



Case Study - Adopt Digital Faster

## Making music pay

How improving data quality and reducing costs is helping speed up royalty payments for artists and recording companies

Using AWS Lambda with Amazon API-Gateway Infomentum designed, developed and implemented an API that allows data to be securely exchanged between PPL and Auddly.

### The need for change

PPL is one of the world's leading music licensing company and performance rights organisations. Based in the UK, it represents over 2 million music performers worldwide and aims to ensure they are paid whenever their compositions are streamed, downloaded, broadcast, performed or played in public. As a result, PPL processed 6.6 trillion uses of music in 2017.

Part of its long term transformation strategy is to increase its exposure in the European market through the development of a platform that could be rolled out to new partners for the exchange of data. To aid this, PPL identified the need to change the way it collected, aggregated and processed data.



Infomentum  
➤ Making change work

Holding the right information on music performers and their recordings is a vital part of delivering accurate payments; unfortunately, PPL lacked a system to capture this in a uniform manner. PPL also cleaned the data it received manually, with limited standardisation. Combined, this created a hugely complex, time-intensive process which was prone to errors.

In short, PPL needed a way of accessing and collecting the most up-to-date and accurate data in order to quickly match music uses and distribute royalties.

As a first step, it started working with song data hub Auddly to implement a new performer verification mechanism. An app and web-based tool used by Auddly makes it easy to collect and store performer data early in the creative process. This includes the International Performer Number (IPN) which allows performance rights to be tracked throughout the life of the content.

PPL is now well placed to monetise its digital

### How we made it work

To ensure the data from Auddly could flow into PPL's systems, Infomentum designed, developed and implemented an API (Application Programming Interface) that allows data to be exchanged between both organisations. To ensure an aligned approach with PPL's wider transformation

agenda, which was drawing on Amazon Web Services (AWS), Infomentum used AWS API Gateway and Lambda. The former meant the data exchange interface was implemented quickly, while the business logic was developed using the latter's serverless computing model for scalability, reusability and low running cost.

*"When connecting different sources of information, it's critical that you have a secure, reliable interface. Our experience in building APIs, and specifically using AWS tools, meant we could advise both PPL and Auddly of the right approach to take to meet their requirements,"*

explains Dan Shepherd, chief operations officer at Infomentum.

### Momentum gained

The link up with Auddly, delivered via Infomentum's API, has made a significant improvement to the speed and accuracy at which royalties can be calculated and paid by PPL, as well as reducing the cost of processing information.

In an announcement on the partnership between PPL and Auddly, Peter Leathem, Chief Executive Officer, PPL said *"Everyone in the music industry benefits from improved sound recording metadata management. Robust standards and effective identifiers reduce the cost of processing data and improve the accuracy of returns to formers and record companies."*

For PPL, having a standard, secure and reliable source of data, means less time cleaning it, and more time using it to deliver services to members.

### Future

Having established a secure way of exchanging information, PPL is now well placed to expose its digital assets using APIs, giving it the foundations to grow its platform for exchanging information globally with other music organisations.

### Results at a glance



Increased the accuracy and speed of royalty payments



Fast implementation of data exchange interface



Aligned with broader transformation journey



Deployed platform capable of global information exchange

Discover how Infomentum can brighten your cloud adoption strategy and business outlook.

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