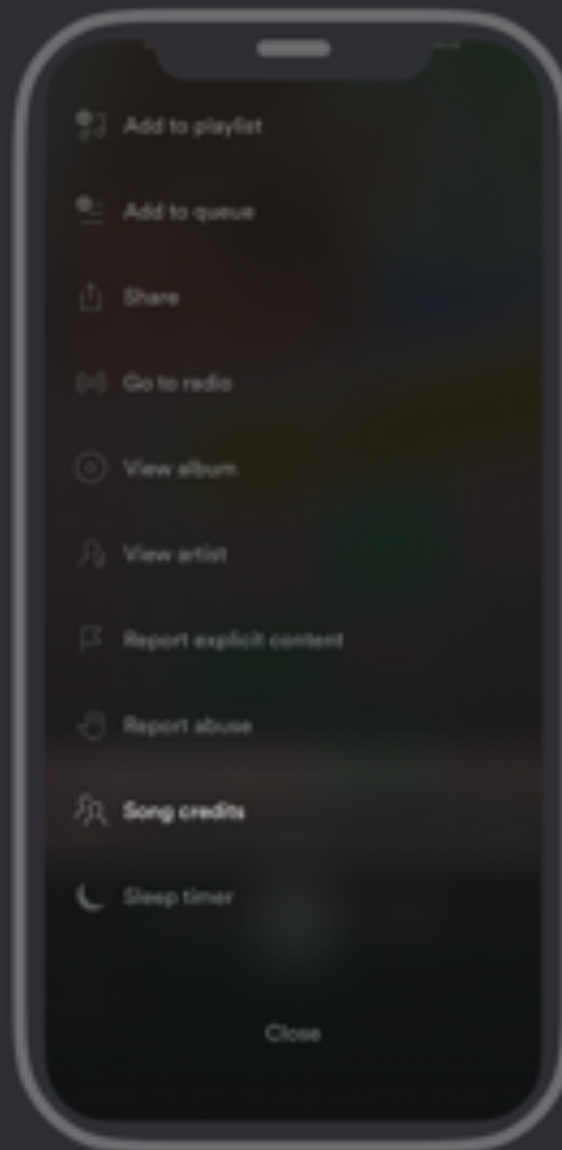
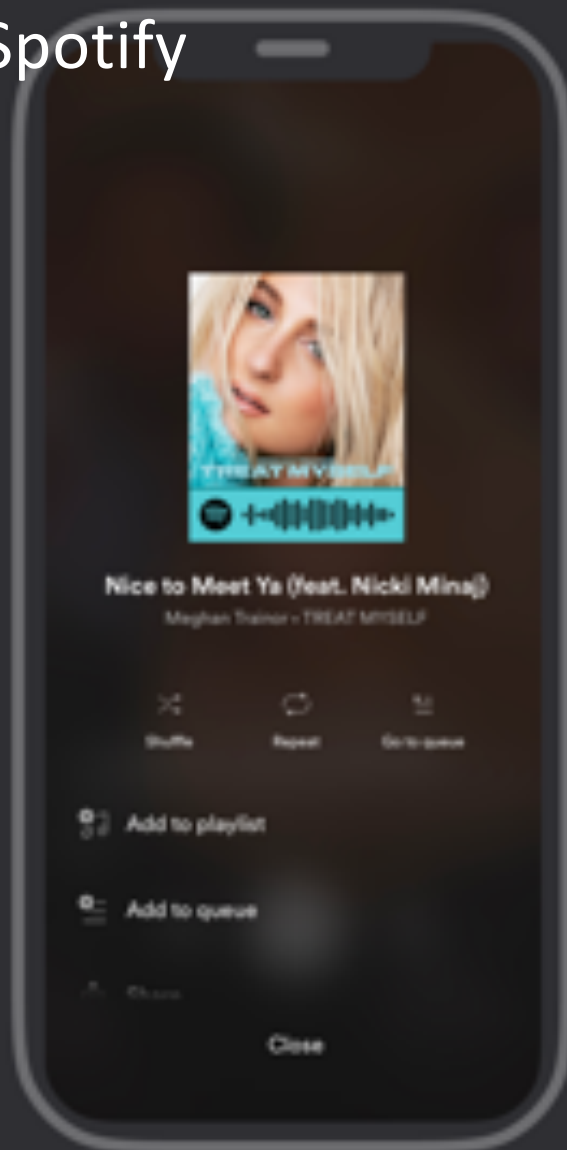
Today's Credits Include Much More...

