



# **Business Profiles for Common Deal Types** (Public Draft of 1.2)

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# Business Profiles for Common Deal Types 1.2

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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>.

## 2 Scope

### 2.1 Introduction

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.

### 2.2 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-”.

### 2.3 Organisation of the Document

This standard has four clauses and two Annexes.

[Clauses 1](#) and [2](#) provide an introduction and scope as well as defining core terms. [Clause 3](#) then defines the Business Profiles covered by this standard. Its components, and how they are to be communicated is then defined in [Clause 4](#).

[Annex A](#) then 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. Finally [Annex B](#) provides the sample XML files.

### 2.4 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 3.6 (2012)

*Note: the provisions within this standard are specific to the above-mentioned standard. However, users for older versions of the baseline standards are encouraged to still follow the rules defined herein wherever technically and practically possible as the provisions within this profile standard are accepted best practice for the communication of Business information.*

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

## 2.5 Release Notes

Version 1.2 adds support for generic streaming profiles and clarifies the situation regarding streaming of albums. Version 2.1 also clarifies the communication of Ringtones and Mobile products as well as physical products. It also specifies that TIS codes shall not be used for Release deliveries. Version 1.2 also simplifies the handling of take-downs by deprecating the `AllDealsCancelled` flag and clarifies communication of instant-gratification deals.

Version 1.1 provides additional Business Profiles to those defined in Version 1.0. Version 1.1 also tightens the rules for some of the profiles based on implementation experiences.

## 3 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 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	Core allowed value sets describing the Business Profile				
Name and description	Commercial-Mo delType	Use Type	User-InterfaceT ype	Distribution-Ch annelType	Technical Instantiation

<p><b>1. Generic Download Service</b></p> <p>Consumers can download content via the internet and keep the Releases with no limitation. This profile makes no commercial distinction between DRM-protected and Non-protected versions of the service.</p>	PayAs-YouGo Model	Permanent–Download	Normally not used	Normally not used	Not to be used
<p><b>2. DRM-Protected Download Service</b></p> <p>Consumers can download content via the internet and keep the DRM-protected Releases with no limitation.</p>	PayAs-YouGo Model	Permanent–Download	Normally not used	Normally not used	DrmEnforced
<p><b>3. Non-Protected Download Service</b></p> <p>Consumers can download content via the internet and keep the non-protected Releases with no limitation.</p>	PayAs-YouGo Model	Permanent–Download	Normally not used	Normally not used	Not-DrmEnforced

<p><b>4. Ad-Supported Download Service</b></p> <p>Consumers can download content via the internet and keep the Releases with no limitation. This profile makes no commercial distinction between DRM-protected and Non-protected versions of the service. Payments are funded through advertisements.</p>	Advertisement-SupportedModel	Permanent–Download	Normally not used	Normally not used	Not to be used
<p><b>5. DRM-Protected Ad-Supported Download Service</b></p> <p>Consumers can download content via the internet and keep the DRM-protected Releases with no limitation. Payments are funded through advertisements.</p>	Advertisement-SupportedModel	Permanent–Download	Normally not used	Normally not used	DrmEnforced

<p><b>6. Non-Protected Ad-Supported Download Service</b></p> <p>Consumers can download content via the internet and keep the Non-protected Releases with no limitation. Payments are funded through advertisements.</p>	Advertisement-SupportedModel	Permanent–Download	Normally not used	Normally not used	Not-DrmEnforced
<p><b>7. Tethered Download Service</b></p> <p>Consumers can download content via the internet and keep the Releases as long as a subscription is kept.</p>	Subscription-Model	Conditional–Download	Normally not used	Normally not used	Not to be used
<p><b>8. Ad-Supported Tethered Download Service</b></p> <p>Consumers can download content via the internet and keep the Releases as long as a subscription is kept. Payments are funded through advertisements.</p>	Advertisement-SupportedModel	Conditional–Download	Normally not used	Normally not used	Not to be used

