



DDEX & ISNI Announce Signing of Liaison Agreement

New York, NY (7 February 2021) – **DDEX**, the international standards-setting organization dedicated to improving the exchange of data and information across the music industry, has announced it has signed a liaison agreement with the **ISNI** (International Standard Name Identifier) International Agency (ISNI-IA) in acknowledgment of their shared interests in identifiers and music industry workflows. After signing the agreement, ISNI-IA’s Executive Director, Tim Devenport, and the British Library’s Head of Metadata, Adele Pease both spoke at DDEX’s 38th Plenary in November of 2021 providing an update about ISNI’s Music Sector Consultation Group, as well as ways in which ISNIs are currently in use across the world.

“We’re excited to be partnering with an organization that is as passionate about standards and identifiers as us,” said Mark Isherwood, DDEX Secretariat. “They received a warm welcome and great interest at our most recent Plenary and look forward to what we can accomplish together.”

Partnering with DDEX was an essential part of ISNI’s goals,” said Tim Devenport at ISNI. “DDEX members are steadily incorporating the use of ISNIs in their supply chains and many are already members of the ISNI Music Sector Consultation Group which provides direction and guidance, and thus drives our progress, in the music sector. We look forward to continuing to work with DDEX’s members on the continued development of our respective standards.”

ISNI is the ISO-certified, global standard number for identifying the millions of contributors to creative works and those active in their distribution, including researchers, inventors, writers, artists, visual creators, performers, producers, publishers, aggregators, and more. As ISO 27729, it is part of a family of international standard identifiers that includes identifiers of works, recordings, products, and right holders in all repertoires, e.g. DOI, ISAN, ISBN, ISRC, ISSN, and ISWC.

The ISNI Music Sector Consultation Group is comprised of representatives belonging to or feeding into the music industry including music producers, record labels, distributors, streaming platforms, and more. For more information on how to join an ISNI Consultation Group, email info@isni.org. For information about joining the ISNI International Agency to become an [ISNI Member](#) or [Registration Agency](#), please visit ISNI’s dedicated webpage: [Joining ISNI](#).

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About DDEX

Formed in 2006, DDEX is an international standards-setting organization made up of leading media companies, music licensing organizations, digital service providers, and technical intermediaries that is dedicated to improving the exchange of data and information across the music industry. To support the automated exchange of information along the digital value chain, DDEX has standardized the

format in which information is represented in messages and the method by which the messages are exchanged between business partners. These standards help rights holders, retailers, and technical intermediaries to more effectively communicate information along the digital value chain. This leads to efficient business transactions, reduced costs, and increased revenues for all sectors involved. DDEX standards are developed and made available for industry-wide implementation. For more information, visit www.ddex.net/.

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About the ISNI International Agency

The ISNI International Agency is the Registration Authority for the ISNI standard, charged by ISO with governing, promulgating and maintaining the use of ISNI worldwide. Its mission is to assign to the public name(s) of creators (including artists, bands, musicians, music producers, record labels, distributors, streaming platforms, and more within the music industry and beyond) a persistent, unique identifying number in order to resolve the problem of name ambiguity in search and discovery; and diffuse each assigned ISNI across all repertoires in the global supply chain so that every published work can be unambiguously attributed to its creator wherever that work is described.

By achieving these goals, the ISNI will act as a bridge identifier across multiple domains and become a critical component in Linked Data and Semantic Web applications.

Currently, ISNIs are actively used within the library, music, research and publishing sectors. For more information, visit: isni.org or follow us on social media.

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