



APRA
AMCOS

UPLOADING AUDIO USING OPUS

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Updated 22 June 2020

A STEP BY STEP GUIDE FOR PUBLISHERS REGARDING MUSIC IN ADVERTISEMENTS

INTRODUCTION: SOME BASIC PRINCIPLES

When you upload your audio that has been used in an advertisement, an important thing to bear in mind is the difference between:

- **An edit of the SAME piece of music with its arrangement intact**

For instance, when you've cut down or re-edited an existing piece of music, and exported it without changing its basic musical properties

AND

- **A remix, reorchestration or NEW version of a piece of music**

For instance, when you've re-written a theme, changed the instrumentation, removed and/or added vocals etc. or otherwise CHANGED the basic musical properties of the original piece

Music recognition technology (MRT) works by chopping a digital SAMPLE into tiny fragments, analysing them separately in the frequency domain, giving each fragment a signature and then combining those signatures into a unique fingerprint.

MRT **CAN** recognise edits, re-orders and cut-downs of the same piece of music, as long as its basic musical properties are the SAME.

MRT can also recognise an interval of time as small as 1 second in duration.

What MRT **CAN'T** do is 'hear' melodic elements in different contexts. So, if you were to take your jingle and remove the vocal melody, add new instruments or change the rhythm, the fingerprint of the audio file would be different.

MRT CAN'T recognise a piece of music if it's basic musical properties have been CHANGED.

TIP: THE BEST WAY TO REGISTER YOUR JINGLES/MUSIC IN ADS

You only need to register each jingle ONCE, even if there are a few versions of it.

For example, let's say that you have a retail client called NFT and you've written their brand music for 2020. You've delivered:

- 2020 Brand Music (Full) 60"
- 2020 Brand Music (Full) 30"
- 2020 Brand Music (Instrumental) 30"
- 2020 Brand Music (Instrumental) 15"
- 2020 Brand Music (A Capella Vocal) 30"
- 2020 Brand Music (TAG) 5"

You don't need to register all these pieces as separate works. You can simply register the brand music as one work:

| CLIENT | PRODUCT | PRODUCT DESCRIPTION |
|--------|---------|---------------------|
| NFT | Retail | 2020 Brand Music |

You can then upload several audio files to this work, to reflect the different arrangements, so that MRT will be able to recognise and match all of them to your NFT 2020 Brand Music work registration.

NFT Retail 2020 Brand Music (Full) 60"

NFT Retail 2020 Brand Music (Instrumental) 30"

NFT Retail 2020 Brand Music (A Capella Vocal) 30" NFT Retail 2020 Brand Music (TAG) 5"

You only need to upload the **LONGEST** edit of each jingle arrangement. Please remember to **ONLY** upload the **TAG** if this is also your work.

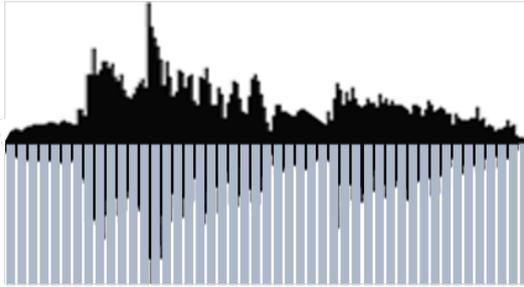
NOTE: It is best to **ONLY** upload the jingle underscore **WITHOUT** the voiceover. If you do upload the jingle underscore **WITH** the voiceover, you should also upload any variations of the voiceover.

