SoundExchange Reporting Through Public Interactive

PRIMA Conference
5 February, 2010

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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
  - $\text{MATH} = \sum (\text{ATP} \times \text{song duration})$
  - 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.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Composer Basic</th>
<th>Composer Pro</th>
</tr>
</thead>
<tbody>
<tr>
<td>SoundExchange Reporting Dashboard</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Client will upload all playlist and streaming log files using Composer Basic.</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Playlist Log File Upload</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>We generate Playlist log files for you. And if you use our streaming, we take care of this also!</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Streaming Log File Upload</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>If you use our streaming service, we take care of this for you!</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Program Guide Display</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Program Guide Entry</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Mobile App Integration</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Now On Air Widget</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Playlist Display</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Individual Playlist Entry/Playlist Import</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Individual Playlist Data Export for BMI, PDI</td>
<td></td>
<td>✔</td>
</tr>
</tbody>
</table>
SX Dashboard – Set Reporting Weeks

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
**WGBH Program Guide Manager**

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

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday 02/01/10</th>
<th>Tuesday 02/02/10</th>
<th>Wednesday 02/03/10</th>
<th>Thursday 02/04/10</th>
<th>Friday 02/05/10</th>
<th>Saturday 02/06/10</th>
<th>Sunday 02/07/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 am</td>
<td>Jazz with Bob Parlocha</td>
<td>Jazz with Bob Parlocha</td>
<td>Jazz with Bob Parlocha</td>
<td>Jazz with Bob Parlocha</td>
<td>Jazz with Bob Parlocha</td>
<td>Jazz with Bob Parlocha</td>
<td>Jazz with Bob Parlocha (cont.)</td>
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<tr>
<td>12:30 am</td>
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<td>1:00 am</td>
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<td>2:00 am</td>
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<td>3:00 am</td>
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<td>4:00 am</td>
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<tr>
<td>4:30 am</td>
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</tr>
<tr>
<td>5:00 am</td>
<td>BBC World Update</td>
<td>BBC World Update</td>
<td>BBC World Update</td>
<td>BBC World Update</td>
<td>BBC World Update</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5:30 am</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>6:00 am</td>
<td>The Takeaway</td>
<td>The Takeaway</td>
<td>The Takeaway</td>
<td>The Takeaway</td>
<td>The Takeaway</td>
<td>The Changing World</td>
<td>Humankind</td>
</tr>
<tr>
<td>6:30 am</td>
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<td></td>
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<tr>
<td>7:30 am</td>
<td></td>
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</tr>
</tbody>
</table>
SX Dashboard – File Upload

Upload Logs for WGBH 89.7

Uploaded Files

<table>
<thead>
<tr>
<th>Delete</th>
<th>File Name</th>
<th>File Type</th>
<th>File Date Range</th>
<th>Processed File</th>
<th>Error File</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
<td>WGBH-2009-10-01--2010-01-01.txt</td>
<td>Playlist File</td>
<td>10/01/09 - 01/02/10</td>
<td>View</td>
<td>View</td>
</tr>
</tbody>
</table>

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
## Summary of Reports for WGBH Radio

Ordered by Quarter

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