

H1-H2 Detailed Reporting Spec

H1.1: Activity Summary Report

Delivered on: YouTube Service

Time Frame: Daily, provided within 48 hours of the end of the period

Financial Reports: Will not tie to financial reporting

Other: Google agrees to break out reporting on Voice Controlled Devices (e.g. Google Home, Amazon Echo) into another Device Type within nine (9) months after the end of the calendar month during which the number of Streams from Music Licensors via Voice Controlled Devices as a percentage of the Streams from Music Licensors on devices that fall under the "TV" Device Type exceeds ten percent (10%).

Field Name	YT Privacy	Offering	Field Details
Country	-	All	The country the user is registered in based on billing zip code. Given as a 2 letter ISO country code.
Subscription Product	-	All	Denotes the streaming product tier where the activity occurred. This is DSP specific, however, standard product tiers should be listed as follows: 1 = YouTube Free 2 = Subscription Offering (Red) – All YouTube Content 3 = Subscription Offering (Music) – Only Music Content
Subscription Type**	-	All	Denotes the type of streaming user account of the listener: 1 = Standard 2 = Annual 3 = Free Trial 4 = Promotion 5 = Bundle 6 = Family 7 = Student 8 = Military 9 = Single-Offer Null = Ad-Supported Tier
Subscription Detail**	-	Paid Only	Provides further details on certain account types: - Free Trial Type - Promotion Name - Bundle Partner Name All others are NULL
Gender	Demo Data Restrictions, 100 play minimum	All	The gender of this group of listeners. Possible values include: 1 = Male 2 = Female 3 = Data Unknown Null = Unable to provide
Age Band	Demo Data Restrictions, 100 play minimum	All	The age band for this group of listeners. Possible values include: 1 = < 18 2 = 18 – 24 3 = 25 – 34 4 = 35 – 44 5 = 45 – 54 6 = 55 – 64 7 = 65+ 8 = Data Unknown Null = Unable to provide
Official SME Product #	-	All	This field identifies the Official SME Product # that should be reported back for both track and album sales.
ISRC/Official Track #	-	All	This field identifies the Official International Standard Recording Code that should be reported back. Return "0" if no ISRC was provided in the metadata for the track.
ISRC Rollup (Boolean Flag)			If YouTube has rolled up other ISRCs into this core asset, return a 1, otherwise return a 0.
Device Type	-	All	Field indicating type of device stream was made from: 1 = Desktop 2 = Mobile phone 3 = TV 4 = Tablet 5 = Game console Null = Everything Else

OS Type	-	All	Field indicating which OS the stream was made (e.g. Android / iOS / Windows / Mac OSX / etc.)
Traffic Source Type	100 play minimum	All	YT Traffic Source Categories: 1 = Suggested videos 2 = YouTube search 3 = Playlist page 4 = Channel pages 5 = Playlists (5.1, 5.2, etc.)^^ 1 = SME Playlists 2 = YouTube Charts 3 = Seeded Music Station (radio) 4 = Other YouTube algorithmically created playlists 5 = YouTube Curated Playlists 6 = 3rd Party Playlists 7 = Other 6 = Browse features (6.1, 6.2, etc.) 1 = Collection Playlists 2 = Collection Videos 3 = Watch History 4 = Liked Videos 5 = Trending 6 = Subscriptions 7 = Other 7 = Other YouTube features (7.1, 7.2, etc) 1 = Offline 2 = YouTube Remote 3 = Other 8 = External 9 = Direct or unknown 10 = YouTube advertising 11 = Notifications 12 = End screens 13 = Video cards and annotations 14 = Campaign cards Null = Unable to provide
Traffic Source Detail	100 play minimum	All	Returns the Top-Level Domain of Traffic Source: • External Null = Not from External Traffic Source
Detailed Location (ZIP3, etc)	Demo Data Restrictions, 100 play minimum	All	The region code based on the IP of the user. Note: Google to use its discretion of how to reduce the detail here to reflect the terms in the Demographic Data representation.
Stream Source/Playback Location	-	All	Categories based on where in the client the stream was initiated (to be amended and refined with YouTube): 1 = YouTube watch page 2 = YouTube channel page (1.1, 1.2) 1 = Artist Profile page 2 = Other 3 = Browse features 4 = YouTube search (1.1, 1.2) 1 = Top 100 search terms 2 = Other 5 = Embedded in external websites and apps 6 = YouTube other
Stream Source Detail	100 play minimum	All	If the source of stream is an API partner, return a unique code for the API Partner (or other unique identifier). For all content features return the URI/permalink/YouTube ID to the chart, album, playlist, radio station, or relevant content page. For YouTube search, return each search term in the top 100. Null = Not from an API Partner or content feature
Station/Playlist/Chart Name	100 play minimum, public playlists only	All	For any playlist, chart, or seeded radio station, return the name of the asset. Null = Not able to provide
Watchtime	-	All	Watchtime categories based on length of Stream by user 1 = 0 to 15 Seconds

