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## **DEG, CEA, The Recording Academy® and Major Labels Reach Agreement on Definition for High Resolution Audio**

### **Project includes Descriptors for Master Quality Recordings**

LOS ANGELES (June 12, 2014) – DEG: The Digital Entertainment Group, in cooperation with the Consumer Electronics Association (CEA)® and The Recording Academy®, announced today the results of their efforts to create a formal definition for High Resolution Audio, in partnership with Sony Music Entertainment, Universal Music Group and Warner Music Group.

The definition is accompanied by a series of descriptors for the Master Quality Recordings that are used to produce the hi-res files available to digital music retailers. These can be used on a voluntary basis to provide the latest and most accurate information to consumers.

“The DEG is proud to have played a key role in coordinating the work behind finalizing this important agreement” said Amy Jo Smith, president of DEG. “Thanks to this initiative, the industry can take a unified approach in offering digital music services a variety of information concerning the growing number of hi-res music titles being distributed today”.

Gary Shapiro, president and CEO of CEA, stated, “The Consumer Electronics Association is pleased to have partnered with the DEG, The Recording Academy and major music labels in creating this new High Resolution Audio definition. The contributions made by our Audio Division Board will help consumer electronics manufacturers and retailers alike in their efforts to market the latest compatible devices and help provide more clarity about HRA for consumers.”

“Leading members of The Recording Academy's Producers & Engineers Wing provided valuable feedback on this new High Resolution Audio definition and descriptors for Master Quality Recordings, and we're grateful for their input and expertise," said Neil Portnow, president/CEO of The Academy. "When properly implemented, we believe this agreement will be welcomed by our members and the music community, enhancing their ability to improve the music creative process.”

## Conveying a Clear Message

High Resolution Audio is defined as “lossless audio that is capable of reproducing the full range of sound from recordings that have been mastered from better than CD quality music sources.”

In addition to this definition, four different Master Quality Recording categories have been designated, each of which describes a recording that has been made from the best quality music source currently available. All of these recordings will sound like the artists, producers and engineers originally intended.

Said Darren Stupak, Executive Vice President, U.S. Sales and Distribution, Sony Music Entertainment, “We are pleased to be supporting this definition for High Resolution Audio. We believe that a fundamental way to enable increased development of high def content and hardware, and more awareness and adoption of high-quality listening solutions, is to provide common language and technical descriptors for the music marketplace to use. We think that product offerings that reproduce the full range of sound from recordings, exactly as the artist intended, are a new and compelling option for increasing numbers of music and electronics consumers.”

“Universal Music Group is pleased to work alongside the DEG, CEA and The Recording Academy to reach agreement on a High Resolution Audio definition and Master Quality Recording descriptors,” said Jim Belcher, VP of Technology & Production. “This initiative brings further clarity for consumers of HRA content, and UMG looks forward to making more high resolution tracks available for music fans to enjoy.”

Matt Signore, president, Artist & Label Services, WEA, added, “We support the creation of clear and formal definitions for master quality sources. As high resolution music services continue to grow, we encourage and look forward to all partners in the music value chain meeting the definitions of High Resolution Audio, and providing easy-to-use and exciting experiences. We expect 2014 and 2015 to be years of important developments around High Resolution Audio.”

### Master Quality Recording sources

The descriptors for the Master Quality Recording categories are as follows:

#### **MQ-P**

From a PCM master source 48 kHz/20 bit or higher; (typically 96/24 or 192/24 content)

#### **MQ-A**

From an analog master source

#### **MQ-C**

From a CD master source (44.1 kHz/16 bit content)

#### **MQ-D**

From a DSD/DSF master source (typically 2.8 or 5.6 MHz content)

## High Resolution Audio Listening Experience

To further expand the High Resolution Audio initiative, The Recording Academy, the DEG and the CEA are sponsoring a special High Resolution Audio Listening Experience event, which will be held at Jungle City Studios in New York on Tuesday, June 24 from 6pm to 9pm during CE Week.

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DEG: The Digital Entertainment Group is an industry association that advocates and promotes entertainment platforms, products and distribution channels on behalf of the motion picture, music, consumer electronics and technologies companies. In addition to spearheading the successful launch of both DVD and Blu-ray Disc, the DEG has been responsible for driving such key initiatives as Digital Copy, UltraViolet and most recently Digital HD. The organization's marketing and operation committees are also involved in a number of other emerging platforms including Digital EST, Ultra HD 4K and High Resolution Audio. For more information, visit [www.degonline.org](http://www.degonline.org).

### About CEA

The Consumer Electronics Association (CEA) is the technology trade association representing the \$208 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also owns and produces the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA's industry services. Find CEA online at [www.CE.org](http://www.CE.org), [www.DeclareInnovation.com](http://www.DeclareInnovation.com) and through social media.

About The Recording Academy: Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit [www.grammy.com](http://www.grammy.com). For breaking news and exclusive content, follow @TheGRAMMYS on Twitter, like "The GRAMMYS" on Facebook, and join The GRAMMYS' social communities on Foursquare, GetGlue, Google +, Instagram, Pinterest, Tumblr, and YouTube.

About The Producers & Engineers Wing: Currently more than 6,500 professionals comprise The Recording Academy Producers & Engineers Wing, which was established for producers, engineers, remixers, manufacturers, technologists, and other related creative and technical professionals in the recording field. This organized voice for the recording community addresses issues that affect the craft of recorded music, including the development and implementation of new technologies, technical guidelines and recommendations, and archiving and preservation initiatives. For more information, please visit [www.producersandengineers.com](http://www.producersandengineers.com).