

# SoundExchange Reporting Through Public Interactive

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# CPB-SoundExchange Agreement

- SoundExchange collects/distributes **performance royalties** (artists, labels) for **digital performances of sound recordings**
- CPB pays **all** performance royalties for music webcasts by covered stations through **2015**
- To be covered, stations must register with CPB & accept terms of deal
- Most stations do **sample reporting** on music streaming for a 14 day period of their choosing each calendar quarter
- Covered stations must report through **Public Interactive** calendar quarter
- PI collects raw data from stations and generates/submits reports to SX



# Public Interactive...

- **IS...**
  - part of NPR, providing hosted online tools for public broadcasters
  - here to help stations comply with CPB-SX reporting requirements
- is **NOT...**
  - part of SoundExchange; we don't enforcement
  - a legal firm; can't advise on the DMCA



# Data PI Needs from Stations

- **Playlist logs** for locally produced shows
  - **Required fields:** *Song Title, Featured Artist, Album Title, Marketing Label, Start date and time of play, End date and time of play OR Duration of play*
- **Streaming access logs** (e.g. Shoutcast, Icecast, QT, WM logs)
  - **Required fields:** *IP address, URL, Session start date and time, Session end date and time OR Duration of session*
- **Guide (schedule) data**
  - For integrating syndicated show playlists with station reports
  - PI to collect syndicated show playlists



# Statistics Calculated by PI for SX Reports

- **Actual Total Performances (ATP)**
  - The total number of listeners that heard a song
  - Calculated per song per stream per reporting period
- **Music Aggregate Tuning Hours (MATH)**
  - Total hours of *music* performances transmitted
  - $MATH = \sum (ATP \times \text{song duration})$
  - Calculated per stream per reporting period
  - Unique to CPB-SX deal
- These statistics calculated for *U.S. listeners* only (based on IP address)



# Reporting Status and Targets

- 450 Stations eligible for coverage
- 384 Stations currently covered
- Q3 2009 Reports: 175 Stations, 230 Streams
- Q4 2009 Reports: 227 Stations, 300 Streams
- Reporting Benchmarks
  - 80% MATH in the system by end of 2010
- Census (full-quarter) reporting
  - Stations covering top 30% of MATH by end of 2010



# Reporting Tools

- **Composer Basic**
  - Free, online tool for managing SX reporting data with PI
    - **Not** a playlist entry tool
  - Components
    - Guide/schedule data entry form
    - **SoundExchange Dashboard**
      - Station/stream (e.g. format, playlist tool, stream host)
      - Specify reporting weeks
      - File upload and validation
      - Report status and access
- **Composer Pro**
  - Commercial product
  - Composer Basic functionality
  - Playlist entry
  - Guide/playlist display (HTML/widgets)



## Public Interactive Composer™

The online program guide, playlist, and SoundExchange report generator for public broadcasting.

**We offer two versions, Pro and Basic.**

- **PRO:** Fully featured version, including online program schedule, searchable online playlists, widgets, SoundExchange Reporting Dashboard and more with full training and support.
- **Basic:** A lite version focusing on the SoundExchange Dashboard with limited support.

Public Interactive clients who use both Composer Pro and our Live Streaming don't need to submit anything additional for SoundExchange reporting.

	<i>Composer Basic</i>	<i>Composer Pro</i>
<b>SoundExchange Reporting Dashboard</b>	 Client will upload all playlist and streaming log files using Composer Basic.	 We generate Playlist log files for you. And if you use our streaming, we take care of this also!
<b>Playlist Log File Upload</b>		 We generate Playlist log files for you. And if you use our streaming, we take care of this also!
<b>Streaming Log File Upload</b>		 If you use our streaming service, we take care of this for you!
<b>Program Guide Display</b>		
<b>Program Guide Entry</b>		
<b>Mobile App Integration</b>		
<b>Now On Air Widget</b>		
<b>Playlist Display</b>		
<b>Individual Playlist Entry/Playlist Import</b>		
<b>Individual Playlist Data Export for BMI, ASCAP, etc.</b>		



# SX Dashboard – Set Reporting Weeks



**Composer Pro**  
Administration Tools

What do you want to do? ▾

**LATEST UPDATE: SoundExchange Message**

Next Due Date: **Friday, January 15, 2010** for data from Q4 (October 1 - December 31, 2009)

[User Guide](#) | [Portal](#) | [View Your Guide](#) | [Logout](#)

## Select Reporting Dates for All Classical for Q4 2009

Disregard dates and use full quarter instead

**Start of Week 1**

December ▾ 09 ▾ 2009 ▾

**Start of Week 2**

December ▾ 16 ▾ 2009 ▾

**Save**

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# SX Dashboard – Guide Input



**Composer Pro**  
Administration Tools

**LATEST UPDATE: SoundExchange Reminder**

Next Due Date: **Friday, January 15, 2010** for data from Q4 (October 1 - December 31, 2009)

What do you want to do? ▾

User Guide | Portal | View Your Guide | **Logout**

## WGBH Program Guide Manager

My Stations:

- Add a new program.
- Edit an existing program.
- Delete an existing program.

conflict: Click to view and edit a program conflict or overlap.