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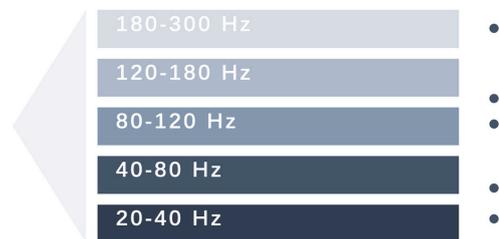
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HOW MRT WORKS IN FOUR EASY STEPS

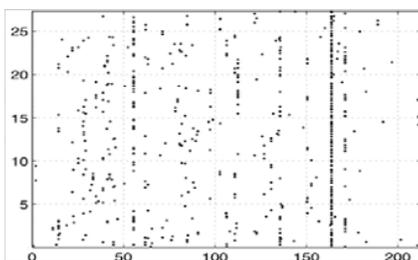
1. Audio is sampled and cut into tiny chunks to be analysed separately



2. Each chunk is further divided into frequency ranges and analysed to find the most important frequency points



3. The points form a signature for the individual chunks of audio - and the signatures combine to form a unique fingerprint



4. The fingerprint is turned into a numerical hashtag which is then compared to databases containing millions of hashtags until a match is found



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REGISTERING YOUR JINGLES

1. Music used in an advertisement may be a commissioned jingle (JG), or it may be a track already commercially available (GW or PM).

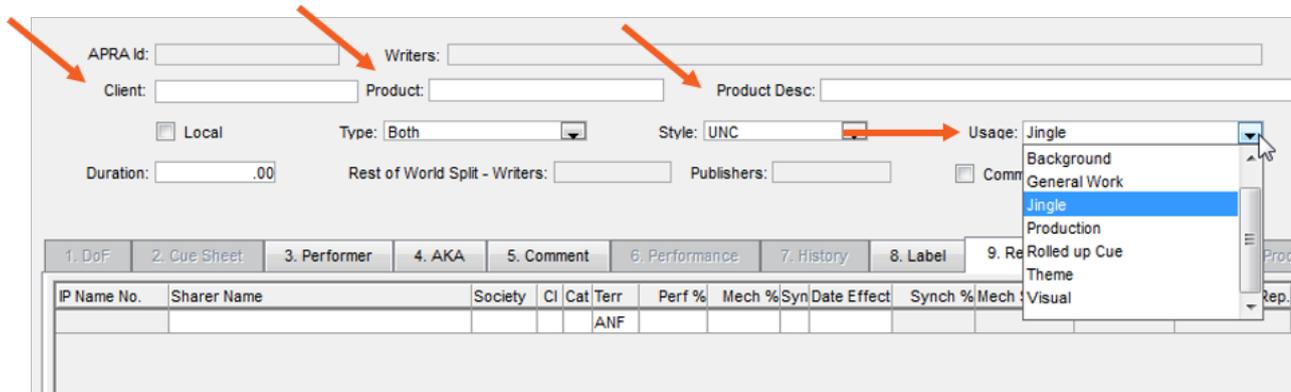
2. **OPEN CMS** Login to your CMS EXE account as normal.

3. Click on **NEW** to create a new Work Registration.

Usage will default to **General Work**. If registering a PM choose Production from the Usage list. If registering a commissioned jingle choose Jingle from the list.

4. There are a few slight differences when registering a Jingle which are detailed below;

- Change **USAGE** to **JINGLE**. This will change the work title into 3 separate fields;
 - i) CLIENT/BRAND
 - ii) PRODUCT
 - iii) PRODUCT DESCRIPTION



The screenshot shows a registration form with the following fields and options:

- APRA Id: [text input]
- Writers: [text input]
- Client: [text input]
- Product: [text input]
- Product Desc: [text input]
- Local:
- Type: Both [dropdown]
- Style: UNC [dropdown]
- Usage: Jingle [dropdown menu open, showing options: Background, General Work, Jingle, Production, Rolled up Cue, Theme, Visual]
- Duration: [text input] .00
- Rest of World Split - Writers: [text input]
- Publishers: [text input]
- Comm:

Below the form is a table with the following columns: 1. DoF, 2. Cue Sheet, 3. Performer, 4. AKA, 5. Comment, 6. Performance, 7. History, 8. Label, 9. Re, and a 'Rep.' column. The table contains one row with the value 'ANF' in the 'Terr' column.

CLIENT/ BRAND - This is the company you've written the jingle for. e.g. Coca Cola.

PRODUCT - This is the product your jingle is advertising. For example, if the brand is 'Coca Cola', the product might be 'Coke Zero'.

