

# Public Interactive SoundExchange Reporting for NFCB Stations

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Public Interactive/NPR

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# Panelists

- **Phil Johnson** – SoundExchange Project Manager, PI
- **Debra May Hughes** – President, PI/VP, Executive Director, NPR
- **Jeff Luchsinger** – Director, Radio System Investment, CPB
- **Ginny Berson** – VP and Director of Federation Services, NFCB



# About Public Interactive

<http://www.PublicInteractive.com>

- A Boston-based division of NPR
- Supports the online initiative of public broadcasters by providing a variety of web products and services (ASP)
- Products/Services
  - **Composer** – Guide, playlist input and management
  - Hosted streaming services
  - **Pulse, Platform, Public Action, Quick Pledge**
  - **Public Newsroom, Public Arts, Public Events Calendar**
  - And more!
- PI uniquely positioned to understand station's needs and concerns



# CPB-SoundExchange Agreement

- January 2009 agreement reached between CPB-SX
- CPB makes one-time payment to SX
- Covers **all** streaming (webcasting) royalties from 1/1/2005 – 12/31/2010
- Covers NFCB, NPR, CPB Qualified, APM, PRI, PRX stations (~450)
- Does **not** cover podcasts, downloads, or on-demand offerings
- Stations must report playlists and music Aggregate Tuning Hours (ATH)
- ATH ~ Streaming hours x number of listeners



# CPB-Public Interactive Agreement

- May 2009 CPB picks PI to be the single SX reporting entity
- PI to collect raw data from stations (playlists, streaming access logs)
- PI will already have data for Composer/streaming clients
- Quarterly reports for SX on streaming music volume and content
- PI will develop tool to facilitate data collection from stations
- Stations will **still need to log playlist information**, upload to PI
- CPB is covering the cost for stations for the first 2 years; after that, possible small charge from PI for administrative costs



# Data that PI will Collect from Stations

- Guides/schedules – Including syndicated programs
- Playlist logs – One record per play
  - Recording Title
  - Featured Artist/Group/Orchestra
  - Album
  - Label
  - Start time and end time/duration
- Streaming access logs – Raw access data (e.g. SHOUTcast logs)
- All of the above collected on a quarterly, per-stream basis
  - Top 20% of music ATH stations: full quarterly data
  - All other stations: two 7-consecutive-day samples (station's choosing)
- PI will collect historic data between 2005 – 2008 from stations that have it



# What Music Must Be Reported to SX?

- Recordings < 30 Seconds – Never a need to report (SX, BMI, ASCAP)
- 30 seconds < Recordings < 1 minute – No SX reporting; BMI/ASCAP yes
- Recordings > 1 minute – Report to SX, **unless** rights cleared first
- No need to report interstitial music, music beds, theme music



# PI Data Collection Methods

- PI Composer & streaming clients – All set
- Non-PI Clients – Use new PI tool to update guide data/upload data files
  - Not PI Composer clients – Upload playlist logs
  - Not PI streaming clients – Upload streaming logs
- PI will collect playlists from national shows (e.g. C24, Jazz Gallery)



# Integration with Third Party Vendors

- PI will work directly with vendors when possible to obtain files  
e.g. Limelight for streaming logs
- Playlist application vendors that produce SX reports will need to produce CPB-SX compliant reports or provide raw logs  
e.g. Spinitron, Live365, Ando Media
- CPB-SX reports differ from standard SX reports (total ATH vs. music ATH)!



# PI Tool Development

- New tool based on PI's Composer:
  - Composer Free – Guide admin; upload playlist/log files; no public output
  - Composer Light – Guide admin & playlist admin; no public output
  - Composer Full – Guide & playlist admin; public facing output



# Project Plan

- June/July 09 – Collect data; station outreach/education
- Mid-July – Q2 SX reports due for top streamers
- July-September – Collect Q3 data; tool development; continue outreach
- October 31 – Q3 SX reports due
- End 2009 – Report on top 60% of music ATH
- End 2010 – Report on top 80% of music ATH
- 1/1/2011 – Full Compliance or ... bad things happen!



# Next Steps for Stations

- Register with CPB and accept SX Agreement

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

- Register with PI

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

- Identify playlist tools -> export data (tab-delimited file, spreadsheet, etc.)
- Identify streaming hosts -> request logs
- PI happy to work with hosts/vendors to obtain data
- Begin logging required data!



# Further Information and Contact

- PI SoundExchange Blog

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

- Contact

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