Soundmouse and the BBC Music Portal

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What is Soundmouse?

Soundmouse is a web-based music reporting platform used by broadcasters and other media companies to create, manage and report music cue sheets and other music reports for media productions broadcast on television, radio, VOD, etc.

Soundmouse also provides services to collection societies, including music reporting for advertisement, YouTube monitoring, digital music services and public performances.

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...and the BBC Music Portal?

Soundmouse is creating a new music library management system with built-in clearance tools and and auto recognition services: the BBC Music Portal. **The BBC Music Portal will deliver a new, streamlined set of tools to enable BBC productions to source, clear and report music use.**
The service is planned to go live in June 2021.

Which MCPS Production Music Libraries will be available in the BBC Music Portal?

The BBC wants to be able to offer producers a single platform to source music and therefore offers all MCPS Production Music Libraries the opportunity to supply their content via Soundmouse.
MCPS Production Music Libraries will be required to deliver their music and metadata to Soundmouse. Production Libraries will be required to sign an agreement distributed via email to enable Soundmouse to deliver their music into the BBC Music Portal.

What do I need to know?

The next few slides will contain information about **audio asset requirements** (including artwork), **metadata requirements**, a quick note on **Stems**, **delivery**/getting your music into the Portal and **Frequently Asked Questions**.

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Audio File Requirements

Music assets must be provided in the following file formats:
- Wav 44.1Khz 16 bit / Wav 48Khz 24 bit, OR
- Flac 44.1Khz 16 bit / Flac 48Khz 24 bit

Audio file names must meet the following conditions:
- Each audio file name must be unique.
- The metadata must include the file name and the extension (e.g. Song_full_version.wav).

Apart from the two listed above, there are no additional requirements related to the provision of audio file names. If you are uncertain about naming your audio files, the BBC recommends including the track title, track version and a catalogue identifier within the audio file name.

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Artwork Requirements

The criteria below are requirements related to the provision of **Artwork**:

- All artwork must be provided as <u>PNG or jpg/JPEG</u> files.
- Soundmouse can accept any size/dimension of artwork, though we recommend <u>800 X 800 </u>pixels.
- All singles and albums must have associated artwork and library or label logos. If no album artwork exists, the company logo can be used instead.
- <u>Artwork file names</u> must be provided with the rest of the required metadata. However, there are no specific requirements related to naming conventions.

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Mandatory Metadata

The **metadata** fields listed below are <u>mandatory</u>:

- Library Label Name
- Album Name
- Music Origin
- Audio File Name
- Track Title
- Composer Name
- Publisher Name
- Label Name (same as Library Label Name)

All fields listed above are available in the Soundmouse Music Manager Template for Excel.

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Recommended Metadata

The **metadata** fields listed below are <u>recommended</u>:

- BPM
- Genre
- Mood
- ISRC
- ISWC
- PRS Tunecode
- Tags/Keywords
- Album Artwork File Name
- Library Artwork File Name

These fields are also available in the Soundmouse Music Manager Template for Excel.

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A Note About Stems

Within your Soundmouse account, stems should be housed in a separate library called 'Stems'. House them in the album name the stems are from, and within the album place all the related stems from all the tracks.

Stem files must meet the audio asset requirements, and be provided in the same formats:
- Wav 44.1Khz 16 bit / Wav 48Khz 24 bit, OR
- Flac 44.1Khz 16 bit / Flac 48Khz 24 bit

The folder structure within a Soundmouse account should appear as follows:
Library Label Name (followed by Stems) > Album Name (followed by Stems) > the Stems for each Instrument…
Example | Industrial Sounds Stems > Industrial Beds Stems > Track Title_LeadGuitar_Stem and so on

Note: If a new recording is created from stems, that full recording must be delivered to Soundmouse.

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Delivery Options

Provide your data to Soundmouse for inclusion in the BBC Music Portal in one of the following ways:

- **Soundmouse Music Manager** | Users can bulk upload their audio assets and metadata to a unique workspace in the Soundmouse Music Manager. To get set up with an account and to begin uploading your tracks, contact us at helpdesk@soundmouse.com.
- **API** | API documentation can be made available upon request.
- **DDEX** | Soundmouse supports DDEX integrations. For more information contact helpdesk@soundmouse.com, quoting SM DDEX Request in the subject heading
- **Third Party Delivery** | Soundmouse can accept data supplied through an intermediary, such as FUGA or Harvest Media. Check with your vendor to see if they are integrated with Soundmouse. If not, we ask that you make an introduction.

