

ZDF music reporting

Big step forward: ZDF to use audio fingerprinting to register music from commercials and sponsorship notices!

From the second half of 2020, ARD and ZDF will be reporting music from commercials and sponsorship trailers to GEMA and GVL via a new joint music reporting system that uses audio fingerprinting technology. The acoustic fingerprint generated by audio files will enable music from commercials and sponsorship notices to be automatically and uniquely matched to the correct authors. BMAT, the company that will provide and operate the new reporting system for ARD and ZDF, uses an extensive music database.

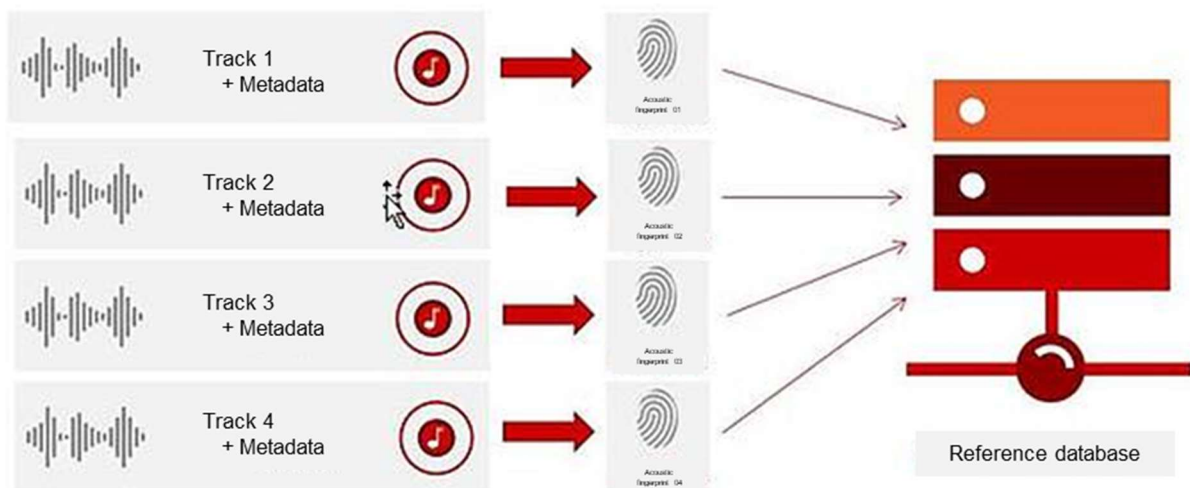
In the future, only the audio files and the music metadata will have to be uploaded to the free GEMA audio file upload portal if a commercial or sponsorship notice features its **own or specially produced music**. The resulting audio fingerprint will enable the recognition of the music. After the upload, the audio files will be immediately transferred to the new ARD and ZDF reporting system.

We are pleased to inform you that the introduction of the new music reporting system means the music metadata will no longer have to be supplied with the advertising schedules or upon delivery.

