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METADATA

Everything you need to know

Kairo Ki Paathshaala

WHAT IS METADATA

Introduction to Metadata:

Metadata in music is all the essential information that identifies your track—like song title, artist name, ISRC code, and more. Think of it as the “ID” for each song, allowing platforms, listeners, and rights organizations to recognize, track, and catalog your music accurately.

Why should you care ?

For musicians, metadata is crucial for two main reasons:

- **Discoverability:** Platforms use metadata to help listeners find your music. Accurate genre, language, and title data mean your song reaches the right audience.

- **Royalties and Revenue:** Metadata ensures your royalties are properly allocated. Missing or incorrect metadata can lead to unclaimed royalties, often referred to as “black box royalties,” where the earnings sit unclaimed due to missing details.

In India, registering with organizations like IPRS and PPL India, and having accurate metadata is essential to receiving both domestic and international royalties, as the Indian music market is expanding across digital platforms.

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METADATA BASICS

Key Elements of Metadata

A detailed breakdown of each component that makes up comprehensive music metadata:

1. **Song Title:** Consistent and correct across all platforms.
2. **Artist Name:** Include the main artist and any features.
3. **ISRC Code** (International Standard Recording Code): Unique to each recording, necessary for tracking streams and royalties.
4. **UPC Code** (Universal Product Code): Used for albums or collections; essential for physical and digital sales tracking.
5. **Composer(s) and Lyricist(s)**: The names of the people who created the song.
6. **Producer(s):** Essential for crediting the full creative team.
7. **Publisher(s):** If you have a publisher, include their info to secure a portion of royalties.
8. **Release Date:** Ensures smooth distribution and correct cataloging on streaming services.
9. **Genre and Language:** Helps platforms recommend your music to the right audience.
10. **Copyright Information:** Typically held by the rights owner—whether it's you, your label, or a publisher.
11. **Album Artwork:** High-quality cover art that represents the song visually.

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METADATA BASICS

Where to find the information ?

1. **Copyright Information:** If you're independent, you hold the copyright, or it may be held by your label. You can also register with the Copyright Office of India.
2. **UPC Code:** Available through most digital distributors or from GS1 India.
3. **ISRC Code:** You can get ISRCs from IMI (Indian Music Industry), or automatically through distributors like DistroKid or CD Baby.
4. **Composer, Lyricist, and Publisher Info:** Collect these details from all involved creators. If you have a publishing agreement, note the publisher's info.
5. **Genre and Language:** Choose from the available options on your distribution platform.
6. **Release Date:** Decide on this date when planning your release schedule.
7. **PRO Registration:**
    - **IPRS** (Indian Performing Right Society) for songwriters and composers, collecting royalties from public performance.
    - **PPL India** (Phonographic Performance Limited) for royalties on recordings, beneficial for performers and labels.

Each of these elements is necessary to make sure your song is correctly cataloged, tracked, and that all royalties are collected.

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METADATA CHECKLIST

Before you release a song, use this checklist to confirm that every critical metadata component is complete:

1. **Song Title:** Accurate and consistent.
2. **Artist Name:** Correct spelling for primary and featured artists.
3. **ISRC Code:** Unique code obtained and entered.
4. **UPC Code:** For albums or EPs, if applicable.
5. **Composer(s) and Lyricist(s):** Names included.
6. **Producer(s):** Names included.
7. **Publisher(s):** If applicable, add publisher details.
8. **Release Date:** Set and entered accurately.
9. Genre and Language: Selected on each platform.
10. **Copyright Info:** Rights owner confirmed.
11. **PRO Registration:** Registered with IPRS and/or PPL India if applicable.
12. **Album Artwork:** High-quality and ready for distribution.

By following this checklist, you ensure that every detail is covered, maximizing your music's reach and revenue potential. This guide ensures Indian musicians have a straightforward approach to handling metadata for efficient royalty collection and music management.