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Put it All in the Portal!

The goal of this endeavour is to guarantee that a wide and diverse range of music is available in the BBC Music Portal for producers to use across BBC services. For this reason, Soundmouse asks that you:

- provide your **back catalogue** as well as **ongoing music releases** including new promotional audio files
- provide **instrumental and radio edit versions** of your releases wherever possible, in case producers have a particular need for these versions

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Frequently Asked Questions

What steps should I take before June 2021 to get my music into the Portal?

Review your current digital delivery methods to ensure that your tracks will be available in the new portal: it is possible that your catalogues are already being sent to Soundmouse, either directly or via a third-party distributor. The expectation is that production libraries will keep their data up to date and provide new releases as available.

Composers of production library music should check to ensure that their libraries are already supplying track data to Soundmouse.

If your assets have already been supplied in the correct format, they do not need to be supplied again.

Representatives from Soundmouse can talk with your in-house sync teams, technical teams or to your aggregator/distributor and answer any technical questions you might have.

How do I set up a Soundmouse account? Is there a charge?

Send an email to helpdesk@soundmouse.com to request an account. There is no charge for setting up an account to upload audio assets.

Is there a limit to the number of tracks I can upload?

No. Users can upload as many tracks as they like.

What is the minimum track length that can be detected by Soundmouse's audio recognition software?

The minimum track length that can be detected is 2 seconds.

What if my tracks currently in Soundmouse don't meet the audio asset requirements?

Contact helpdesk@soundmouse.com for help replacing your files.

How will search results be ordered in the BBC Music Portal?

Soundmouse and the BBC are currently working together to implement a search that returns fair and accurate results. Be sure to supply all the metadata touched upon in previous slides and to upload files in the correct format to assist us towards that end.

Is there a separate search for commercial and production music?

Users will be able to search commercial music, production music or a combination of the two through the application of filters.

What about music licensing?

Any music supplied to Soundmouse that is then used in a BBC production is subject to the BBC having the relevant licenses in place with the music collection societies.
All MCPS production Music will be cleared for all the rights covered in the BBC MCPS Blanket Agreement.

Which TV channels are set up for auto cue sheet creation / audio recognition?

Cue sheets for most linear TV services will be created through a combination of upload to the Soundmouse system prior to distribution and the cue sheets returned to the production team for verification, or post playout MRT (Music Recognition Technology) creation.
Cue sheets can be created wholly or partially using audio recognition technology. For certain programmes, the production company will be required to review and verify the cue sheet before it is submitted to the BBC.

Which department or team will be responsible for final cue sheet approval?

BBC Productions will be responsible for cue sheet approvals.

Can I still create playlists on my website and then send them to my BBC contacts?

Production music libraries should continue to support their BBC contacts by providing playlists and updates on new releases directly. Soundmouse is considering a mechanism that will enable production music libraries to share playlists with BBC teams through the BBC Music Portal. This is still in the early discussion stages, more details to follow later in the year.

Is my data secure on Soundmouse?

Soundmouse takes the security of its content very seriously; we've employed a third-party to perform security penetration tests of the system. Content will only be made available to a defined list of music production users.
Furthermore, Soundmouse cannot grant access to the BBC Music Portal: access must be granted by the BBC.

What if my production library catalogues include works that originate outside the UK?

If you have a Production Library based overseas and you are a member of MCPS, the BBC expects your catalogue to be loaded into Soundmouse as well.

What about Production Libraries that are Non-MCPS?

If you are a production library publisher member of MCPS, the BBC would like you to supply them with all your catalogues, including those that contain works which originate from outside the UK.

Who should I reach out to if I have more questions?

Soundmouse is the primary point of contact. If you have any additional questions, send an email to helpdesk@soundmouse.com quoting SMBBCHELP in the subject line.