

Production Music

Rate Card

2013



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Introduction

Production music (also known as library music) is high quality and cost-effective music specifically written for synchronisation or dubbing into audio and audiovisual productions; from TV or radio adverts to feature films, websites and even viral marketing campaigns.

MCPS (part of PRS for Music) represents 600,000+ tracks and sound effects from over 200 libraries spanning all musical genres.

Our production music licences offer;

- Pre-clearance for any type of usage
- Worldwide rights in perpetuity

Applying for a licence

Step 1 - Choose a music library from the production music library list found at prsforsmusic.com/pm

Step 2 - Listen to the tracks and download the music or sound effect(s) you require. Keep a note of the following details:

- Track title
- Catalogue or CD number
- Track number
- Songwriter/composer
- Library name

nb. the library will supply you with the music on CD if required.

Step 3 - Buy the licence via the Licence Manager application on the *PRS for Music* website (prsforsmusic.com/pm).

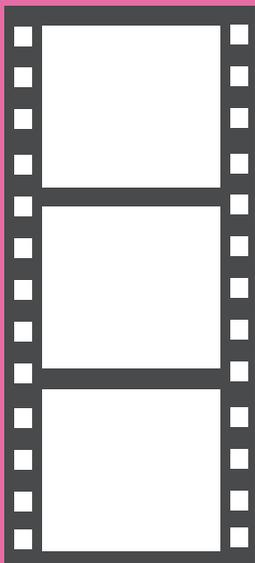
The relevant royalty and any other fees must be paid before the production is used.

Licences issued by MCPS cover the right to reproduce the musical work and sound recording. All rights are granted in perpetuity, except where otherwise individually negotiated.

■ You will see this symbol used throughout this booklet - it refers to a defined term.



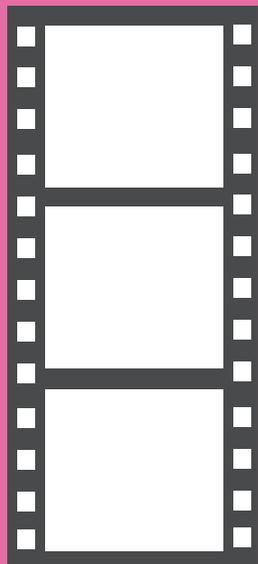
Advertising



		Per 30 second unit (or part thereof) ■	Per track ■
All media	All media - World	£7,000	£10,500

		Per 30 seconds ■	Per track ■
TV ads / sponsorship idents	Single digital, cable, satellite or region of terrestrial channel (any single country)	£350 online included	£500 online included
	Single terrestrial channel or all cable and satellite television (any single country)	£950 online included	£1,450 online included
	All forms of television (UK & ROI or any other single country)	£2,400 online included	£3,750 online included
	Europe (or any other single continent)	£3,000 online included	£4,250 online included
	World	£5,700 online included	£8,500 online included

		Per 30 seconds ■	Per track ■
Radio ads	Single restricted service licence	£15	£30
	Single local station, or region of national / ILR / DAB / London station / capital radio	£70	£100
	Single national station	£500 online included	£750 online included
	Full network incl. nationals (UK & ROI or any other single country)	£900 online included	£1,350 online included
	Europe (or any other single continent)	£1,100 online included	£1,650 online included
	World	£1,600 online included	£2,650 online included



Advertising

		Per 30 seconds	Per track
Online & mobile	'Making of' streamed videos - non-advertising	£150	£300
	All sites (stream) - World	£300	£500
	All sites (download / viral marketing / stream) - World	£500	£800

		Per 30 seconds	Per track
Other ads	Cinema or DVD advertising - World	£600	£950 online included
	Audiovisual public location - World	£200	£350
	Audio-only public location - World	£80	£140

Campaign deals	Negotiable rates available Call 020 8378 7555
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Where TV advertising rates are charged according to region, your application must specify one of the following:

ITV regions:

Anglia, Border, Channel Islands, Carlton, LWT, Central, Channel, Grampian, Granada, HTV, Meridian, STV, Tyne Tees, Ulster, West Country, Yorkshire.

