



TIVO®

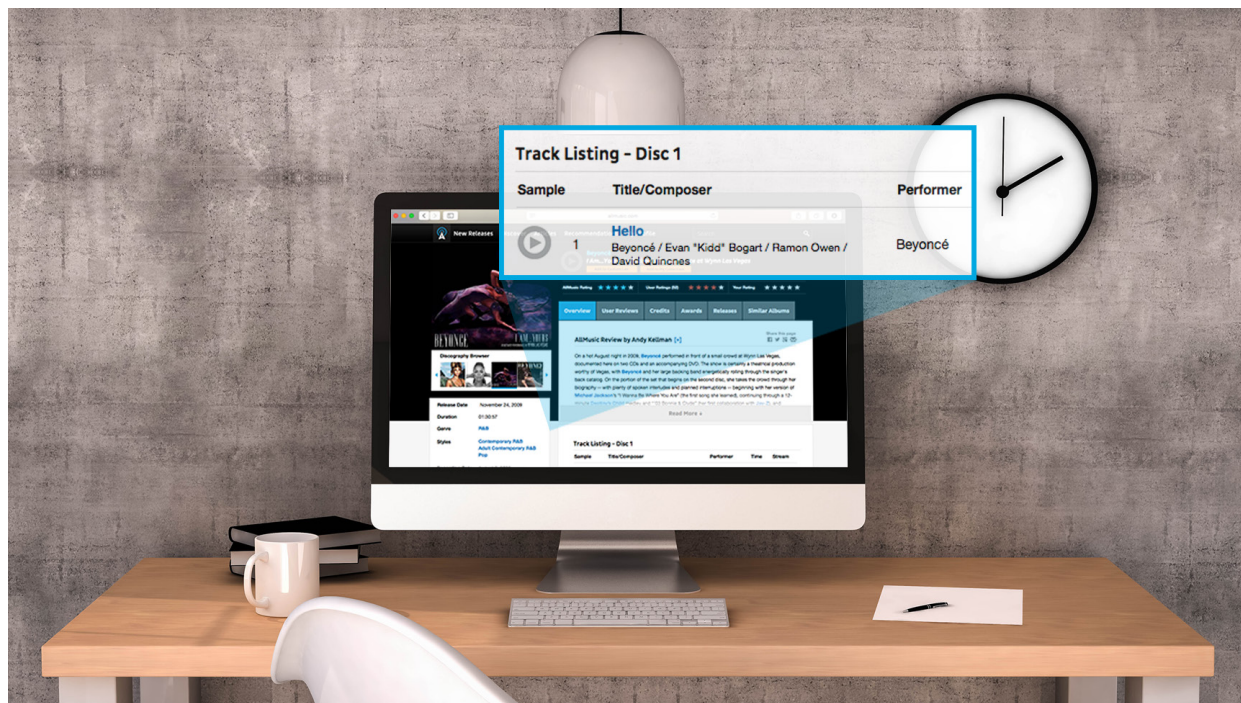
PACKAGE
DETAILS

Music Metadata Experience: Audio Samples

A key success factor in digital music services is a high conversion rate — the percentage of customers who move from simply browsing tracks and albums to downloading or streaming them.

Converting a high percentage of customers will achieve more revenue with less effort. However, if customers aren't convinced a purchase is worthwhile, they can quickly move on — sometimes, never to return to your service.

By allowing customers to listen to an excerpt of a potential music purchase, you can significantly reduce the uncertainty that can inhibit conversion rates. As an option with TiVo's music metadata Experience package, we provide audio samples for 13 million tracks and 900,000 album releases, adding on average 50,000 music samples a month. We create 30-second rock, pop, jazz and classical samples that can increase conversion rates, and drive consumption and customer loyalty.



Audio samples can increase conversion rates, and drive consumption and customer loyalty for music service providers.

BENEFITS BY AUDIENCE

Music Download Retailers

Grow conversion rates by allowing your customers to sample music before they buy it, reducing uncertainty and encouraging further discovery.

Streaming Music Providers

Drive consumption and customer loyalty with audio samples alongside informative, consistent metadata, encouraging users to browse and discover new music.

Device Manufacturers

Increase unit sales by delivering smart, connected devices that include or support premium, high-value applications powered by TiVo's metadata.

Social Networks

Help your community connect and share by offering music samples that increase engagement and drive ad sales.

DELIVERY

- Requests are served from an http:// address and include a format hint, URL and format code. (Full codecs/bitrates are encrypted in the full URLs.)
- Encrypted files and URLs bolster security and help ensure proper accounting.
- Link files are prepared in accordance with customer license agreements.

FORMATS

Format	Bitrate	Approximate File Size	Description
MP3	64 kbps	250 kB	MP3 file encoded at 64 kbps, stereo
MP3	96 kbps	357 kB	MP3 file encoded at 96 kbps, stereo
WMA	64 kbps	250 kB	Windows Media file encoded at 64 kbps, stereo
MP3 – short	16 kbps	20 kB	MP3 10-second file encoded at 16 kbps, 16 kHz, mono <i>For mobile implementation only*</i>
MP3	16 kbps	60 kB	MP3 file encoded at 16 kbps, 16 kHz, mono <i>For mobile implementation only*</i>
AAC+	32 kbps	122 kB	3GP file encoded with AAC+ (HE AAC), v1, mono, 32 kbps, 44 kHz, no hinting <i>For mobile implementation only*</i>
AMR	12.2 kbps	54 kB	3GP file with AMR-NB, mono, 12.2 kbps, 8kHz <i>For mobile implementation only*</i>

* For mobile implementations, devices must be compatible with MP3, AAC+ or ARM-NB audio files.

AUDIO SAMPLE TABLE

The Audio Sample Table provides audio sound sample information necessary for the *Experience* package.

Field	Example Values	Possible Values
AudioSampleID	MH00000002121	Prefix MH followed by a unique ten-digit identifier. It represents a discrete audio sample object.
TrackID	MT00000000987	Prefix MT followed by a unique ten-digit identifier. It represents a specific track object.
MediaID	MM000087657, MM00000005720, etc.	Prefix MM followed by a unique ten-digit identifier. It represents a specific media release.
ReleaseID	MR0000486812	Prefix MR followed by a ten-digit identifier.
MediaNum	1,2, null	The number of the disc (or other media) on which the track is included.
PhyTrackNum	1,5,9	This value reflects the physical track number.
Sequence	1,2,3,7,8	An integer value reflecting the sequence in which this part appears in the song.
URL	1rrD1fcmq4_2uEolFYMvLPDrK09ym dd- 5IQATMhdTCpYVK4iTP0oNYaywXv_ K0a	
Format		
Action	A, C, D	A – Add; C – Change; D – Delete