



Jimmy Jam to Keynote DDEX's Creator Credit Summit on 17 November

Free Online Series of Panels & Presentations held 17-19 November focused on ensuring proper credit to all involved in the Music Recording Process

9 November 2020 – The acclaimed producer and songwriter Jimmy Jam will kick off [DDEX's](#) 2nd annual [Creator Credit Summit](#) on Tuesday 17 November at 17:00 GMT/ 12pm ET in a keynote conversation with Maureen Droney, Sr. Managing Director for the Recording Academy Producers & Engineers Wing. Their conversation will explore the processes a music producer, songwriter, and musician go through to ensure that their creative work is properly attributed and what that has meant over Jam's four-plus decades in the music industry.



Jimmy Jam

Five-time Grammy Award winner Jimmy Jam is a world-renowned songwriter, record producer, musician, entrepreneur, and half of the most influential and successful songwriting & production duo in modern music history. For over 40 years alongside his long-time partner, Terry Lewis, Jimmy's accomplishments have elevated him to iconic status within the music industry. They have written and/or produced over 100 albums and singles that have reached Gold, Platinum or Diamond status with total worldwide sales in excess of 100 million records. Jam & Lewis have amassed 26 #1 R&B singles and 16 #1 Hot 100 hits giving the duo more Billboard #1's than any other songwriting/production team in chart history, for a diverse array of artists across all musical genres including Prince, Michael Jackson, Boyz II Men, Sting, Elton John, Mary J Blige, Usher, Beyonce, Kanye West,

Luther Vandross, Rihanna, Rod Stewart, Drake, Earth, Wind & Fire, J Cole, Mariah Carey, Kendrick Lamar, Gwen Stefani, Willie Nelson, New Edition, Sounds of Blackness, Morris Day, The Time, and Janet Jackson to name a few. Jam and Lewis won their first Grammy Award for Producer-of-the-Year in 1986 and have received ten more Producer-of-the-Year nominations since, giving them the most Producer-of-the-Year noms in Grammy history. As songwriters, Jam and Lewis have garnered over 100 ASCAP Awards, and have won ASCAP Writers-of-the-Year award a record-breaking 9 times.

Jimmy Jam is the former Chairman of the Board of The Recording Academy, the first African American to be elected to that position. He currently serves as a board member of the Grammy Museum Foundation and as Chair of the TV committee overseeing the Grammy Awards. Going back to his roots in Minneapolis as a club and radio DJ, Jimmy currently hosts “The Jimmy Jam Show” on SiriusXM Volume Channel 106. His guests have included a wide range of musical luminaries including Questlove, Babyface, Ray Parker Jr, Barry Manilow, as well as legendary icons Clive Davis, Berry Gordy and Smokey Robinson. He and Lewis are also completing work on their debut album project as artists entitled “Jam & Lewis Vol 1.”

This conversation will set the stage for the ensuing three days of the 2nd annual [Creator Credit Summit](#), which will be held online 17-19 November, from 16:30 -18:45 GMT each day. The event, presented by DDEX, the international standards-setting organization dedicated to improving the exchange of data and information across the music industry, is free and open to all who have an interest in ensuring that creator credits are an integral part of the music recording process.

Each day of the program will include a mix of informative panels and presentations addressing different aspects of creator credits and tools to assist in their proper use, and the event will conclude with an open discussion of all the participants. The panel topics cover identification and payment; the conundrum of entering credits in the recording process; DIY musicians and metadata; and music metadata in audio/visual works. Further, representatives from Creative Passport, Jammer, Muso.ai, Quansic, Session, Sound Credit, and VEVA Sound will give presentations and answer questions about the tools they have developed that integrate the [DDEX Recording Information Notification Standard \(RIN\)](#) and assist all forms of creators in capturing metadata about all aspects of the creative process.

The full Creator Credit Summit agenda is online [here](#), and the link for free registration is [here](#).

DDEX Virtual Creator Credit Summit

Tuesday 17th November

Welcome and Introduction

16:30 – 17:00 GMT / 11:30am-12pm ET / 8:30am-9am PT

- Mark Isherwood – DDEX Secretariat

Keynote Interview

17:00-17:30 GMT / 12pm-12:30pm ET / 9-9:30am PT

- Jimmy Jam, in conversation with Maureen Droney, of the Recording Academy

Tools for capturing creator credits: Sound Credit

17:30-17:45 GMT/ 12:30pm-12:45pm ET / 9:30am-9:45am PT

- Gebre Waddell – Sound Credit

Panel: How credits improve contributor identification and payment

17:45-18:30 GMT/ 12:45pm-1:30pm ET / 9:45am-10:30am PT

When used across the entire industry value chain, DDEX standards provide an end-to-end data flow that not only improves the distribution and discovery of music, but also the speed and accuracy of royalty payments back to the creators. This panel will explore everything that the industry is doing on a global scale to promote implementation and optimise current uses for creator credits to improve both the consumer and creator experiences.

- Dae Bogan – The Mechanical Licensing Collective
- Adam Gorgoni – Composer
- Sara Jackson – Kobalt Music Group
- Ali Lieberman - SoundExchange
- Moderator: Tony Brooke – Warner Music Group

Tools for capturing creator credits: Jamber

18:30-18:45 GMT/ 1:30pm-1:45pm ET / 10:30am-10:45am PT

- Marcus Cobb – Jamber

Wednesday 18th November

Panel: Entering credits in the recording process: Whose job is it anyway?