- Text strings (names, roles etc.)
- Structured data (DDEX schema, allowed value sets, relationships)
- Identifiers
 - Standardized: ISNI, IPI, IPN
 - Proprietary: DSP, label, third-party
- Legal names, translations, alpha sort
- Parties
 - People
 - Groups (band/brand)
 - Companies (publishers, record labels, PROs)

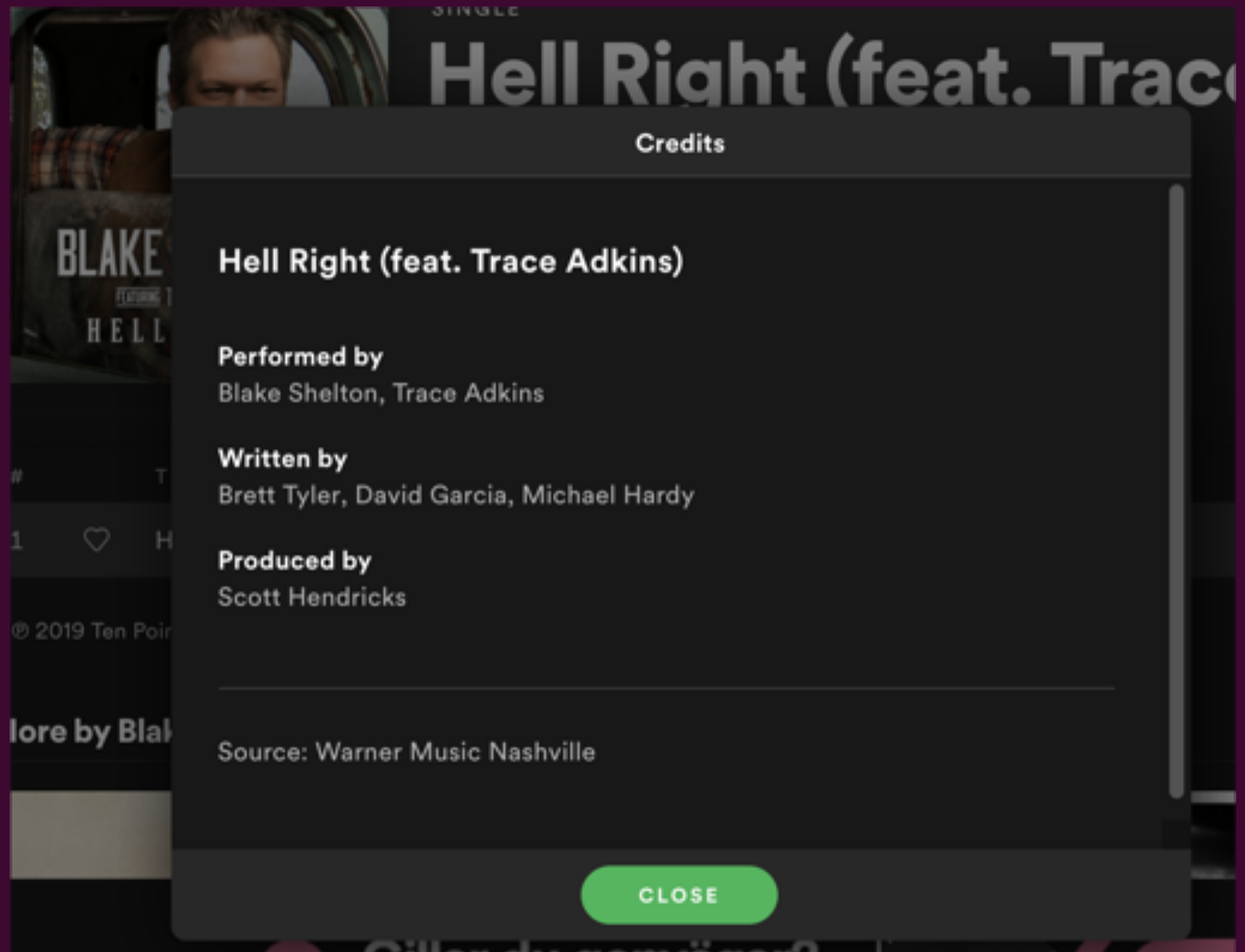


Creator Credits at Music Services

Spotify



Spotify



The image shows a Spotify interface with a 'Credits' modal open. The modal is dark grey with white text. The background shows the album cover for 'Hell Right (feat. Trace Adkins)' by Blake Shelton, with the text 'SINGLE' and 'HELL RIGHT' visible. The modal has a title bar 'Credits' and a 'CLOSE' button at the bottom right.

Credits

Hell Right (feat. Trace Adkins)

Performed by
Blake Shelton, Trace Adkins

Written by
Brett Tyler, David Garcia, Michael Hardy

Produced by
Scott Hendricks

Source: Warner Music Nashville

CLOSE

Pandora



Hell Right (feat. Trace Adkins)

Blake Shelton

From the album Hell Right (feat. Trace Adkins) (Single)

LYRICS

Hey
Yeah?
Tell 'em that story you were tellin' me
Couple boys clock out about 5:35