Channel 4 regions:

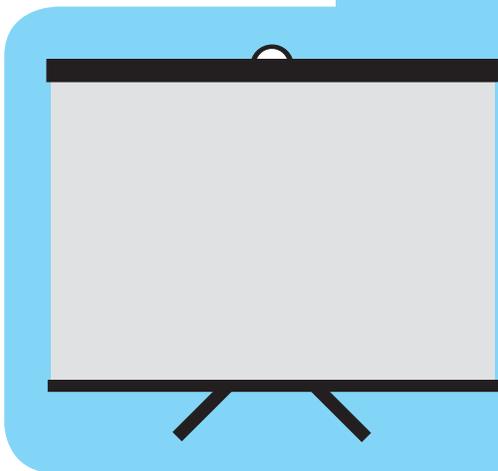
London, South, Midlands, North, Scotland, Ulster

Channel 5 regions:

North, Scotland, South, Central, Ulster.

DEFINED TERMS

- Per 30 seconds (or part thereof) - clears between 1 and 30 seconds of music.
- Per track - clears a track for use within a single advertisement allowing unlimited revisions, cut-downs and tag ending changes.
- Revision - a minor cosmetic change to an advertisement, largely unnoticeable to the viewer.
- Cut-down - a shortened version of an advert where no new content is added.
- Tag ending changes - minor change to the message at the end of an advertisement (e.g. change from 'sale starts Monday' to 'sale starts tomorrow').
- All media - clears the relevant unit - either per 30 second unit (or part thereof) or per track - for use within all media including but not limited to TV, radio, online, physical product, theatrical, or public location.
- The rights in each advertisement are cleared in perpetuity, except where specified as part of a negotiated agreement.



Corporate

Corporate use excluding advertising, for use in:

- Corporate videos (including training, promo and educational videos)
- Exhibition to non-paying audiences
- Showreels
- Music on hold

Per 30 second unit (or part thereof)	£40
Per production (includes interactive / looped usage)	£275
Blanket deal	Negotiable rates available Call 020 8378 7555

These rates clear the above usage for:

- All media (including online)
- All territories
- Unlimited copies

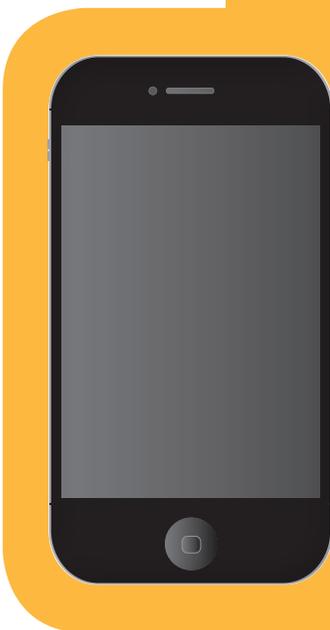
■ Aggregation of cues is permitted
(Aggregation of cues refers to adding all music cues together to produce a cumulative total).

Looped/interactive usage

Looped and interactive use of music is charged at £80 per 30 seconds for unlimited looping of a single music cue in a production.

Premium / sponsored products	World per 30 second unit (or part thereof)
Up to 10,000 copies	£175
10,001 - 100,000 copies	£240
Over 100,000 copies	£350

Premium/sponsored products refer to music in CDs, CD-ROMs and DVDs (or other formats) used as incentives to sell other goods or services, or as a generic marketing promotion to the public to build brand loyalty.