PRODUCT DESCRIPTION - Product description is a title to help you identify your jingle (both in CMS and on your statements).

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5. Once you have filled in the 3 separate title fields, add in the composer/authors and publishing as per normal.

APRA Id: Writers:

Client: COCA COLA Product: COKE ZERO Product Desc: 2020 FOOTBALL CAMPAIGN

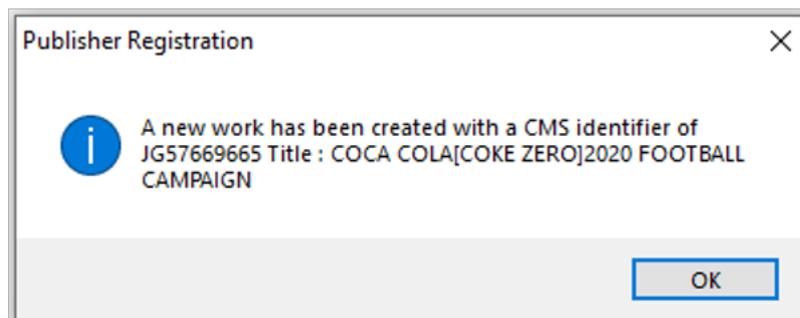
Local Type: Both Style: UNC Usage: Jingle

Duration: .00 Rest of World Split - Writers: Publishers: Commissioned

1. DoF 2. Cue Sheet 3. Performer 4. AKA 5. Comment 6. Performance 7. History 8. Label 9. Registration

| IP Name No. | Sharer Name | Society | Cl | Cat | Terr | Perf % | Mech % | Syn | Date Effect |
|-------------|-------------------|---------|----|-----|------|---------|----------|-----|-------------|
| | MEMBER WRITER | APRA | 1 | CA | ANF | 50.0000 | | | |
| | QWERTY PUBLISHING | APRA | 1 | E | ANF | 50.0000 | 100.0000 | Y | |

6. A **WORK SUMMARY** window will appear that gives you the unique **JG** number of your work you have now created on CMS.



If you have more than one work to register, we recommend that you continue to **REGISTER** all your works in CMS before moving across to OPUS to begin the **UPLOAD** process.



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UPLOADING YOUR AUDIO

1. When you're ready to **UPLOAD** audio files, **LOG IN** to our Member Portal on the **APRA AMCOS website**.
2. Under **MUSIC PUBLISHERS** select **LOGIN**. (If you have forgotten your login details please **contact your Publisher Rep**).
3. Enter your **User ID** and **Password**. Click on **MENU**.
4. From the Menu select **OPUS (Online Portal for Uploading Songs)**.
5. You'll now be taken to the 'Search writers' section of the OPUS Portal.

Search writers Exit OPUS

OPUS

Your uploaded audio files are used to help identify when your music is played in TV/radio commercials, so you get paid.

Search writers

You can search for writers by entering their surname

Surname Search

Full name IPI name number

6. Search for a writer by entering their surname and clicking 'Search'

Search writers

You can search for writers by entering their surname

Surname

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7. Find the writer you are looking for and click 'Search writer's works'

Search writers

You can search for writers by entering their surname

Surname

Found 1 writers for member

| Full name | IPI name number | |
|---------------|-----------------|---|
| MEMBER WRITER | 12345678910 | Search writer's works 🔍 |

8. You'll then be taken to the 'Search works' screen. Here you can search for works to add audio to. You can also filter the results to only show works with and without audio.

Search writers Exit OPUS

OPUS

Your uploaded audio files are used to help identify when your music is played in TV/radio commercials, so you get paid.

Search works

WORKS FOR MEMBER WRITER

Search by work ID or title

Work ID Title or alternative title

2 works All No audio With audio

| Work ID | Title | Composers | Audio |
|------------|--|---------------|---------|
| JG57669665 | COCA COLA[COKE ZERO]2020 FOOTBALL CAMPAIGN | MEMBER WRITER | 🎵 ❌ (+) |
| JG57669666 | PEPSI[PEPSI MAX]2020 SOCCER CAMPAIGN | MEMBER WRITER | 🎵 ✅ (+) |

- Works that already have audio attached will have a green tick next to them.