<p><b>9. Interactive Subscription Streaming Service</b></p> <p>Consumers subscribe to a service where they can interactively stream content from a large repository of content. Payment is received via subscription fee.</p>	Subscription-Model	OnDemand Stream	Normally not used	Normally not used	Not to be used
<p><b>10. Interactive Ad-Supported Streaming Service</b></p> <p>Consumers subscribe to a service where they can interactively stream content from a large repository of content. Payment is received via advertisement.</p>	Advertisement-Supported Model	OnDemand Stream	Normally not used	Normally not used	Not to be used



<p><b>11. Non-Interactive Subscription Streaming Service<sup>[1]</sup></b></p> <p>Consumers can listen to pre-programmed (often algorithmically generated) stream of music with no interactivity beyond start/pause/stop/skip. Payment is received via subscription fee.</p>	Subscription-Model	Non-Interactive Stream	Normally not used	Normally not used	Not to be used
<p><b>12. Non-Interactive Subscription Streaming Service On Device</b></p> <p>Consumers can listen to pre-programmed (often algorithmically generated) stream of music with no interactivity beyond start/pause/stop/skip. Payment is received as part of a device purchase or rental.</p>	DeviceFee-Model	Non-Interactive Stream	Normally not used	Normally not used	Not to be used

<p><b>13. Non-Interactive Ad-Supported Streaming Service</b><a href="#">[2]</a></p> <p>Consumers can listen to pre-programmed (often algorithmically generated) stream of music with no interactivity beyond start/pause/stop/skip. Payment is received via advertisement.</p>	Advertisement-Supported Model	NonInteractive-Stream	Normally not used	Normally not used	Not to be used
<p><b>14. Kiosk Service</b></p> <p>Consumers can access a physical Kiosk and download content from there. They can then keep the Releases.</p>	PayAsYouGo-Model	Permanent-Download	Kiosk	Not to be used	Not to be used
<p><b>15. Ringtones And Mobile Service</b></p> <p>Consumers can access content as Ringtones on their mobile phones. This also includes other "Mobile Products" such as Wallpaper Releases.</p>	PayAsYouGo-Model	Any combination of: UseAs*-Tone for Releases that are provided by the ReleaseCreator "raw" (i.e. not specifically created as a mobile Release) or any Stream or Download UseTypes for Releases that are created by the ReleaseCreator specifically as a mobile product.	Normally not used	Normally not used	Not to be used

<p><b>16. Rights Claims On User Generated Content</b></p> <p>Consumers may upload the content but the label asserts a rights claim and the related RightsClaimPolicy and WebPolicy (if provided) must be applied by the DSP.</p>	RightsClaim-Model	Any combination of: UserMake-Available*	Normally not used	Normally not used	Not to be used
<p><b>17. Purchase As Physical Product</b></p> <p>Consumers may purchase the release in the form of a physical product. This includes "Direct-to-consumer" services.</p>	PayAsYouGo-Model	Purchase-AsPhysical-Product	Normally not used	Normally not used	Not to be used
<p><b>18. Generic Ad-Supported Streaming Service</b></p> <p>Consumers subscribe to a service where they can stream content from a large repository of content. Payment is received via advertisement.</p>	Advertisement-SupportedModel	Stream	Normally not used	Normally not used	Not to be used

<b>19. Generic Subscription Streaming Service</b>  Consumers subscribe to a service where they can stream content from a large repository of content. Payment is received via subscription fee.	SubscriptionModel	Stream	Normally not used	Normally not used	Not to be used
<b>20. Generic PayAsYouGo Streaming Service</b>  Consumers stream content from a large repository of content. Payment is made for each individual stream.	PayAsYouGoModel	Stream	Normally not used	Normally not used	Not to be used

[1] Also known as Subscriber Web Radio

[2] Also known as Ad-supported Web Radio

## 4 Communication of Business Profiles in Release Notifications

### 4.1 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/12/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/12/NoninteractiveSubscriptionStreaming**

Where the NewReleaseMessage includes deals covering more than one business profile the multiple profiles shall be indicated in the BusinessProfileVersionId field separated by a single space:

**BusinessProfileVersionId="CommonDealTypes/12/GenericDownloadService  
CommonDealTypes/12/AdSupportedDownloadService"**

## 4.2 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.

The use of TIS TerritoryCodes is not permitted when communicating TerritoryCodes.