Online / Mobile

Online & mobile (Non-advertising)	Per 30 second unit (or part thereof)
All sites - streamed programming & webcasting ■	£40
All sites - permanent download ■	£100

Online advertising	Per 30 second unit (or part thereof)	Per track
'Making of' streamed videos - non-advertising	£150	£300
All sites (stream) - World	£300	£500
All sites (download / viral marketing / stream - World)	£500	£800

Online films	Per 30 second unit
All sites online - download	£100
All sites online - streamed programming	£40

Online retail	Per 30 second unit
All sites online - download	£100
All sites online - streamed programming	£40
Retail online / mobile apps ■	£100

Podcast	Per podcast
The per podcast rate allows you to use as much production music as you like in your podcast. You pay just one rate no matter how much music you use. There is no podcast length restriction. ■	£150

PRS for Music - covering the performing right

Services making licensed productions and broadcasting them, or communicating them to the public by making them available over the internet, or via mobile networks, will also need to have the appropriate *PRS for Music* licence covering the performing right. The party responsible for providing the content to the end user must obtain the licence; however, the producer may apply on their behalf.

P.T.O. for more information on the Performing Right Online Licence



Online / Mobile

The Performing Right Online Licence is charged in units of £60.00 (+VAT)

Music hours are calculated by multiplying the viewer hours - the total time that users spend watching content - by the percentage of music in the content.

If music is the main focus of the content, see our explanation of usage limits at prsformusic.com/prsonline

Please note: all rates apply to digital delivery via internet, intranet and mobile networks. The rates are inclusive of dubbing fees and incorporate the right to reproduce both the underlying musical work and the sound recording. All rates incorporate the right to loop the music.

<i>PRS for Music</i> licence	Allowed uses per £60.00 (+VAT)
Background to a website (akin to webcasting)	Up to 8,500 music hours streamed
On demand streams	Up to 3,200 music hours streamed
Permanent downloads	Up to 350 music hours downloaded

■ Streamed programming or webcasting -

Audio-only/audiovisual content specifically made available online in a 'play-only' format where no permanent copy is retained. Examples include online TV or radio programmes that are made specifically for the internet, corporate videos, interactive web or streamed mobile games.

■ Permanent download -

The use of a production music work when a permanent copy is retained by the end user as a download. Examples include: interactive web or mobile games, online or TV programmes that are made specifically for the internet, ringtones, podcasts, vodcasts and audio-only/audiovisual content that is downloaded to a computer in a viral marketing email.

■ Podcast -

A downloadable, audio-only programme subject to the following restrictions:

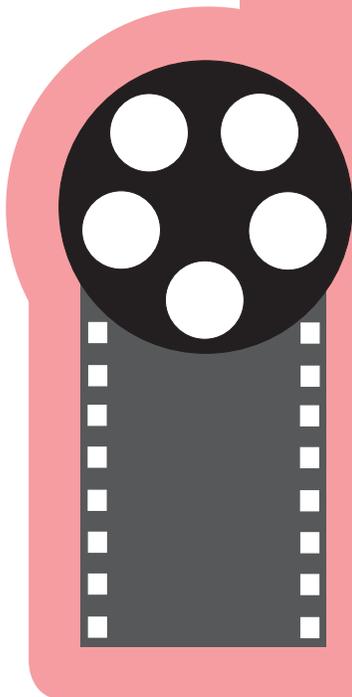
- Podcasts must be provided in the form of programmes in their entirety and not as individual tracks or separate portions.
- Podcasts must contain both speech and music with the speech interspersed throughout.
- There must not be any flags or markers inserted which enable the segmenting and disaggregation of tracks.

■ Apps -

A downloadable retail computer or mobile phone program designed to perform a specific task for a user or other application.

25% reduction in fees where over twenty x 30 second units are used per individual homepage, or online production.

To obtain a *PRS for Music* Performing Right Online Licence, contact the *PRS for Music* Online Licensing Team:
Tel: 020 8378 7500
Email: onlinelicensing@prsformusic.com



Film

Per 30 second unit (or part thereof)

	World
Feature film buyout (excluding trailers): film budget over £3m ■	£700
Feature film buyout (excluding trailers): film budget up to £3m ■	£250*
All sites online - download	£100
All sites online - streamed programming	£40

*Capped rate of £5,000 per feature film for budgets up to £3m.

