



What is whitelisting and which DSPs require it?

Whitelisting mainly applies to user-generated content DSPs who use content ID or fingerprinting technology, such as Facebook and YouTube.

By whitelisting a page or channel, you are allowing third parties to upload your content without being blocked by the DSPs' fingerprinting recognition system. Third parties can be artist pages, label pages, promotional channels (radio, festival, TV, etc.), and commercial accounts (brands).

For example, the products you deliver to Facebook are not directly provided to an artist's page. Instead, they are made available to use within Facebook and Instagram's sound library.

The artist's official page is considered by Facebook as a third party, and a whitelisting request is required to allow the artist to upload the track on their profile without being muted.

Youtube

When you whitelist an artist's channel on YouTube, the videos uploaded to the channel will not be claimed by content ID.

We can only whitelist either an official artist or a label channel. You must only post content that you own the exclusive rights to.

To whitelist a channel, contact info@sairampictures.com.np and provide the channel URL. To request the release of claims on a video-per-video basis please mail us

Facebook and Instagram

To whitelist your releases on Facebook and Instagram so a third party can upload them, please send a request to info@sairampictures.com.np providing the following information:

- Song title and artist
- Instagram handle(s) and/or Facebook URL(s)

TikTok

TikTok only requires whitelisting for commercial and brand accounts. Non-commercial profiles, such as artist pages, do not need to be whitelisted.

To submit a whitelist request for a commercial profile, please send over the following information to info@sairampictures.com.np

- Artist name
- Track title
- TikTok account handle
- Time period for approval (a start date is always required, please provide an end date if you are granting permission only for a limited amount of time)
- Territories