



# R.B. Zack & Associates, Inc.

## Case Study: Warner Music Group Goes Digital

### **Challenge: Process Royalties Without Knowing the “Rules”**

Warner Music Group (WGM) needed to be able to process publisher royalties for digitally distributed music as soon as the new subscription service (MusicNet.com) rolled out. However, the industry had not fully defined the rules for this type of distribution. WGM needed to maintain royalty rates by the song, and keep the list of selections available for downloading. In addition, the data had to be stored in an Oracle database to be compatible with the existing WGM systems.

### **Solution: SPR Adapts to a Changing Landscape**

RBZ&A looked at the options the industry was considering for the rules related to the new distribution method, and developed the flexible Subscription Publisher Royalty (SPR) system. SPR can calculate publisher royalties based on statutory rates that can be expressed in many forms. From old-world penny rates through a percentage of receipts, the flexible system can accommodate the changing needs of the industry.

RBZ&A created SPR from start to delivery in four months, allowing Warner to complete the compulsory reporting before the critical deadline. In spite of the tight time constraints, the project was completed within the established budget.

*“With the introduction of subscription services for music, we knew that we needed a system that would allow us to meet our publisher obligations for this new delivery method. Within a limited time frame and a changing landscape, RBZ&A was able to develop and deliver the SPR system for us.”*

- Carrie Nolan – Warner Music Group

#### **Results**

- SPR adapts to changing rules and industry needs
- Enabled royalty payment processing for digitally distributed media
- Rapid development ensured critical deadline was met

#### **Technologies Used**

- Oracle database
- ASP (Active Server Pages)
- VB / COM (Visual Basic)
- PL/SQL
- IIS (Internet Information Server)
- DHTML / JavaScript / CSS
- Windows 2000 / UNIX servers

**For more information, contact us today at [sales@rbza.com](mailto:sales@rbza.com) or 310.303.3320.**