[See All Lyrics](#)

SONG CREDITS

Acoustic Guitar: HARDY
Acoustic Guitar: Ilya Toshinsky
Additional Engineer: Scott Hendricks
Assistant: Matt Tuggle

[See All Song Credits](#)

Hell Right (feat. Trace Adkins)

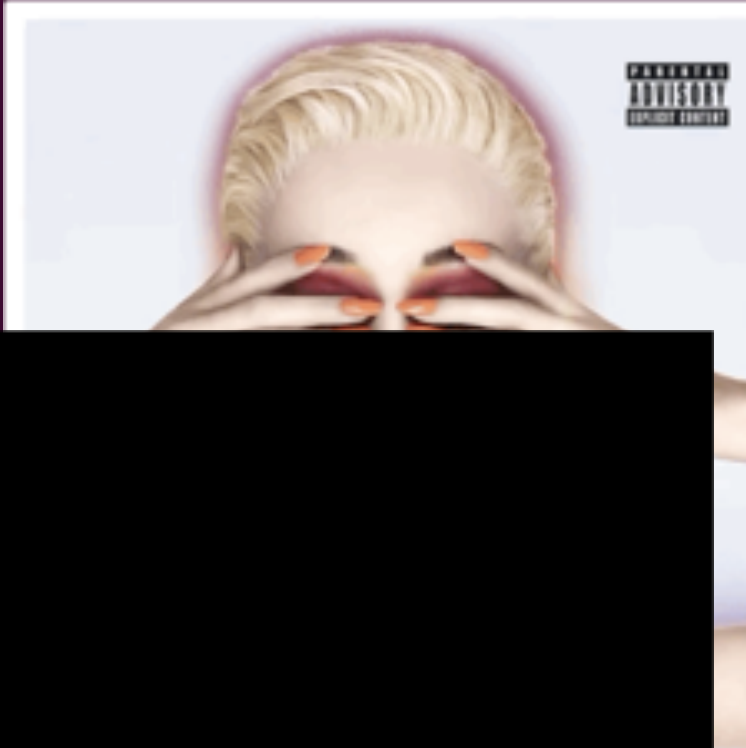
Blake Shelton

From the album Hell Right (feat. Trace Adkins) (Single)

SONG CREDITS

Main Artist: Blake Shelton
Acoustic Guitar: HARDY
Acoustic Guitar: Ilya Toshinsky
Additional Engineer: Scott Hendricks
Assistant: Matt Tuggle
Assistant Engineer: Kam Luchterhand
Backing Vocals: Perry Coleman
Bass Guitar: Jimmie Lee Sloas
Digital Editor: Brian David Willis
Digital Editor: Nir Z
Digital Editor: Scott Hendricks
Drums: Nir Z.
Electric Guitar: Derek Wells
Electric Guitar: Troy Lancaster
Engineer: Justin Niebank
Featured Artist: Trace Adkins
Gang Vocals: Brett Tyler
Gang Vocals: David Garcia
Gang Vocals: HARDY
Lead Vocals: Blake Shelton
Mastering Engineer: Andrew Mendelson
Mixing Engineer: Justin Niebank
Percussion: Nir Z.
Producer: Scott Hendricks
Production: Scott Johnson
Programming: David Garcia
Programming: Nir Z
Vocals: Trace Adkins
Writer: David Garcia
Writer: Brett Tyler
Writer: Michael Hardy