	Monday 02/01/10	Tuesday 02/02/10	Wednesday 02/03/10	Thursday 02/04/10	Friday 02/05/10	Saturday 02/06/10	Sunday 02/07/10
12:00 am	Jazz with Bob Parlocha	Jazz with Bob Parlocha	Jazz with Bob Parlocha	Jazz with Bob Parlocha	Jazz with Bob Parlocha	Jazz with Bob Parlocha	Jazz with Bob Parlocha (cont.)
12:30 am							
1:00 am							
1:30 am							
2:00 am							
2:30 am							
3:00 am							
3:30 am							
4:00 am							
4:30 am							
5:00 am	BBC World Update	BBC World Update	BBC World Update	BBC World Update	BBC World Update		
5:30 am							
6:00 am	The Takeaway	The Takeaway	The Takeaway	The Takeaway	The Takeaway	The Changing World	Humankind
6:30 am							
7:00 am	Morning Edition	Morning Edition	Morning Edition	Morning Edition	Morning Edition	Living on Earth	Speaking of Faith
7:30 am							

# SX Dashboard – File Upload



**Composer Pro**  
Administration Tools

What do you want to do? ▾

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## Upload Logs for WGBH 89.7

Upload Logs for Stream: **WGBH 89.7** ▾

### Uploaded Files

Delete	File Name	File Type	File Date Range	Processed File	Error File
<input type="checkbox"/>	<a href="#">WGBH-2009-10-01--2010-01-01.txt</a>	Playlist File	10/01/09 - 01/02/10	<a href="#">View</a>	<a href="#">View</a>

**Delete selected files**

### Upload Log

**Upload Log Type:**

Playlist File  Streaming File

**Log:**

[Browse...](#)

**Edit file date range** (if different from quarter start and end)

**File Start Date:**

January ▾ 01 ▾ 2010 ▾

**File End Date:** ⓘ

April ▾ 01 ▾ 2010 ▾

**Upload File**

# SX Dashboard – Report Listing



**Composer Pro**  
Administration Tools

What do you want to do? ▾

**LATEST UPDATE: SoundExchange Message**

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## Summary of Reports for WGBH Radio

[Add Note](#) [Show Note](#)

Ordered by Quarter

Quarter	Stream Name	Report Status (Music ATH)	Links	Notes
Q2 - 2010	WGBH 89.7	Incomplete	<a href="#">[Upload Logs]</a> <a href="#">[Edit Report Dates]</a>	
Q2 - 2010	All Classical	Incomplete	<a href="#">[Upload Logs]</a> <a href="#">[Edit Report Dates]</a>	
Q1 - 2010	WGBH 89.7	Pending	<a href="#">[Upload Logs]</a> <a href="#">[Edit Report Dates]</a>	
Q1 - 2010	All Classical	Pending	<a href="#">[Upload Logs]</a> <a href="#">[Edit Report Dates]</a>	
<a href="#">Q4 - 2009</a>	WGBH 89.7	Complete (3258)		
<a href="#">Q4 - 2009</a>	All Classical	Complete (254223)		
<a href="#">Q3 - 2009</a>	WGBH 89.7	Complete (34439)		
Q3 - 2009	All Classical	Pending		
Q2 - 2009	WGBH 89.7	Pending		
Q2 - 2009	All Classical	Incomplete		
Q1 - 2009	WGBH 89.7	Incomplete		
Q1 - 2009	All Classical	Incomplete		

# Next Steps for Stations

- Register with CPB **and** accept SX Agreement

*<http://www.cpb.org/stations/musicrights/registration.html>*

- Register with Public Interactive

*<http://www.publicinteractive.com/sx-registrationform.html>*

- Identify playlist tools -> export data in required format
- Identify streaming hosts -> request logs
- PI happy to work with hosts/vendors to obtain data directly
- Begin logging required data!



# Q1 2010 SoundExchange Reporting

- Data **must** be from completely within Q1, **January 1 – March 31, 2010**
- Deadline to get data to PI: **Friday April 9, 2010**
- PI Composer Pro Clients: Don't need to submit playlist logs
- PI Streaming Clients: Don't need to submit streaming access logs
- All Stations: Use Composer Pro/Basic to upload files, update guide, specify reporting weeks



# Further Information and Contact

- PI SoundExchange Blog

<http://soundexchange.publicinteractive.com/>

- Contact

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