Categories**			2 = 15 to 30 Seconds 3 = 30 to 60 Seconds 4 = 60 to 90 Seconds 5 = Completed content Note: If video shorter than 91 seconds, report only the categories the video falls into before completion)
UGC?**	-	All	1 = Multi-Song Video 2 = Non-Multi-Song User Video 0 = SME Delivered Content (on or behalf of SME)
Premium Content Type	-	All	1 = Premium Music Video 2 = Art Track 3 = Non-Music Content 4 = User Video
Audio-Only? (Boolean flag)	-	All	1= Yes 2= No
Live stream?^^ (Boolean flag)	-	All	1= Yes 2= No
Monetized? (Boolean Flag)	-	Free Service	1 = Video monetized by Advertising 0 = Not able to be monetized by Advertising
Unique Active Users**	100 User Minimum	All	
Number of Streams	-	All	
Number of Likes	100 User Minimum	All	
Number of Dislikes	100 User Minimum	All	

H1.2: User Video Summary Report^^

Delivered on: YouTube Service

Time Frame: Daily, provided within 48 hours of the end of the period

Financial Reports: Will not tie to financial reporting

Limitations: Top 5 territories (by previous month's SME payment), report provided for top 30,000 ISRC's (by daily Streams); rest of Top 50 territories, top 5,000 ISRC's

Field Name	YT Privacy	Offering	Field Details
Country	-	All	The country the user is registered in based on billing zip code. Given as a 2 letter ISO country code.
Subscription Product	-	All	Denotes the streaming product tier where the activity occurred. This is DSP specific, however, standard product tiers should be listed as follows: 1 = YouTube Free 2 = Subscription Offering (Red) – All YouTube Content 3 = Subscription Offering (Music) – Only Music Content
Matched ISRC/Official Track #	-	All	This field identifies the Official International Standard Recording Code that should be reported back.
User Video Type	-	All	1 = Song UGC 2 = Non-Song UGC 3 = Other
User Video Percentile Categories (by daily streams)	100 Play Minimum	All	If UGC for this ISRC-Country-Subscription Product is above 10,000 daily streams: 1. Top 10 UGC Videos 2. Top Quartile of UGC Videos (by plays) 3. Second Quartile of UGC Videos (by plays) 4. Third Quartile of UGC Videos (by plays) Null = Everything Else If UGC for this ISRC-Country-Subscription Product is below 10,000 daily streams: 1. Top 10 UGC Videos Null = Everything Else
Number of Active User Videos	-	All	

Number of Streams	-	All	
Unique Users	100 User Minimum	All	

H1.3: User Video Detail Report^^

Delivered on: YouTube Service

Time Frame: Daily, provided within 48 hours of the end of the period

Financial Reports: Will not tie to financial reporting

Limitations: For all territories in H1.2, report provided for Top 5 territories, top 30,000 ISRC's and rest of Top 50 territories, 5,000 ISRC's (by daily Streams, only for top 10 UGC videos categorized by Song and Non-Song for the ISRCs by Territory)