Pandora



Swish Swish (feat. Nicki Minaj)

Katy Perry

From the album *Witness (Deluxe)* (Explicit)

LYRICS

They know what is what
But they don't know what is what
They just strut
What the f**k?

[See All Lyrics](#)

SONG CREDITS

A&R: Lauren Glucksman

Additional Producer: PJ "Promnite" Sledge

Additional Producer: Noah "Mailbox" Passovoy

Associated Performer: Duke Dumont

[See All Song Credits](#)

Tidal

Select one or more
roles to filter the list



YouTube

Music in this video

Learn more

Listen ad-free with YouTube Premium

Song Thank You (Remaster)

Artist [Led Zeppelin](#)

Album Thank You

Writers Jimmy Page, Robert Plant

Licensed to
YouTube by WMG (on behalf of Atlantic Records); LatinAutor - Warner Chappell, UNIAO
BRASILEIRA DE EDITORAS DE MUSICA - UBEM, ASCAP, CMRRA, PEDL,
LatinAutor, Warner Chappell, and 9 Music Rights Societies

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Ed Sheeran

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Group By: ⓘ

[Songs](#)[Releases](#)

Release Types: ⓘ

[All](#)[Album](#)[Bundle](#)[Classical Album](#)[Digital Box Set Release](#)[Single](#)

Role Type: ⓘ

[Main Artist](#) +[Featured Artist](#) +[Songwriters](#) +[Producers](#) +[Production Team](#) +[Engineers](#) +[Performers](#) +[Labels](#) +[Other Contributors](#) +

Breathe In, Breathe Out.

by [Hilary Duff](#)

Album - 2015

Composer, and Lyricist

[Release](#)

I Don't Care (Chronixx & Koffee Remix)

by [Ed Sheeran](#), and [Justin Bieber](#)

Single - 2019

Main Artist, Composer, Producer, Backing Vocals, Guitar, Percu

[Release](#)

Beautiful People (feat. Khalid)

[Release](#)

Eastside

[Release](#)

Info

Roles

[Main Artist](#)[Featured Artist](#)[Songwriter](#)[Producer](#)[Production Team](#)[Engineer](#)[Performer](#)[Label](#)[Main Publisher](#)[Other Contributor](#)

Catalogue

1495 Songs

1921 Releases

Awards &

Certifications

[Feedback](#)

