

Public Interactive SoundExchange Reporting for Public Broadcasters

Phil Johnson

SoundExchange Project Manager

Public Interactive/NPR

21 July, 2009



Panelists

- **Phil Johnson** – SoundExchange Project Manager, PI
- **Suzanne Brendle** - Sr. Client Relations Manager, PI
- **Jeff Luchsinger** – Director, Radio System Investment, CPB



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
 - Hosted streaming services
 - **Composer** – Guide, playlist input and management and reporting
 - **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



SoundExchange and Performance Royalties

- SX Collects and distributes performance royalties for digital performances
- Digital performances: Internet, digital cable, satellite television and radio
- Royalties paid to featured performers and sound recording copyright owners (record labels)
- Different from publishing/broadcasting royalties (BMI, ASCAP, SESAC)



CPB-SoundExchange Agreement

- January 2009 agreement reached between CPB-SX
- CPB makes one-time payment to SX
- Covers **all** performance royalties for **web streams** from 1/1/2005 – 12/31/2010
- Covers NPR, NFCB, CPB Qualified, APM, PRI, PRX stations (~450)
- Does **not** cover downloads (podcasts)
- Royalty payments covered but stations must **still** report what music is being streamed



CPB SoundExchange Reports

- Quarterly
 - Most stations: two 7-day consecutive periods (station's choice)
 - Some stations: full census reporting
- Music Aggregate Tuning Hours (MATH) per stream
 - Differs from standard SX reports (MATH vs. total ATH)
- For each song on each stream
 - Song Title
 - Featured Artist/Group/Orchestra
 - Album Title
 - Label
 - Actual Total Performances (play frequency x number of listeners)
- Includes songs on nationally syndicated programs



CPB-Public Interactive Agreement

- May 2009 CPB picks PI to be the single SX reporting entity
- Stations give PI **raw** data; PI generates and submits reports to SX
- PI will
 - Collect raw data from stations (guides, playlists and streaming access logs)
 - Collect playlists for nationally syndicated shows from producers
 - Generate and submit quarterly reports to SX on behalf of stations
 - Develop tool to facilitate data collection from stations
 - Collect historic data between 2005 – 2008 from stations that have it
- 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/schedule for each stream
- Playlist logs for locally produced shows
 - Song Title
 - Featured Artist/Group/Orchestra
 - Album Title
 - Label
 - Start time
 - End time OR duration
- Streaming access logs e.g. Shoutcast, Icecast logs
 - IP address
 - URL
 - Connection start time
 - Connection end time OR duration



What Music Must Be Reported to SX?

- All performances UNLESS they are “brief AND incidental to other program content”
 - “Brief”:
 - Less than 30 seconds
 - Not an entire sound recording
 - “Incidental”
 - Musical transitions
 - Performances during news, talk, sports
 - Background performances
- Lots of grey area
- When in doubt, report it



PI Data Collection Methods

- PI Composer & streaming clients – All set
- Non-PI Composer clients – Upload playlist logs to PI
- Non-PI streaming clients – Upload streaming logs to PI
- Upload Methods
 - Now: Upload to PI via FTP
 - Soon: Use new PI tool to update guide data/upload data files
- 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 streaming log files
 - Limelight
 - StreamGuys
 - Live365
- Playlist application vendors that produce SX reports will need to provide raw playlist logs OR produce CPB-SX compliant reports
 - Spinitron
 - MusicMaster
 - Liquid Compass



PI Tool Development

- New tool based on PI's Composer:
 - Composer Basic – Free for up to the first two years
 - 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
 - Composer Basic & Light TBD



Next Steps for Stations

- Register with CPB and accept SX Agreement **by COB 7/23/09!!!!**

<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 directly
- Begin logging required data!



Getting Q3 Data to PI

- Deadline TBA (around mid-October)
- We'll take Q3 data when you have it
- Non PI Composer Clients: Review playlist log file guidelines

<http://blog.publicinteractive.com/soundexchange/playlist-log-file-guidelines/>

- Non PI Streaming Clients: Review streaming log file guidelines

<http://blog.publicinteractive.com/soundexchange/streaming-log-file-guidelines/>

- Upload files to PI via FTP or Composer Basic (when available)



Further Information and Contact

- PI SoundExchange Blog

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

- Contact

Phil Johnson - SoundExchange Project Manager

617.423.4499 x138

pjohnson@publicinteractive.com

<http://twitter.com/PhilJohnsonPI>