Per 30 second unit (or part thereof)

	Europe (or any other continent)	World
Public exhibitions (paying audience)	£35	£75
Festivals only (up to 100 copies)	£30	£60
Student films	£5	£25

Per trailer (Use as much production music as you want per trailer)

	UK & ROI (or any other single country)	World (excl. N.America)	World	
Trailers - film budgets up to £3m	Feature film trailer (all media) ■	£2,500	£3,500	£4,500
	Feature film trailer on TV & theatrical	£1,750	£2,250	£2,750
	Per media (excl. TV & theatrical)	£325	£475	£575
Trailers - film budgets over £3m	Feature film trailer (all media) ■	£5,000	£7,000	£9,000
	Feature film trailer on TV & theatrical	£3,500	£4,500	£5,500
	Per media (excl. TV & theatrical)	£650	£950	£1,150

Please note that only film trailers created in the UK can be licensed under the MCPS production music rate card.

■ All media - refers to but is not limited to TV, radio, online, physical product, theatrical or public location.

■ Feature film buyout - the rate clears the unit for use in perpetuity within all media, including but not limited to TV, radio, online, physical product, theatrical, or public location. The rate excludes feature film trailers.

■ Per trailer - clears all production music used on a trailer, including rights in the musical work and sound recording.

■ Feature film trailers - 'out of context' trailers made up of a clips montage using production music. All feature film trailer licences include unlimited tag endings and unlimited cut-downs.

■ Cut-down - a shortened version of the same production where no new content is added.

■ Tag ending changes - minor change to the message at the end of a film trailer (e.g. change from 'released Monday' to 'released tomorrow').



Retail

Retail productions are audio or audiovisual productions, including DVDs or videos for sale or rental to the general public and covermount products.

Per 30 second unit Aggregation permitted ■

	Europe (or any other continent)	World
Audiovisual production * (up to 1,000 copies)	£35	£80
Audiovisual production * (1,001 - 10,000 copies)	£55	£120
Audiovisual production * (over 10,000 copies)	£75	£150

Per 30 second unit Aggregation permitted ■

	World
All sites online - download	£100
All sites online - streamed programming	£40
Retail online / mobile apps	£100

Per 30 second unit Aggregation permitted ■

	World
Audio-only production * (up to 1,000 copies)	£20
Audio-only production * (1,001 - 10,000 copies)	£45
Audio-only production * (over 10,000 copies)	£65

Per 30 second unit Aggregation permitted ■

	World
Retail games (including console & PC platforms) - up to 250,000 copies	£80
Retail games (including console & PC platforms) - over 250,000 copies	£160

Looped/interactive usage

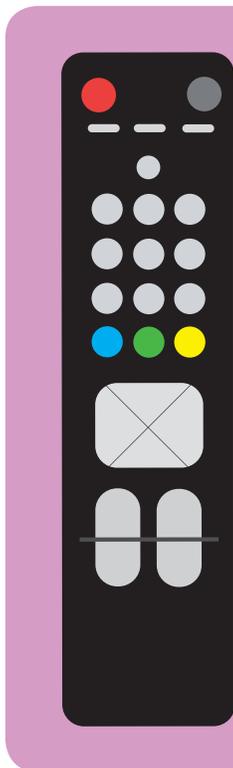
Looped and interactive use of music charged at £70 per 30 seconds for unlimited looping of a single music cue in a production.

NB. Retail games rates incorporate the right to loop the music.

■ Aggregation of cues refers to adding together all music cues to produce a cumulative total.

Rates for music use within gaming machines, such as arcade games and fruit machines, are available upon request.

* Purchase an add-on Online Licence with your audiovisual or audio-only Production Licence to receive 25 percent reduction in fees (Looped/interactive usage)



TV Production Company

The IPC blanket licence is available to all Independent Production Companies (IPCs) and producers making programmes for primary broadcast in the UK, whereby the music is not covered by an existing broadcaster blanket agreement.

