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Subject: CYC Music Support

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I've shared a document with you called "CYC Music Support":

[http://writely.corp.google.com/Doc?id=cd5qwbn4\\_3cwzv46](http://writely.corp.google.com/Doc?id=cd5qwbn4_3cwzv46) It's not an attachment -- it's stored online at Google Docs & Spreadsheets. To open this document, just click the link above. -- A few notes that can point you in the right direction. I'll stop by.

#### Introduction

The theme for the v.1.8 release is making CYC work for music partnerships. Labels are running out of patience, and we just added two music publisher deals last week.

#### Managing Data From Music Publishers

The first step in managing relationships with music publishers is to import their catalog information. This information will come both directly from music publishers, and from record labels. We should allow inputs from as many sources as possible as more data will empower us to figure out license status, and to prioritize deal flows.

#### SFTP Drop Box

Extend our drop box capabilities to allow other types of upload besides commercial videos. First priority is upload of metadata files without attached media files. Next priority is support for upload of reference material to build our fingerprint database which should not be published to the live site. Reference material will include both videos and music files.

#### Partners to Launch

We expect to sign two music publisher deals in the next week, with EMI publishing, and Sony/ATV. I've also had preliminary discussions with BMG publishing but we are still in negotiations. Technical contacts at these publishers:

#### CWR

All three of the music publishers I've spoken to so far have said they want to communicate their catalog information to us using the CWR standard they already use for messaging to their industry partners. Jeff Smart from Sony sent us a sample file that we can work from, and the standard is amply documented on the standard's website <http://www.commonworksregistration.com/>. There is a ton of documentation on this site, so I have posted the three documents I was told to focus on. They are available at [http://wiki.corp.google.com/twiki/bin/view/Main/YT\\_Copyright](http://wiki.corp.google.com/twiki/bin/view/Main/YT_Copyright).

Publishers typically post CWR updates to their FTP sites on a monthly basis, and send out notification emails to all their partners who then harvest the files. Their partners typically include the PRO's and record labels. We can probably get some intelligence on how to handle these data imports from the record labels we work with.

#### Data Matching

We will gather data from as many sources as possible. To take action on this data, we must cumulate all of this information around a single data entity which we can attach to our videos. All of these things come together to create an actionable license. For music content, we need the following information before we can consider our license complete:

Sound recording license from label

Composition licenses from publishers totalling 100%

For music labels, a license can only be considered complete if it includes an ISRC. We should have a partner level setting that can specify select metadata as a requirement before a license can be considered complete.

Catalog View in CYC

Expose partner catalog information in CYC, allowing them to connect to their previously uploaded data instead of expecting them to type in claim metadata whenever they find a UGC video they want to claim.

Fingerprint Match Review Queue

Many partners have said they want to review the results of fingerprint matches to decide what policy to take.

This would entail porting the match review queue from admin to CYC.

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