About iTunes Tagging

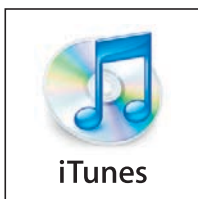**iTunes**

iTunes Tagging is being introduced as a new and innovative way for listeners to engage with your station's HD Radio programming. With iTunes Tagging-capable HD Radio receivers, listeners simply press a button to save information about the songs they hear and like—no pen or paper required. An HD Radio receiver either stores the song information or immediately writes it to a connected iPod. When the iPod syncs to a computer, iTunes builds a Tagged playlist so listeners can preview, buy, and download those songs.

We know that radio is one of the primary ways that listeners discover new music— iTunes customers have told us so. And we know that iPod and iTunes have transformed the music industry, providing listeners with an easy, convenient, and legal way to download music.

iTunes Tagging merges the music discovery experience of the radio with the catalog diversity and convenience of iTunes for previewing and purchasing music. iTunes Tagging enables your listeners to participate creatively in the iPod + iTunes ecosystem.

Deliver powerful value to your listeners
Music listeners experience music in many ways today—at concerts, through an iPod, streaming to their computer, on the radio, and so on. iTunes Tagging connects your listeners to vital aspects of their music listening experiences in a convenient, logical, and gratifying way. That gratification—and the connection iTunes Tagging helps listeners make to your programming—can help reinforce brand loyalty between your stations and your listeners.

Earn commissions on songs sold
Each song that your station refers to an iTunes Tagged playlist qualifies for a commission, paid to you if the customer purchases that song.

Setting Up iTunes Tagging

You'll need to do the following to start providing iTunes Tagging to your listeners and earning commissions on songs sold:

1. Join the iTunes Affiliate Program.

2. Read the iTunes Tagging documentation and upgrade your HD Radio hardware and software.

3. Match the metadata about the music in your programming to the metadata of the iTunes Store catalog.

4. Test the matching between the data sets and deploy the updates to your stations.

Join the iTunes Affiliate Program

LinkShare manages the iTunes Affiliate Program for Apple. You may be an iTunes Affiliate already, generating revenue by links to the iTunes Store from your station's website. If not, visit www.linkshare.com to apply to the iTunes Affiliate program. Once accepted, you will be assigned a unique ID. iTunes uses that ID to track the songs referred by your station and sold to our customers. Find out more about the program at www.itunes.com/affiliates/.

Get documentation and upgrades from iBiquity

iBiquity, the licensors of HD Radio technology, has created the document "iTunes Tagging for HD Radio Broadcasting: An Introduction for Broadcasters" to help you get started with iTunes Tagging at your station. Download the PDF at www.ibiquity.com/broadcasters/tag. The document also outlines upgrades you'll need to make to your HD Radio hardware and software. Request more information via email at tagging@ibiquity.com.

Match your music programming to the iTunes catalog

To ensure an excellent customer experience as well as accurate song matches, your stations must add iTunes Store song IDs into the Program Service Data (PSD) of their automation systems. You can choose from a few options for acquiring iTunes song IDs (see chart below). Your choices vary by level of complexity and access, as well as by the level of technical expertise required for implementation. Stations that decide to do their own song matching will likely find the LinkShare Merchandiser to be the right mix of catalog detail and technical flexibility.

Name of service	What it is	Best use for it	How to get it
iTunes Link Maker	Tools that create links for connecting your website directly to the iTunes Store.	Determining the proper links for a single or small set of songs.	Visit www.apple.com/itunes/linkmaker.
iTunes Store RSS Feed Generator	Online tool for automating and updating sales chart by genre.	Displaying iTunes Store sales charts on a website.	Go to http://phobos.apple.com/WebObjects/MZStoreServices.woa/wa/MRSS/rssGenerator.
iTunes LinkShare Merchandiser Feed	Data file for entire iTunes Store music catalog.	Initial matching and weekly updating via a music-specific data source.	Apply for access at LinkShare.com (takes 7–10 business days).
iTunes Search / Lookup API	Query tool into the iTunes Store catalog.	Using query syntax to look up iTunes Store song information.	Send email to itunestagging@apple.com for access and spec.
iTunes Enterprise Partner Feed (EPF)	Series of directories and files of the entire iTunes Store catalog.	Ingesting structured files and building your own relational database.	Send email to itunestagging@apple.com for access and spec.

To implement iTunes Tagging, you can either do your own song matching, or you can hire a service provider to do the work for you. Broadcast hardware manufacturers, such as Broadcast Electronics, Harris, and ENCO, and service providers, such as Jump2Go, offer solutions for enabling iTunes Tagging. Visit www.apple.com/itunes/itunestagging/ or email itunestagging@apple.com for more information.

Test and deploy
Once the HD Radio updates have been made and the iTunes song IDs have been matched and inserted into the PSD, your system is ready to test. Use one of the Tagging-capable receivers on the market and a Tagging-capable iPod to try tagging a few songs. Only iPod classic and the third-generation iPod nano are currently Tagging compatible. The Polk Audio I-Sonic ES2 and the JBL iHD 400 are two of the first HD Radio receivers offering the tagging option.

Polk Audio iSonic ES2

JBL iHD 400

Frequently Asked Questions

Q: Is iTunes Tagging available outside the United States?

A: At this time, iTunes Tagging is available only to HD Radio stations broadcasting in the United States.

Q: Does iTunes provide sales reporting on iTunes Tagging?

A: Reporting and commissions payments are handled by LinkShare, administrator of the iTunes Affiliate Program for Apple.

Q: Does iTunes provide any data-matching tools?

A: iTunes provides the data sources in a variety of formats and at differing levels of complexity, but does not provide a catalog-matching service at this time.

Q: Who can answer questions about the iTunes catalog data sources?

A: Email itunestagging@apple.com to request data-matching support. The email is monitored daily.