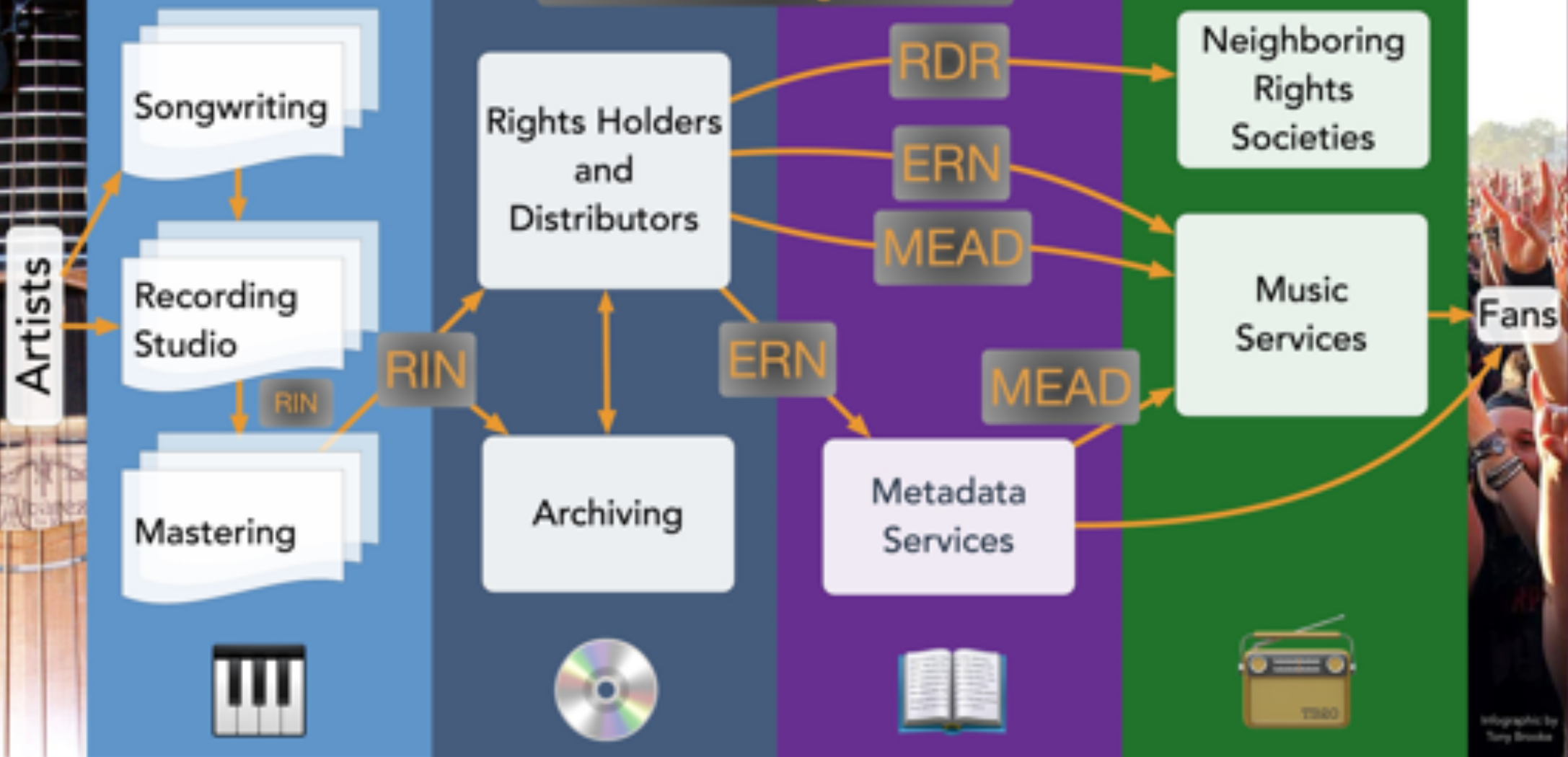
Credits Are Now Ubiquitous

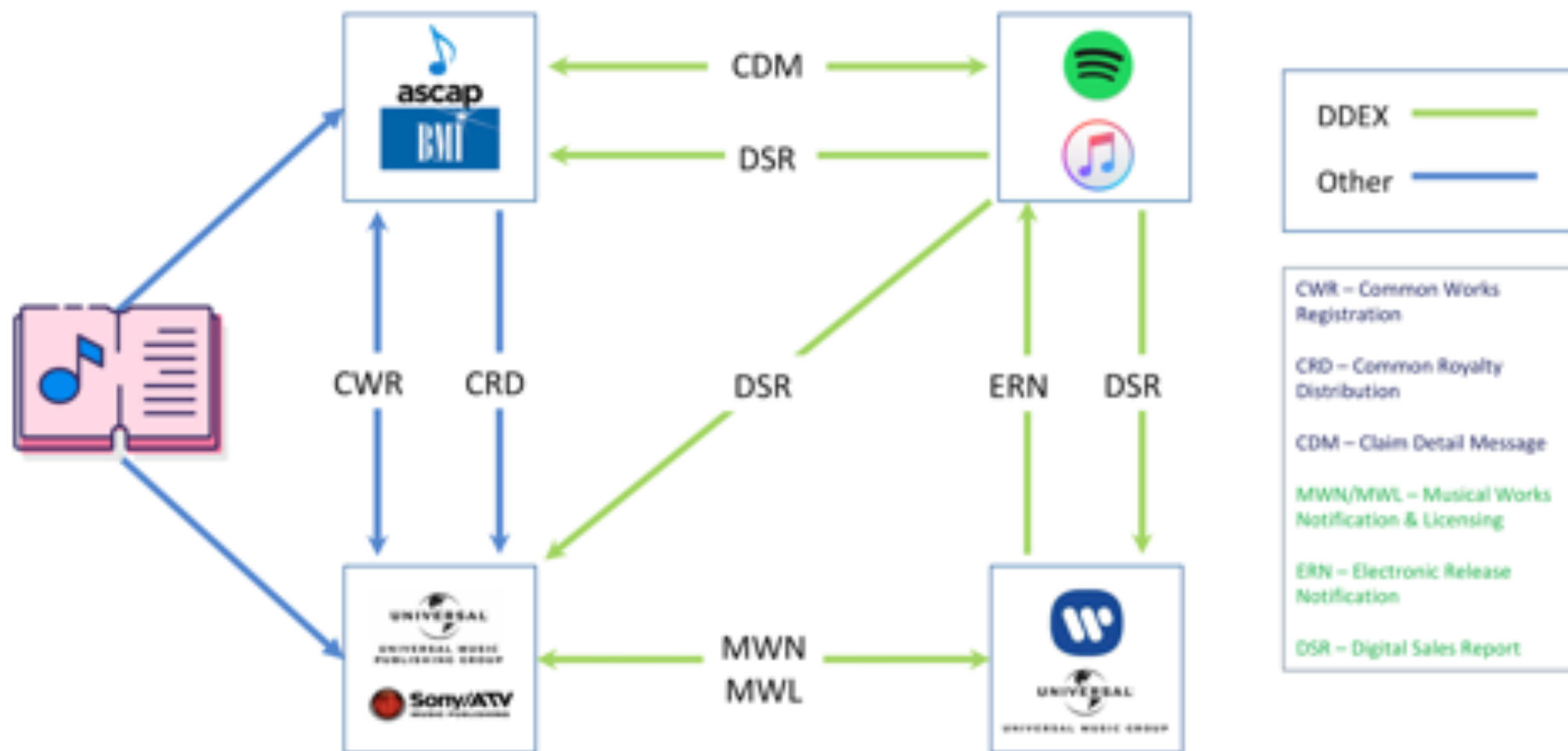
- A music service reports that spin-weighted coverage of credits (beyond Main Artist) is between 86% and 94%
- Every recording copyright holder delivers credits
 - Major Labels
 - Indie Labels
 - All Independent Artist Distributors
- But not all roles are being delivered by some indie sources
- And some data needs refreshing/reprocessing

Today's Credits Value Chain

The Creator Credits Value Chain 2020

with DDEX exchange standards





How Credits Affect the Market, Creators, and Payments

How Credits Affect The Market

- Including Credits Boosts Discovery and Revenue
 - New content discovery: voice and more
 - Increases user engagement: "foregrounding"
 - Improves user search results
 - Differentiates music service interfaces (featured artists, compilations)
 - Improves Search Engine Optimization (SEO for web)
 - Fuels data science for algorithmic playlisting

How Credits Affect Creators

- Credits Foster Creator Careers
 - Mailbox money
 - Getting the next gig
 - New fans
 - Moral right of attribution

How Credits Affect Payments

- Make matching more precise
 - Identifiers vs text strings
 - Music service artist landing pages
- More accurate activity logging and reporting
 - Less "Black Box" royalties
 - Less money held in suspense
- More accurate, faster payments to the right people
- Less manual detective work
- Remaining manual work is easier

Capturing Credits At The Point Of Creation In The Studio

Capturing Credits In The Studio

- Capturing at the point of creation solves some of our industry's most fundamental problems.
- Fixing data once is vastly more efficient than redundant fixes at many downstream systems.
- Diverse market of tools.