## 4.3 Description of Types of Exploitations in Release Notifications

### 4.3.1 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.

### 4.3.2 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 CatalogTransfer composite may only be used in the context of the Choreography for the Transfer of Catalogues between Rights Holders of Sound Recordings and other such Rights Holders.
3. 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".
4. The use of the BulkOrderWholesalePricePerUnit element is discouraged.
5. The use of the RelatedReleaseOfferSet composite is discouraged.
6. With the exception of 'Purchase as a Physical Product' the use of CarrierType is discouraged.
7. The use of the PhysicalReturns composite is discouraged.
8. The use of the NumberOfProductsPerCarton element is discouraged.
9. The use of the UgcAccessPermissionRule composite is discouraged.
10. The use of the ResourceUsage composite is discouraged.
11. To communicate rules that limit message recipients to show certain release aspects to consumers is not encouraged. If such information is to be provided, four dates for ReleaseDisplayStartDate, TrackListingDisplayStartDate, CoverArtDisplayStartDate and ResourceAvailabilityStartDate must be provided. The message sender should be aware that for DSPs that cannot handle such granular "windowing" of making release information available to consumers may have to decide to delay making the Release (or certain aspects thereof) available.

12. It is not permitted, in a single Deal to combine generic and specific UseTypes (e.g. Stream and InteractiveStream).
13. It is not permitted to signal all specific sub-UseTypes (e.g. all \*Stream UseTypes) defined by DDEX. In such cases the generic UseType shall be used.

### 4.3.3 Generic Download Service

A Deal for a Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. CommercialModelType and UseType 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.

### 4.3.4 DRM-Protected Download Service

A Deal for a DRM-Protected Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. CommercialModelType, UseType 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.

### 4.3.5 Non-Protected Download Service

A Deal for a Non-protected Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. CommercialModelType, UseType 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.

### 4.3.6 Ad-Supported Download Service

A Deal for a Non-protected Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. CommercialModelType and UseType 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.

### 4.3.7 DRM-Protected Ad-Supported Download Service

A Deal for a DRM-Protected Ad-supported Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. CommercialModelType, UseType 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.

#### **4.3.8 Non-Protected Ad-Supported Download Service**

A Deal for a Non-protected Ad-supported Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType`, `UseType` 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.

#### **4.3.9 Tethered Download Service**

A Deal for a Tethered Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` 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.

#### **4.3.10 Ad-Supported Tethered Download Service**

A Deal for an Ad-supported Tethered Download Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` 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.

#### **4.3.11 Interactive Subscription Streaming Service**

A Deal for an Interactive Subscription Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` 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.
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.)
8. The use of the Interactive Subscription Streaming Service may not be combined with a generic streaming service (Profiles 18-20 in [Table 1](#)) in the same `NewReleaseMessage`.

#### **4.3.12 Interactive Ad-Supported Streaming Service**

A Deal for an Interactive Ad-supported Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` 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.
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.)
8. The use of the Interactive Ad-Supported Streaming Service may not be combined with a generic streaming service (Profiles 18-20 in [Table 1](#)) in the same `NewReleaseMessage`.

#### **4.3.13 Non-Interactive Subscription Streaming Service**

A Deal for a Non-interactive Subscription Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` 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.
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.)
8. The use of the Non-Interactive Subscription Streaming Service may not be combined with a generic streaming service (Profiles 18-20 in [Table 1](#)) in the same `NewReleaseMessage`.

#### **4.3.14 Non-Interactive Subscription Streaming Service On Device**

A Deal for a Non-interactive Subscription Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` 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.
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.)
8. The use of the Non-Interactive Subscription Streaming Service may not be combined with a generic streaming service (Profiles 18-20 in [Table 1](#)) in the same `NewReleaseMessage`.

#### **4.3.15 Non-Interactive Ad-Supported Streaming Service**

A Deal for a Non-interactive Ad-supported Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` 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.
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.)
8. The use of the Non-Interactive Ad-supported Streaming Service may not be combined with a generic streaming service (Profiles 18-20 in [Table 1](#)) in the same `NewReleaseMessage`.

#### 4.3.16 Kiosk Service

A Deal for Kiosk Service shall be communicated as follows.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType`, `UseType` 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.