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9. Click the + symbol to attach audio to a work.

| Work ID | Title | Composers | Audio |
|------------|--|---------------|---|
| JG57669665 | COCA COLA[COKE ZERO]2020 FOOTBALL CAMPAIGN | MEMBER WRITER |   |

10. You'll now be taken to the 'Work details' screen, where you can upload audio.

Search writers Exit OPUS

OPUS

Your uploaded audio files are used to help identify when your music is played in TV/radio commercials, so you get paid.

Work details [← Back to search works](#)

 COCA COLA[COKE ZERO]2020 FOOTBALL CAMPAIGN
JG57669665

Upload

Alternative title: No alternative title
Composers: MEMBER WRITER

 Attach audio files

Wav, mp3 only

Drag and drop
Browse your files

To upload audio, you can either:

- Browse your files from your computer; or
- Drag and drop files directly from a folder.

Search writers Exit OPUS

OPUS

Your uploaded audio files are used to help identify when your music is played in TV/radio commercials, so you get paid.

Work details [← Back to search works](#)

 COCA COLA[COKE ZERO]2020 FOOTBALL CAMPAIGN
JG57669665

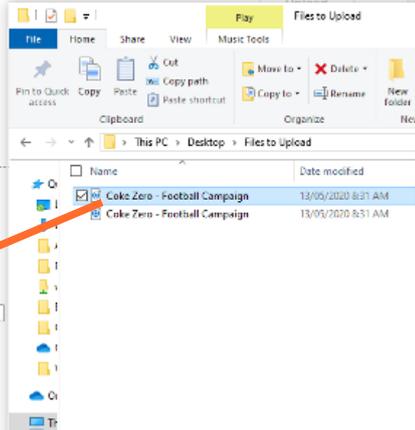
Upload

Alternative title: No alternative title
Composers: MEMBER WRITER

 Attach audio files

