



The Recording Academy[®]

Producers & Engineers Wing
3030 Olympic Boulevard • Santa Monica, CA 90404
E-mail: p&ewing@grammy.com

BMS/CHACE AND THE RECORDING ACADEMY[®] PRODUCERS & ENGINEERS WING[®] PREVIEW RECORDING METADATA COLLECTION APPLICATION

*Three-Year Effort Results in CCD Debuted at DDEX and NARM Meetings in
New York City, and Set to Be Widely Available in 2011*

SANTA MONICA, Calif. (July 28, 2010) — In 2007, The Recording Academy[®] Producers & Engineers Wing[®] and BMS/Chace, a leading media data management firm, partnered with the Library of Congress to create both a standardized approach and a software model for gathering and managing metadata for recorded music.

The resulting metadata standard, dubbed CCD (Content Creator Data), and accompanying studio collection application, were previewed June 14 and 15, 2010, in New York City at the DDEX (Digital Data Exchange, LLC) Plenary and NARM (National Association of Recording Merchandisers) Digital Task Force meetings. The application is designed to be an integral part of the recording process from a work's inception, and the resulting metadata can remain linked with a recording through subsequent filing of e-copyright and point of sale. It will also interface with other open standard systems in publishing and e-commerce.

Organized under the umbrella of the Library of Congress' National Digital Information Infrastructure Preservation Program (NDIIPP), this open-source, open-standard application is on track to be widely available in 2011 and has been garnering great interest in the recording community. The intent of the project is to harmonize with existing work from SMPTE, DDEX, AES and other relevant standards organizations to create a compatible metadata environment that includes common business-related fields such as ISRC codes, official song titles, producer and engineer credits, performers and copyright ownership. Other partners in the project include Sony BMG Music, Universal Music Group, EMI Group and Disney Music Group.

"We see this project as a huge step forward," said Maureen Droney, Senior Executive Director of the Producers & Engineers Wing. "It's essential to incorporate metadata gathering into the actual recording process, where recording personnel have accurate information about the content contributors: what musicians played, what takes were used, who engineered, etc. This application provides a standardized way to gather that data and to make it easily flow upstream."

"This project is unique in many ways," states BMS/Chace President John Spencer. "It is the first attempt to bring documentation of commercial recordings into the 21st century and to actively work with standards organizations to promote a unified metadata environment. CCD puts the collection of metadata where it is most accurate, at the actual genesis of the recording process, and it is accessible to all content creators, whether they are recording in a multi-room commercial facility or a home studio. Proper metadata and crediting are invaluable from a historical perspective, for archiving and repurposing, and ultimately, for connecting those who participate in the royalty stream — in other words, getting people paid."

The application will be shown at meetings held at The Recording Academy's Santa Monica headquarters, as well as Chapter offices in Nashville and New York City, during the month of August. After testing, which is scheduled to be completed by the beginning of 2011, the application will be available at no charge via a simple registration and download process, with the underlying metadata schema published and freely available.

Producers & Engineers Metadata 2010

Page 2

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, join the organization's social networks as a Facebook fan at www.facebook.com/thegrammys, MySpace (www.myspace.com/thegrammys), a Twitter follower at www.twitter.com/thegrammys, and a YouTube channel subscriber at www.youtube.com/thegrammys.

Currently more than 6,000 professionals comprise The Recording Academy Producers & Engineers Wing, which was established for producers, engineers, remixers, manufacturers, technologists, and other related creative and technical professionals in the recording field. This organized voice for the recording community addresses issues that affect the craft of recorded music, including the development and implementation of new technologies, technical guidelines and recommendations, and archiving and preservation initiatives. For more information, please visit www.producersandengineers.com

BMS/Chace is the leading company in the world developing and using standardized methodologies for the collection, Verification, documentation, and archival migration of multi-track, two-track, 5.1 and 7.1 audio Masters. Founded in 2002, with headquarters in Nashville and offices currently in New York and Los Angeles, BMSC provides the entertainment industry with complete solutions for metadata capture and asset cataloging, as well as workflow consultation and file management.

###

MEDIA CONTACTS:

Jennifer Keppel/The Recording Academy/310.392.3777/jenniferk@grammy.com