#### 4.3.17 Ringtones And Mobile Service

A Deal for a Ringtones and Mobile Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` 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.
7. Ringtones and Mobile Services may be combined with the following Release Profiles:
  - Profile 6 ("Ringtones") for "real tones"
  - Profile 7 ("MidiRingtones") for monophonic and polyphonic ringtones

#### 4.3.18 Rights Claim On User Generated Content

A Deal for a Rights Claim on User Generated Content shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` shall be provided in accordance with [Table 1](#).
3. A `RightsClaimPolicy` shall be provided.
4. A `WebPolicy` may be provided.
5. The use of the `UserInterfaceType` element is discouraged.
6. The use of the `DistributionChannelType` element is discouraged.
7. The use of the `ConsumerRentalPeriod` element is discouraged.
8. The use of `PreOrderReleaseDate` and `PreOrderPreviewDate` composites are discouraged.

#### 4.3.19 Purchase As Physical Product

A Deal for a Purchase as a Physical Product shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. The `UseType` shall be provided in accordance with [Table 1](#).
3. The `CarrierType` shall be provided.
4. The use of the `CommercialModelType` is discouraged.
5. The use of the `UserInterfaceType` element is discouraged.

6. The use of the `DistributionChannelType` element is discouraged.
7. The use of the `ConsumerRentalPeriod` element is discouraged.

#### **4.3.20 Generic Ad-supported Streaming Service**

A Deal for a Generic ad-supported Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` 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.
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.)
8. The use of the Generic Ad-supported Streaming Service may not be combined with a detailed streaming service (Profiles 9-13 in [Table 1](#)) in the same `NewReleaseMessage`.

#### **4.3.21 Generic Subscription Streaming Service**

A Deal for a Generic Subscription Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` 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.
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.)
8. The use of the Generic Subscription Streaming Service may not be combined with a detailed streaming service (Profiles 9-13 in [Table 1](#)) in the same `NewReleaseMessage`.

#### **4.3.22 Generic PayAsYouGo Streaming Service**

A Deal for a Generic PayAsYouGo Streaming Service shall be communicated as follows. An XML file showing which elements to use is attached to this standard.

1. The description shall follow the rules defined in [Clauses 4.1](#) and [4.3.2](#).
2. `CommercialModelType` and `UseType` 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.
7. The use of this Business Profile may only be used in conjunction with Release Profiles containing only one Sound Recording or Video. (For the avoidance of doubt: it is permitted to communicate a multi-track Release in the same `NewReleaseMessage` as a streaming Deal. However, such a streaming Deal may not reference a multi-Resource Release.)
8. The use of the Generic PayAsYouGo Streaming Service may not be combined with a detailed streaming service (Profiles 9-13 in [Table 1](#)) in the same `NewReleaseMessage`.

### **4.4 Preview Variants**

Where the business profile supports previews the, the four preview dates (`ReleasePreviewStartDate`, `TrackListingPreviewStartDate`, `CoverArtPreviewStartDate` and `ClipPreviewStartDate`) shall be provide with a date earlier than the date at which the Release becomes available to consumers.

## 4.5 Pre-order Business Profile Variants

### 4.5.1 Introduction

A pre-order is a product offering by which consumer purchases are permitted prior to release date.

The release may take the same form as that which is available after the pre-order period or it may have exclusive elements only available as part of the pre-order offering; during the pre-order period. It may also have tracks that are fulfilled upon purchase during the pre-order period, while the rest of the release is fulfilled on release date at the end of the pre-order period.

A pre-order can have a mix of bonus and instant gratification tracks and it is also possible for a track to be both instant gratification and bonus.

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

### 4.5.2 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`.

### 4.5.3 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`.

### 4.5.4 Pre-Order with Immediate Download Track (Instant Gratification)

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

The pre-order deal should include the following where the "instant-gratification" track is not a bonus track:

1. The `PreOrderReleaseDate` should carry the date that the pre-order period starts.
2. The `PreOrderPreviewDate` should reflect the provisions of either [Clause 4.5.2](#) or [Clause 4.5.3](#) as applicable.
3. On the track's underlying resource `ResourceGroup / ResourceGroupContentItem`, in the `ReleaseList`, `IsInstantGrat` should be set to `True`, meaning that on purchase the resource(s) should be immediately fulfilled.
4. The remainder of the content of the release should be delivered to pre-order consumers on the `ValidityPeriod/StartDate`.