Wav, mp3 only

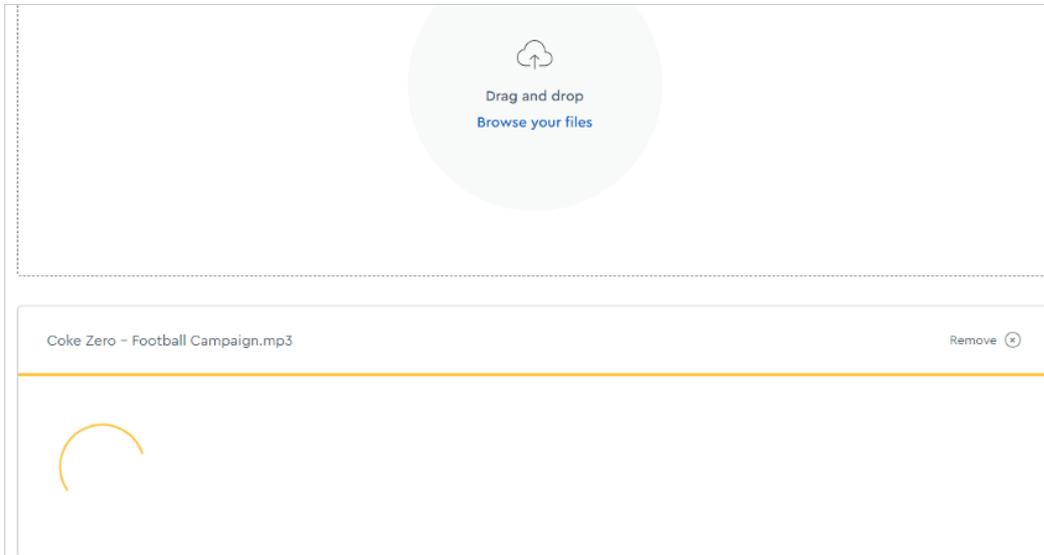
Drag and drop
Browse your files



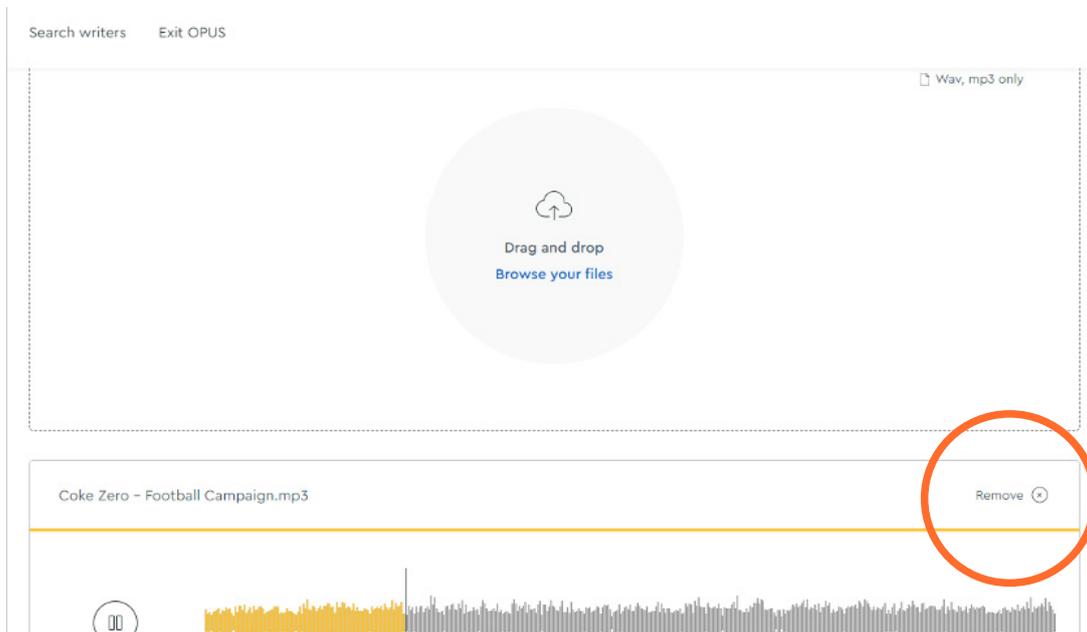
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11. Once you have attached your audio files, they will begin loading.



12. You can then listen back to the audio before uploading it to OPUS.



You can clear any incorrect audio files at this point by clicking 'Remove'.

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13. When you are satisfied with the audio files that you have attached, click the Upload button.

Search writers Exit OPUS

OPUS

Your uploaded audio files are used to help identify when your music is played in TV/radio commercials, so you get paid.

Work details [← Back to search works](#)

🎵 COCA COLA[COKE ZERO]2020 FOOTBALL CAMPAIGN
JG57669665

Alternative title: No alternative title
Composers: MEMBER WRITER

📎 Attach audio files

📁 Wav, mp3 only

Drag and drop
Browse your files

Upload

14. You will receive a Success message when the upload is complete.

Search writers Exit OPUS

Success! Your audio is uploaded in OPUS.

OPUS

Your uploaded audio files are used to help identify when your music is played in TV/radio commercials, so you get paid.

Work details [← Back to search works](#)