How to Gather In The Studio

→ Sound Credit (Soundways)

◆ sound.credit

→ Veva Collect (Veva Sound)

◆ vevacollect.com

→ Session

◆ session.id

→ Splits (Jammber)

◆ jammber.com

→ SongSplits

◆ songsplits.com

→ Reveel

◆ reveel.id



Q&A

Takeaways

- The pipeline is done, and credits are ubiquitous
- Everyone can handle it
- Just need to collect credits in the studio and send this data downstream
- Collect credits *and* identifiers
- Use tools that export the .rin format
- Give .rin to the label/distributor
- Check that your label/distributor delivers credits to music services
- For previous releases: Just send an update

Resources

- DDEX on RIN and communicating credits:
 - <https://ddex.net/rin>
 - Intro videos: <https://ddex.net/resources-press/>
 - [https://kb.ddex.net/display/HBK/Contributors%2C+Artists+and+Writer
s](https://kb.ddex.net/display/HBK/Contributors%2C+Artists+and+Writer+s)
 - <https://kb.ddex.net/display/HBK/Artist+Roles+and+DisplayCredits>
- Music Biz August 2020 panel:
 - <https://vimeo.com/449876211>
- Music Biz / IAFAR Neighboring Rights webinar covering money owed to "audible" contributors:
 - <https://vimeo.com/411157054/e08e1cd1dc>
- AFM & SAG-AFTRA Intellectual Property Rights Distribution Fund:
 - <https://www.afmsagaftorafund.org/>

Thanks!

Appendix

Consumers and Artists Want It

- Petitions
- Recording Academy's "Behind the Record" campaign: 2019 and 2020
- Industry Press



20____19

God's Country

(BLAKE SHELTON)

Producer: Scott Hendricks **Writers:** Jordan Schmidt, Devin Dawson, Michael Hardy **Lead Vocals:** Blake Shelton **Guitar:** Ilya Toshinsky **Pedal Steel Guitar:** Russ Pahl **Acoustic Guitar:** Ilya Toshinsky **Electric Guitars:** Troy Lancaster, Tom Bukovac **Drums:** Nir Z. **Backing Vocals:** Perry Coleman, Devin Dawson, Kara Britz **Percussion:** Nir Z. **Bass Guitar:** Jimmie Lee Sloas **Piano:** Gordon Mote **Digital Editors:** Brian David Willis, Scott Hendricks **Assistant Mixing Engineer:** Drew Bollman **Additional Engineers:** Scott Hendricks, Jacob Durrett **Mixing Engineer:** Justin Niebank **Assistant Engineers:** Tate McDowell, Kam Luchterhand, Charlie Marshall, Josh Ditty **Engineer:** Justin Niebank **Mastering Engineer:** Andrew Mendelson **Production:** Scott Johnson **Programmer:** Blake Bollinger

Inside A DDEX RIN File

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  </PartyName>
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    <CompanyName>Warner-Tamerlane Pub. Corp. / Sonofgroceries Music (BMI)</CompanyName>
  </Publisher>
  <Publisher>
    <TerritoryCode>Worldwide</TerritoryCode>
    <CompanyName>Extremely Combustible Music / Music of one77 (BMI)</CompanyName>
  </Publisher>
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    <PostalAddressLine></PostalAddressLine>
    <CityName></CityName>
    <DistrictName></DistrictName>
    <PostCode></PostCode>
  </PostalAddress>
  <PhoneNumber SequenceNumber="1">XXX-XXX-XXXX</PhoneNumber>
  <EmailAddress SequenceNumber="1">XXXXXXXXXXXXXXXXXX@XXXXX.com</EmailAddress>
</Party>
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- ▼ ● PartyList
 - ▶ ● Party
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 - ▶ ● Party
- ▼ ● MusicalWorkList
 - ▶ ● MusicalWork
- ▼ ● ResourceList
 - ▶ ● SoundRecording P-00001
- ▼ ● ProjectList
 - ▶ ● Project J1
- ▼ ● SessionList
 - ▶ ● Session O2
 - ▶ ● Session O3
 - ▶ ● Session O4
 - ▶ ● Session O5
 - ▶ ● Session O6
 - ▶ ● Session O7

Tomorrow's Credits Will Include

- Parts of the pipeline can handle (but data isn't common yet)
 - Pronunciation
 - Country of Origin: Party
 - Country of Origin: Recording
 - Samples
 - Cross-domain links (Movies, TV Shows)
 - Biographies
 - Awards
 - Charts