# SoundExchange Reporting Through Public Interactive

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**Public Interactive** 

SoundExchange Reporting Project Manager





# **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 =  $\Sigma$  (ATP × 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)







Overview

Core Package ▽

Traffic Reporter™

Public Events®

Composer™

Quick Pledge™

Pulse™

Public Action®

Streaming

◆ previous next >

#### Public Interactive Composer™

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

#### We offer two versions, Pro and

- 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.

### Composer Basic

Client will upload all playlist and streaming log files using Composer Basic.

Playlist Log File Upload

SoundExchange

Reporting Dashboard

Streaming Log File Upload

Program Guide

Display

Program Guide Entry

Mobile App Integration

Now On Air Widget

Playlist Display

Individual Playlist Entry/Playlist Import

Individual Playlist Data Export for BMI,

Composer Pro

We generate Playlist log files for you. And if you use our streaming, we take care of this also!

We generate Playlist log files for you. And if you use our streaming, we take care of this also!

If you use our streaming service, we take care of this for you!

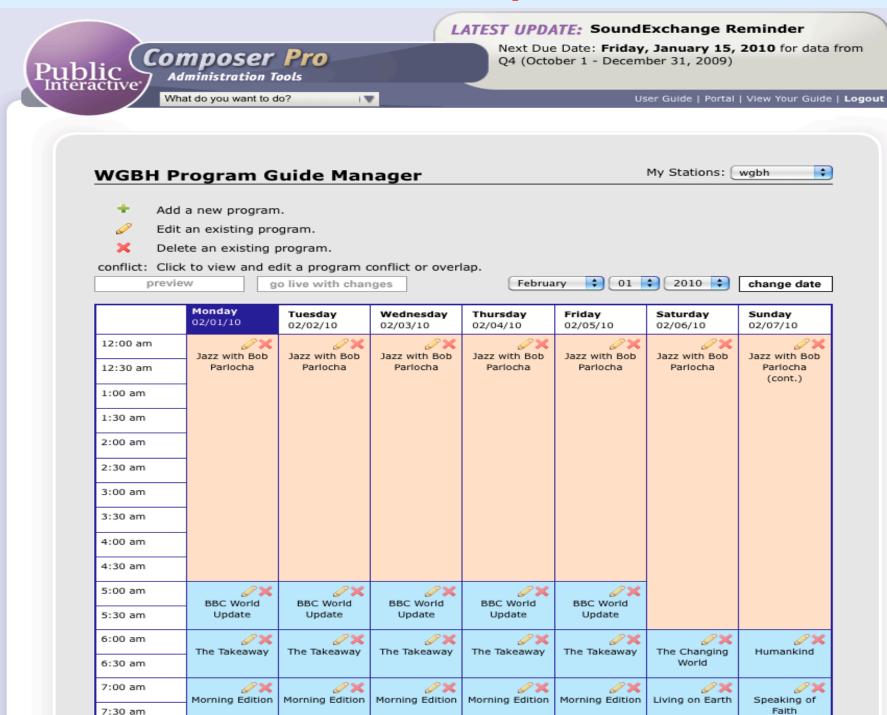
# SX Dashboard – Set Reporting Weeks



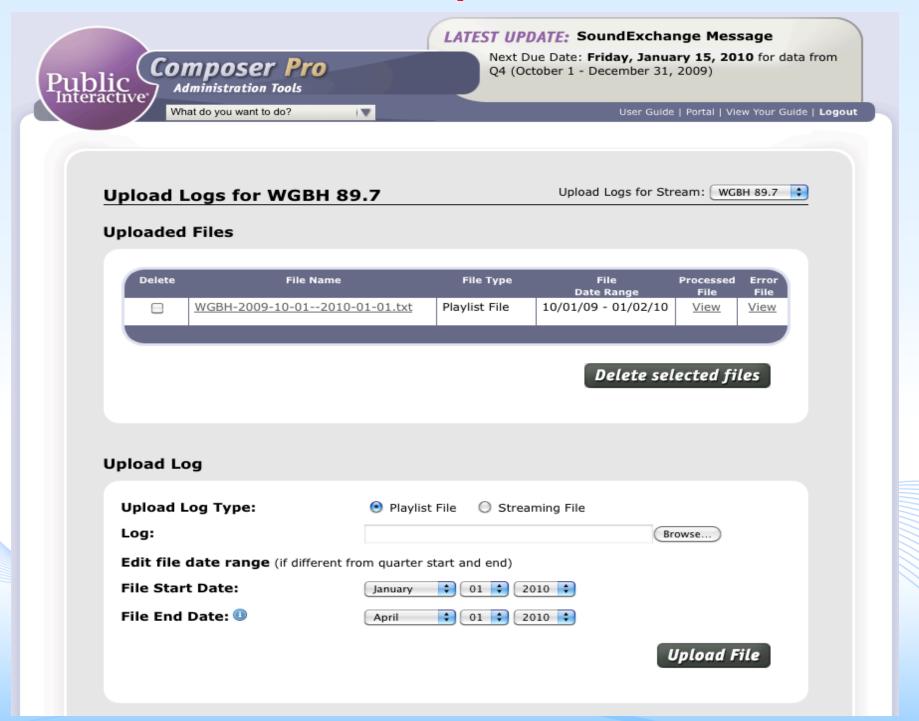




# SX Dashboard – Guide Input



# SX Dashboard – File Upload



# SX Dashboard – Report Listing



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

Add Note 📋 Show Note

#### **Summary of Reports for WGBH Radio**

Ordered by Quarter

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

# **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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