



## The MCPS-PRS Alliance Relies on Informatica Identity Resolution to Make Accurate Music Royalty Payments

### CHALLENGE

- High-precision, high-volume identity data search-and-match capabilities needed to ensure accurate music royalty payments

### SOLUTION

- Informatica Identity Resolution

### RESULTS

- Conducts more than 200,000 searches daily
- Processes more than 50 million matches annually

“The technology is living up to expectations. The key benefit realized was an improved automatic matching of reported music.”

— Adrian Lotter, Information Systems Director, MCPS-PRS

### Ensuring Composers and Songwriters Are Paid for Their Work

Composers, lyricists, and publishers are owed a royalty payment for every work of theirs copied (e.g., to CD or DVD) or performed in public (e.g., downloaded, broadcast on radio, or played in a club). It's always been important that the right royalty payment is made for the right song and to the right creator.

In the United Kingdom, that's the job of the MCPS-PRS Alliance. The organization is responsible for processing the playlists received from broadcasters and matching those lists to their comprehensive database. This database contains details of all music for which royalties are payable and contains information about who is entitled to those royalties. Matching the musical works on the playlists to the musical works on the database is a key function of the organization.

The MCPS-PRS Alliance needed a better way to track and match this information. “While planning the replacement of a legacy mainframe system, we identified a need for a package to perform the critical matching function and to provide benefits from improved matching accuracy and performance,” says MCPS-PRS Alliance Information Systems Director Adrian Lotter.

The MCPS-PRS Alliance selected **Informatica® Identity Resolution™** (formerly known as Identity Search Server)\* to handle high-volume, highly accurate identity data searches and matches.

\*Informatica Corporation acquired Identity Systems in May 2008. Identity Systems products have been repackaged.

## Handling a Huge Volume and Many Variations of Music Data

The challenge of making accurate royalty payments comes from the sheer volume of information that must be matched: thousands of different productions, songwriters, and songs. Further complicating the process were the variations that develop when information is flowing in from many sources.

Song titles are often abbreviated or the spelling may be deliberately changed. So FALLING is written as FALLIN' or LOVING is written as LUVIN'. Extra punctuation is introduced so that "PETROL" becomes "P.E.T.R.O.L." Many songs have parenthetical titles that may be omitted. Thus "SWEET DREAMS (ARE MADE OF THIS)" may be written as "SWEET DREAMS."

Writing teams who perform as groups may be credited by their group name or their personal name. The famous songwriting team of LENNON and McCARTNEY may also be submitted as "JOHN LENNON/PAUL McCARTNEY," or even "JOHN WINSTON LENNON/JAMES PAUL McCARTNEY." "BILLIE JOE ARMSTRONG/GREEN DAY" may be the same as "ARMSTRONG BILLIE JOE/WRIGHT FRANK E III/PRITCHARD MIKE."

Productions suffer from similar variations so that "A COOK`S TOUR OF FRANCE" (with an accent rather than apostrophe) may appear as "COOKS TOUR OF FRANCE." And some information must be recognized as being completely superfluous to the matching. For example, "STAR TREK 1/3" means "STAR TREK (SERIES 1 EPISODE 3)".

## Processing More Than 50 Million Accurate Matches Annually

According to Lotter, the new system has three key tasks: "First it must accurately match reported music against a central database, in order to identify the musical works involved. Secondly, it must match reported film and TV productions, in order to identify the productions involved. And finally, it must maintain a central database of productions and the musical works used therein."

Although Informatica Identity Resolution is usually used to match identities such as person names, company names, or addresses, it is just as effective in matching any identity where error and variation occur naturally and unavoidably. Indeed, Informatica's previous experience developing identity search-and-match systems for other major players in the music industry made them a prime candidate to help the MCPS-PRS Alliance develop the matching module of a new system.

Informatica Identity Resolution software was installed at the offices of MCPS-PRS in London and a pilot project was started.

"Initially the product was better at identifying candidates than definite matches," says Lotter. "In some areas, this is a strength. But for this application, where definite match accuracy is very important, we had to set match thresholds very high."

Informatica experts worked with the MCPS-PRS staff to produce a customized population for music and productions that was ideally suited to the identity data being input to the system. Following further assistance with

the overall system design, "the technology is living up to expectations," Lotter says. "The key benefit realized was an improved automatic matching of reported music."

With more than 200,000 searches required every day, the new system—fully operational—will have processed more than 50 million matches in its first year of full implementation.

### LEARN MORE

Learn more about Informatica Identity Resolution and the entire Informatica product platform. Visit us at [www.informatica.com](http://www.informatica.com) or call 800.653.3871.

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