Field Name	YT Privacy	Offering	Field Details
Country	-	All	The country the user is registered in based on billing zip code. Given as a 2 letter ISO country code.
Subscription Product	-	All	Denotes the streaming product tier where the activity occurred. This is DSP specific, however, standard product tiers should be listed as follows: 1 = YouTube Free 2 = Subscription Offering (Red) – All YouTube Content 3 = Subscription Offering (Music) – Only Music Content
Matched ISRC/Official Track #	-	All	This field identifies the Official International Standard Recording Code that should be reported back.
User Video Type	-	All	1 = Song UGC 2 = Non-Song UGC
Multi-Song? (Boolean Flag)	-	All	1= Yes 2= No
Rank of UGC Track	-	All	Rank of the User Video by total plays during the period
YouTube Video ID/URI of User Video	Public Videos Only	All	
Streams	100 Streams Minimum	All	
Unique Users	100 User Minimum	All	

H1.4: Financial Summary Report

Delivered on: Free Service (for clarity, keyed on Asset ID)

Time Frame: Monthly, provided within 15 days after delivery of financial reporting

Financial Reports: Will tie to financial reporting (or will be consolidated into the financial reporting schema)

Field Name	Privacy	Offering	Notes
Country	-	Free Service	The country the user is registered in based on billing zip code. Given as a 2 letter ISO country code.
Asset ID	-	Free Service	This field identifies the Asset ID as identified in YouTube's system.
OS Type**	-	Free Service	Field indicating which OS the stream was made from Android / iOS / Windows / Mac OSX / etc.
UGC? (Boolean flag)	-	All	1 = User Video 0 = SME Delivered Content (on or behalf of SME, for clarity, not including any content delivered by Vevo, unless separately agreed)
Content Type**	-	All	Premium SME Categories 1 = Premium Music Video 2 = Art Track

			3 = Non-Music Content User Video Categories 4 = Song UGC 5 = Non-Song UGC
Multi-Song?**(Boolean Flag)	-	All	1= Yes 2= No
SME Payment	-	Free Service	

H1.5: ISRC Roll Up Report

Delivered on: 50,000 SME ISRCs (as identified by SME at the start of the Term) which SME may amend during the Term with 90 days' notice, provided such set will never exceed 50,000 SME ISRCs) + new content delivered with an ISRC by SME during the term

Time Frame: Monthly, provided within 15 days of the end of the period

Financial Reports: Will not tie to financial reporting

^^Others: YouTube will use commercially reasonable efforts during the Term to provide the YouTube Product

Availability field, either within this report or with a follow up that can be amended to the report at a later time.

Field Name	Content Type	Notes
SME Delivered ISRC	All	This field identifies the Official International Standard Recording Code that SME delivered to YouTube. Return "0" if no ISRC was provided in the metadata.
Asset Type	All	1 = Music Video 2 = Art Track 3 = Sound Recording 4 = Web
YouTube Video ID for SME User Videos	User Videos	The YouTube Video ID of the SME User Video that contains a portion of the SME file delivered to YouTube
Content Type	All	User Video Categories 1 = Song UGC 2 = Non-Song UGC
Multi-Song Video? (Boolean Flag)	User Video	1= Yes 2= No
Total Multi-Song Video Claims	All	If User Video is Multi-Song, return the total number of claims from all Non-Publisher claimants, otherwise Null
YouTube Availability	All	1 = All Free and Paid 2 = No Free and all Paid 3 = Other
YouTube Product Availability^^	All	If YouTube Availability = Other, list the availability across the following YT apps/interfaces: Free Interfaces: • YouTube • YouTube Music • YouTube Kids • YouTube Gaming YouTube Subscription Offerings: • YouTube Red • YouTube Music (if and when launched)
Claim Origin		The method by which the claim against the video was created
Type of Claim		• Audio Match • Visual Match • Audio/Visual Match
SME Claim Status of UGC	User Videos	Claim status of each UGC Video: • Claimed/Active • Unclaimed/Inactive • Disputed claim • Potential claim • Appealed claim
% Audio Match	User Videos	
% Video Match	User Videos	