Our production music provides the following benefits:

- Choose from 600,000 premium quality music tracks to ensure your production stands out
- Unlimited transmissions in perpetuity

Number of episodes	UK TV	All media (worldwide)
Per 30 second unit (or part thereof) ■	£36	£77
Per episode	£361	£774
Per series - 4 episodes	£1,300	£2,786
Per series - 6 episodes	£1,841	£3,947
Per series - 8 episodes	£2,383	£5,108
Per series - 10 episodes	£2,888	£6,192
Per series - 12 episodes	£3,249	£6,966
Annual deals	Rates on request	Rates on request

■ The per 30 second cue rate and per-programme rate for Channel Five programmes includes the right to use production music on Five* and Five US at no additional charge.

■ All TV programme rates also include +/- 30 days catch-up for Video-on-Demand (VOD).

■ Per-programme rates are capped when ten x 'per 30 second' cues are used. Aggregation is also applied to the use of the same track within a production.

How to apply for a licence:

- Choose an option from the table above
- Select the music from our production music libraries
- Email your cue sheet to tvprogrammes@prsformusic.com after your production is finished - your licence will then be sent to you.

Contact Details:

IPC Licensing Team, Copyright House
29-33 Berners Street, London W1T 3AB
Tel. 020 7306 4101 Fax 020 7306 4347
Email: tvprogrammes@prsformusic.com

Additional Information

- If you want to use a significant number of tracks or cues within a single production or are intending to produce a number of productions that will include production music, please contact the MCPS Licensing Team about rates and blanket deals:

Tel: 020 8378 7555

- Contact the IPC Licensing Team for television programming rates

Tel: 020 7306 4101

- An administration fee of £8 will be charged for each licence issued. All fees are exclusive of VAT.

- A licence is not valid until payment has been received by MCPS. MCPS reserves the right to request a copy of any completed production for verification purposes.

Top up licences

A 'top up licence' may be available where it is necessary to extend the scope (e.g. further territories, media or copies), or add new categories to a licence for a particular production. The extra amount payable will only relate to the additional use required (subject to the production not being altered in any way - see Rate card note 5, page 11, for more details).

Rate card notes

1. The rates referred to in this rate card are for the copying of the musical work and/or the sound recording, and (where appropriate) distribution of copies only. All other relevant acts (for example: broadcasting and communication to the public - see page 7 for further information) generally require separate licences, both in relation to the musical work and the sound recording.

2. The royalties and other fees referred to in this rate card apply only to production music: library musical works and sound recordings, the copyrights in which are administered by MCPS. Making an enquiry to MCPS and arranging a licence in advance of recording is essential in the case of any other type of copyright music. In these cases, if the copyright owner is willing to grant a licence, the details of royalties, other fees and terms and conditions will be quoted for the various categories and territories.

3. Where the Terms & Conditions have not been agreed to, and/or a valid licence is not obtained at the correct time, the production music libraries reserve all their rights. If it is considered appropriate, retrospective licences may be granted. However, these are likely to be subject to significantly higher royalty fees than those referred to in this rate card.

4. A dubbing fee is payable when a production music library recording is the source from which a musical work is reproduced. However, all rates expressed are inclusive of dubbing fees.

5. Productions which have been altered in any way are considered to be separate productions, and require a separate licence and fees to be paid. This refers to all rates except 'per track' advertisements, and 'per trailer' film trailers.

6. The standard terms on which licences are granted for the use of production music libraries' works are printed on the invoice issued, in addition to those contained within this rate card.

7. Provided the necessary territorial clearance has been obtained, productions varying only in language translation will not require a separate licence to be issued and additional fees paid.

8. Please see prsfmusic.com for full terms and conditions in addition to those contained within this rate card.

9. Rates are effective from 2 January 2013.

Copyright warning

Copyright is infringed by anyone who reproduces an unlicensed work. It also applies to anyone who authorises that reproduction or procures that the reproduction take place. Facility houses, production companies and their clients may all be liable for any such infringement where a valid licence has not been issued.

Any authorisation to reproduce prior to obtaining a licence and paying the royalty and other fees (whether expressed or implied) is subject to the fundamental condition that a licence is obtained and the fees are paid as referred to in the rate card notes. Without this, any such authorisation is deemed never to have had effect.

Authorisation to reproduce is not granted by the supply of production music discs.