16:30 – 17:15 GMT/ 11:30am-12:15pm ET / 8:30am-9:15am PT

The correct music metadata, along with standardised transmission of it, makes crediting, attribution, and both royalty collection and distribution a more efficient and automated process. But currently, the entry of this information during a recording session is a mixed bag. A human being still has to initially key in the information. So, whose job is it? Our panellists share their points of view on this hot-button issue.

- Cameron Craig – Producer/Mixer/Engineer
- Sylvia Massy – Record Producer
- Jr. Regisford - New Heights/New Heat Entertainment
- Craig Rosen – Atlantic Records
- Moderator: Maureen Droney – The Recording Academy

Tools for capturing creator credits: Creative Passport

17:15-17:30 GMT/ 12:15pm-12:30pm ET / 9:15-9:30am PT

- Carlotta De Ninni – Creative Passport

Panel: DIY musicians and the metadata miasma

17:30-18:15 GMT/ 12:30pm-1:15pm ET / 9:30am-10:15amPT

Data is vital to make the modern music industry work, and it needs to be delivered in real-time. However, this can be difficult for DIY artists to manage. Many artists rely on distribution platforms but they are on their own when inputting the core metadata to ensure they are properly credited and paid. The panel will evaluate the processes that DIY artists and the distribution platforms use to capture this data, identify where the pitfalls are, and what can be done to avoid them.

- David Amsel – Soundrop
- Travid Atreo – Producer/Artist
- Brett Chance – DistroKid
- Moderator: MJ Herlihy – CDBaby

Tools for capturing creator credits: Session

18:15-18:30 GMT/ 1:15pm-1:30pm ET / 10:15am-10:30am PT

- David Campbell and Niclas Molinder – Session

Tools for capturing creator credits: Quansic

18:30-18:45 GMT/ 1:30pm-1:45pm ET / 10:30am-10:45am PT

- FX Nuttall – Quansic

Thursday 19th November

Tools for capturing creator credits: Muso.ai

16:30 – 16:45 GMT/ 11:30am-11:45am ET / 8:30am-8:45am PT

- Kyran de Keijzer – Muso.ai

Panel: Music and audio-visual production – a different spin on metadata

16:45 – 17:30 GMT/ 11:45am-12:30pm ET / 8:45am-9:30am PT

The process of creating music for audio-visual content has some very different elements from that of a sound recording alone but there is an even greater need to capture the correct data at the source, as there are even more elements in the overall work. This panel will look at the requirements for data capture at source about music used in audio-visual productions for the various players along the value chain, identify what solutions exist and determine what more needs to be done to improve the timely and efficient delivery of the requisite data.

- Michael Lehmann Boddicker – Composer

- Nick Osztreicher – Netflix
- Helena Segersten – Sacem
- Mark Vermaat – Soundmouse
- Moderator: Matt Phipps-Taylor – Phonographic Performance Limited

Tools for capturing creator credits: VevaSound

17:30-17:45 GMT/ 12:30pm-12:45pm ET / 9:30am-9:45am PT

- Deborah Fairchild – VEVA Sound

Open Discussion

17:45-18:30 GMT/ 12:45pm-1:30pm ET / 9:45am-10:30am PT

All of the company presenters will join Mark Isherwood to lead an open discussion about how the industry is working together to ensure as much metadata as possible is being gathered at the point of creation to fuel the music industry value chain.

Membership to DDEX is open to any organization with a business interest in digital media content; there are currently over 1200 [members](#) worldwide. While a company does not need to become a member to implement any of the DDEX standards, [being a member](#) of DDEX provides the opportunity to participate in and influence the development of international standards in the digital value chain. DDEX now has eight families of standards that support the entire arc of digital music operations from initial recording through distribution and reporting as well as other types of business transactions in particular sectors of the industry. The standards are being used by all the major players in the digital music industry, as well as most smaller organizations and startups. DDEX members participate in regular working group meetings to refine current standards and develop new ones.

Follow us on:

Twitter: [@DDEXNet](#)

Facebook: [@DDEXstandards](#)

LinkedIn Group: [DDEX](#)

Sign up for the DDEX newsletter to receive regular updates from the Secretariat at www.DDEX.net.

###

About DDEX

Formed in 2006, DDEX is an international standards-setting organization made up of leading media companies, music licensing organizations, digital service providers, and technical intermediaries that is dedicated to improving the exchange of data and information across the music industry. To support the automated exchange of information along the digital value chain, DDEX has standardized the format in which information is represented in messages and the method by which the messages are

exchanged between business partners. These standards help rights holders, retailers, and technical intermediaries to more effectively communicate information along the digital value chain. This leads to efficient business transactions, reduced costs, and increased revenues for all sectors involved. DDEX standards are developed and made available for industry-wide implementation. For more information, visit www.ddex.net.

The DDEX Standards

There are eight families of DDEX standards: Release Delivery, Media Enrichment and Description, Sales and Usage Reporting, Claim Detail Message Suite, Works Notification and Licensing, Recording Data and Rights, Collection of Studio Metadata and Linking Works and Recordings. The use of standard message formatting speeds up the exchange of information and increases the accuracy of data, improving efficiency along the digital value chain and streamlining content availability through digital service providers to consumers. All the major digital players — including digital retailers, digital distributors and aggregators, record companies, music licensing companies, music publishers, musical work rights societies, and various technical service providers — use DDEX standards with over 5,000 implementation licenses issued and growing daily. While anyone can implement a standard, only DDEX members can be part of the standard development process – more information on membership online [here](#).

DDEX Media Contacts @ Jaybird Communications

Laurie Jakobsen, 646-484-6746, laurie@jaybirdcom.com

Tracy Zamot, 917-579-6704, tracy@jaybirdcom.com