🎵 COCA COLA[COKE ZERO]2020 FOOTBALL CAMPAIGN
JG57669665

Alternative title: No alternative title
Composers: MEMBER WRITER

📎 Attach audio files

📁 Wav, mp3 only

Upload

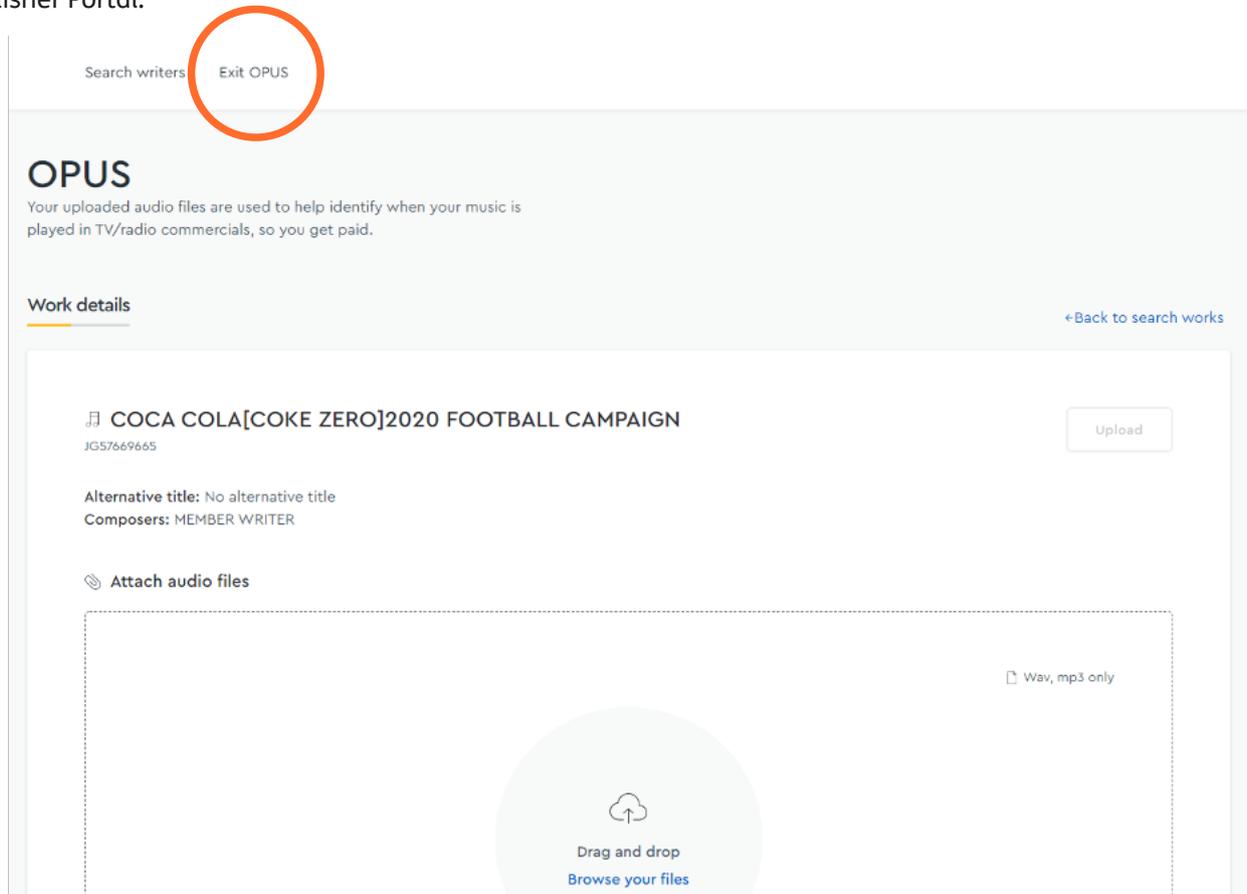
From here you can click;

- Back to search works to find works written by the same writer, or
- 'Search writers' to search for a new writer.

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15. Any time you'd like to leave OPUS, just click the 'Exit OPUS' button in the top banner to be taken back to the Publisher Portal.



The screenshot shows the OPUS interface. At the top, there is a search bar with the text "Search writers" and a button labeled "Exit OPUS" which is circled in orange. Below the search bar, the heading "OPUS" is displayed, followed by the text: "Your uploaded audio files are used to help identify when your music is played in TV/radio commercials, so you get paid." Underneath, there is a section titled "Work details" with a link "+ Back to search works" on the right. The main content area shows a work titled "COCA COLA[COKE ZERO]2020 FOOTBALL CAMPAIGN" with the ID "JG57669665" and an "Upload" button. Below this, it lists "Alternative title: No alternative title" and "Composers: MEMBER WRITER". There is a section for "Attach audio files" with a dashed box containing a "Wav, mp3 only" label and a "Drag and drop" area with a "Browse your files" link.