### 4.5.5 Pre-Order with Immediate Download Bonus Track (Instant Gratification)

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

The pre-order deal should include the following where the "instant-gratification" track *is* a bonus track:

1. The `PreOrderReleaseDate` should carry the date that the pre-order period starts.
2. The `PreOrderPreviewDate` should reflect the provisions of either [Clause 4.5.2](#) or [Clause 4.5.3](#) as applicable.
3. On the track's underlying resource `ResourceGroup / ResourceGroupContentItem`, in the `ReleaseList`, `IsInstantGrat` should be set to `True`, meaning that on purchase the resource(s) should be immediately fulfilled.
4. Each track which is available exclusively to the pre-order offering and hence during the pre-order period, but which is not available from that point onwards, should reflect the following: The remainder of the content of the release should be delivered to pre-order consumers on the `ValidityPeriod/StartDate`.
  - a. On the track's underlying resource `IsBonusResource` should be 'True' at the `ResourceList` level and in the `ResourceGroup / ResourceGroupContentItem`, in the `ReleaseList`
  - b. On the tracks resource group content item on the release `IsBonusResource` should be `True`.
5. Deals following the pre-order period for `Is Bonus` tracks should detail "TakeDown" for that track `Release Deal`.

## 4.6 Price Information

Pricing information shall be communicated via the `PriceInformation` composite within the `Deal` composite. The following rules shall be applied:

1. `PriceRangeType` is meant to contain rough price band information such as "budget" or "front line". It is *not* meant for sending instructions on the price to be used when offering the relevant Releases to consumers. If a DSP is contractually obliged to communicate a `PriceRangeType` as part of its sales reporting, `PriceRangeType` information should be ingested.
2. `WholesalePricePerUnit` and `BulkOrderWholesalePricePerUnit` contain a price that a DSP can use to determine its sales price.  
`WholesalePricePerUnit` and `BulkOrderWholesalePricePerUnit` may *not* be combined with a `PriceType`.
3. `SuggestedRetailPrice` is, like the `PriceRangeType`, not meant to be used by the DSP to determine price.

## 4.7 Life Cycle Changes

### 4.7.1 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.

The use of the `AllDealsCancelled` flag is not permitted.

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

#### **4.7.2 UpdateIndicator**

The `UpdateIndicator` shall not be used by the recipient of a `NewReleaseMessage` to determine the way the message is ingested. Thus message senders are encouraged to always use the value `OriginalMessage`.

Implementers are advised that in the future DDEX will change the cardinality of this element from [1] to [0-1] and may, at a later stage, remove the element altogether.

#### **4.7.3 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.

#### **4.7.4 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.

#### **4.7.5 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 issue 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.

#### **4.7.6 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 send 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.

#### **4.7.7 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 4.7.8).

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.

#### **4.7.8 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.

For the avoidance of doubt: if a MessageSender has provided Deals for a list of, say, five territories, and if, over time, the MessageSender sends takedown for all of these five territories, the relevant Release is deemed to be globally taken down.

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.

#### **4.7.9 Cancelling a RightsClaim**

This life cycle update applies when a MessageSender wishes to permanently retract a rights claim, either worldwide or for a set of territories the CommercialModelType of RightsClaimModel shall be combined with the flag TakeDown set to true.

## Annex A (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:

1. The element shall contain the value "UserDefined";
2. The UserDefinedValue attribute shall be set to the value from the later standard; and
3. 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>
```

## Annex B (normative) XML Samples

Normative XML Samples are provided in separate files as detailed below. Conformance requires looking at the relevant Business Profile files (defined here) *and* the relevant Release Profile files (defined elsewhere).

The XML Sample files are named in one of three ways:

The Business Profile samples are named Profile\_xxx.xml with xxx being the name of the Profile and variants for these are named ProfileVariant\_xxx.xml.

The Lift Cycle samples are named LifeCycle\_xxx.xml with xxx being the name of the life cycle stage,