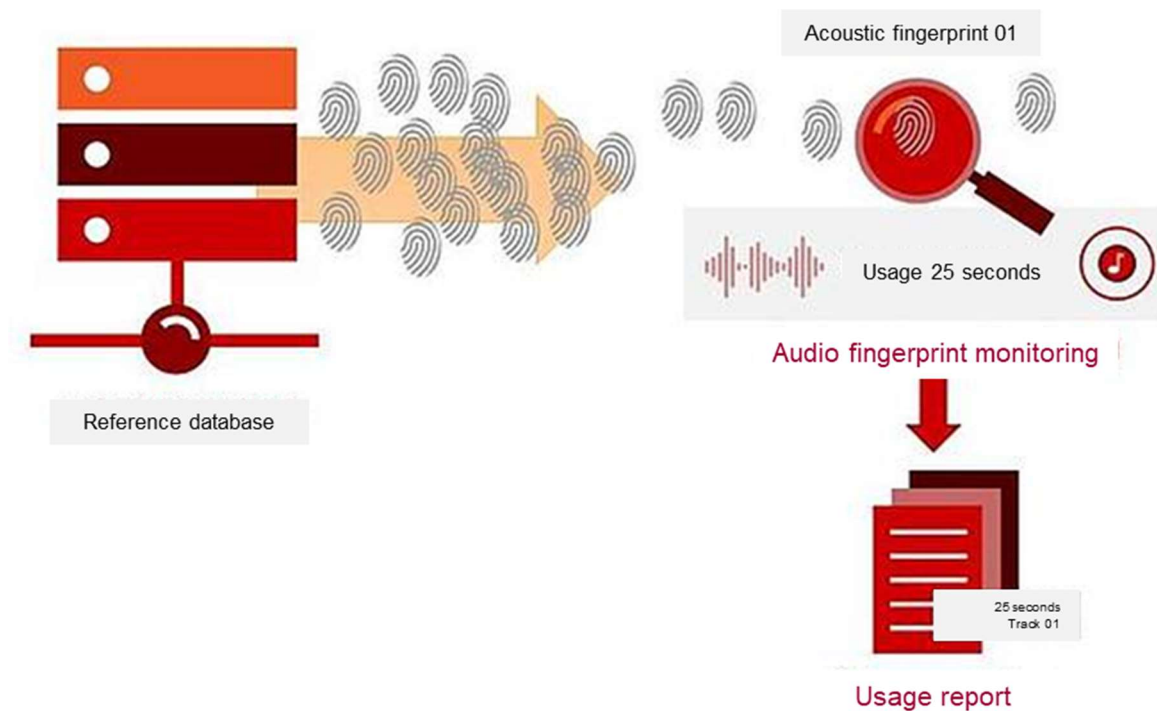
How will the monitoring reporting process work?

A digital fingerprint will be created from the audio file (image 1), which will be recognised when the commercial / sponsorship notice is broadcast on ZDF. The recognised music will be enriched with additional information (e.g. title, author) and forwarded to GEMA and GVL as a music report (image 2).

Creating a digital fingerprint from an audio file (image 1)



Creating a usage report via an audio fingerprint (image 2)



GEMA audio file upload:

GEMA's audio file upload portal provides a central point of contact (also for non-GEMA members) for the distribution of audio files (incl. metadata) from commercials and sponsorship notices to monitoring service providers.

Please note that the audio files and music metadata will also have to be uploaded for royalty-free music.

The following portal can be used for uploads:

www.gema.de/soundfile

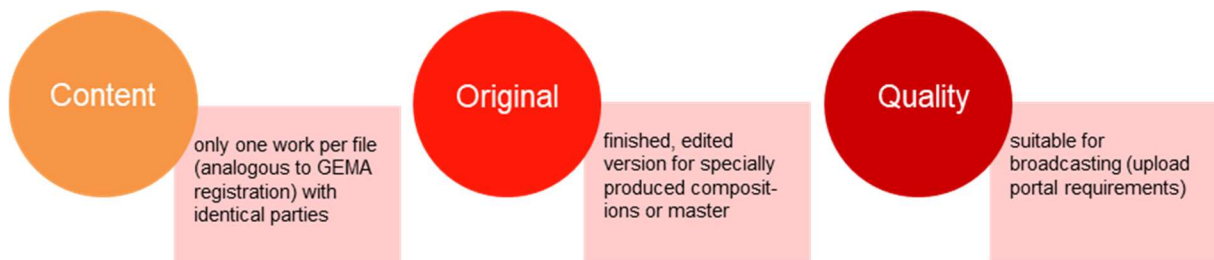
GEMA AUDIO FILE UPLOAD MANUAL:

[GEMA Audio File Manual](#)

Formats: preferably WAV and MP3 (320 kbps)

Audio files: tracks for all works registered with GEMA

Note on uploading audio files:



If your commercials or sponsorship notices from 1 January 2020 have featured your own or specially produced music, please inform your creative agencies and producers that the relevant audio files have to be provided for audio fingerprint monitoring.

Our scheduling team will be happy to answer any questions you might have.

Contact: Heike Fisseler, Phone: +49 6131 701 4031, E-Mail: fisseler.h@zdf.de