

Online Music Licence (OML) Application Form



The information in this form will be treated in strictest confidence and will only be used by PRS for Music to process your application. Whether or not an online Music Service Provider is accepted is decided by the relevant PRS for Music Board(s). Acceptance may be conditional upon the provision of financial guarantees (e.g. deposits and/or advances).

Since the licence requires the payment of additional royalties (on a percentage basis) in arrears, this form contains questions to assess your financial status and ability to meet royalty liabilities.

Reference should be made to the terms and conditions of the Online Music Licence before completing and signing this application form. In particular, we would draw your attention to the fact that any grant of licence is so granted on the basis of the representations made by the applicant in Part A below.

PLEASE ANSWER THE FOLLOWING QUESTIONS AS FULLY AS POSSIBLE

Section A – Formal representations of the applicant

A1 Name of the organisation making this application:

A2 Trading Address:

A3 Telephone Number (Including international dialling code):

A4 Fax Number (Including international dialling code):

A5 General Email Address:

A6 VAT Identification No:

A7 Full Address of Registered Office if different from A2:

A8 What is the status of the organisation?

- Limited Company
- Public Limited Company
- Sole Trader
- Partnership
- Registered Charity
- Other (Please Specify)
-

A9 Registered Company No. or Charity No. of Organisation (where applicable):**A10** Date the organisation commenced trading:

mm/yyyy

A11 Please list the names of Directors of Company (where applicable)**A12** Please list any major investors and their respective share holding (where applicable):**A13** Please state the name of your ultimate holding company (if any):

Registered Company No:

A14 What is the status of the ultimate holding company (if any):Public Limited Company Private Limited Company Other (Please Specify)

A15 Please confirm that you give consent for PRS for Music to approach your bankers and/or your accountants for a reference:Yes No

A16 Please provide details of your organisation's bankers:

Name:

Address:

Tel No.

Fax No:

Email Address

A17 International Bank Account Number (IBAN):

A18 Please provide details of your organisation's accountants:

Name:

Address:

Tel No.

Fax No:

Email Address

A19 Please provide details of your Tax office for withholding tax:

A20 Please give the date of your last audited accounts (where applicable):

A21 Please give the date of your year end (dd/mm):

A22 Please use this space to supply any further information which you believe will support your application, in particular any background information on your organisation and its involvement in the music industry:

A23 Are you the party, in respect of the Music Service(s), that most likely meets the following criteria:

a) Contracts with the consumer:

Yes No

(If no, please specify the party responsible)

b) Sets and controls the price the consumer pays:

Yes No

(If no, please specify the party responsible)

c) Can fully report on all elements of Gross Revenue, including all relevant advertising revenue:

Yes No

(If no, please specify the party responsible)

d) Can fully report on all elements of music usage or can secure such reporting:

Yes No

(If no, please specify the party responsible)

e) Controls how content is offered and bundled:

Yes No

(If no, please specify the party responsible)

f) Carries out or authorises, on their instruction, the carrying out of the copyright restricted acts covered by the Licence:

Yes No

(If no, please specify the party responsible)

A24 Will the Music Service(s) be bundled together with a non-music service?

Yes No

If yes please give details:

A25 Will Audio Visual content be made available as part of the Music Service?

Yes

No

If yes please give details:

Online Services

Please supply the relevant information for each of the services to be covered under the PRS for Music Licence on the following Service Sheet.

A new Service Sheet should be completed for each individual Type of Service and questions A26 to A39 should be answered for each individual service. (Additional service sheets are supplied with this application form)

All services must be 'Business-to-Consumer' in nature.

A26 Service Number (if you are submitting multiple sheets):

A27 Service Name:

A28 Commencement date of service:

A29 Web/WAP Address of Service:

A30 End date of service (where applicable):

A31 Contact for Service:

Name:

Telephone No:

Email Address:

A32 Contact for reporting (if different):

Name:

Telephone No:

Email Address:

A33 For reference purposes, please list all the territories beyond the UK in which your service is currently available and/or territories in which you anticipate that your service may be available in the next 12 months:

A34. Type of Service and revenue source:

(Please start a new service sheet for each Type of Service; you must tick as many revenue sources as are relevant):

Music On Demand	Subscription <input type="checkbox"/>	Pay per use <input type="checkbox"/>	Free to consumer <input type="checkbox"/>	Advertising <input type="checkbox"/>	Other <input type="checkbox"/>
Music Download	Subscription <input type="checkbox"/>	Pay per use <input type="checkbox"/>	Free to consumer <input type="checkbox"/>	Advertising <input type="checkbox"/>	Other <input type="checkbox"/>
Webcasting	Subscription <input type="checkbox"/>	Pay per use <input type="checkbox"/>	Free to consumer <input type="checkbox"/>	Advertising <input type="checkbox"/>	Other <input type="checkbox"/>
Interactive Webcasting	Subscription <input type="checkbox"/>	Pay per use <input type="checkbox"/>	Free to consumer <input type="checkbox"/>	Advertising <input type="checkbox"/>	Other <input type="checkbox"/>
Single Artist Webcasting	Subscription <input type="checkbox"/>	Pay per use <input type="checkbox"/>	Free to consumer <input type="checkbox"/>	Advertising <input type="checkbox"/>	Other <input type="checkbox"/>

For details of each category please see accompanying guide and terms of licence.

A35 If 'other' has been ticked please give details of how revenue will be generated:

A36 If 'subscription' has been ticked please indicate whether the content can be accessed through multiple platforms (e.g. a PC and a mobile phone):

Yes No

A37 If 'Music On Demand' or 'Music Download' service has been ticked please indicate whether the content will be delivered over a mobile network:

Yes No

A38 If advertising has been ticked please give details on how this revenue will be generated:

A39 Please give a brief description of the nature of the Type of Service:

Section B – Additional Information

B1 Give your estimate of Gross Revenue for the first twelve months of operation of the Music Service by quarter. For the purposes of this application form, Gross Revenue is defined as all revenue generated in relation to the Music Service.

Please express all revenues in UK Pounds Sterling:

Service:	Quarter 1	Quarter 2	Quarter 3	Quarter 4
1)				
2)				
3)				
4)				

B2 Please detail the pricing structure for each Type of Service applied for (e.g. prices of individual downloads and bundles; cost of subscription by period and duration and promotional offers):

Service:	Pricing structure
1)	
2)	
3)	
4)	

B3 If any licensed Services include subscriptions please give your estimate for projected subscribers for the first twelve months of operation of the Music Service, split by quarter and for each individual Type of Service:

Service:	Quarter 1	Quarter 2	Quarter 3	Quarter 4
1)				
2)				
3)				
4)				

B4 For all streaming Services please give your estimate for the projected number of streams for the first twelve months of operation of the Music Service split by quarter for each individual Type of Service:

Service:	Quarter 1	Quarter 2	Quarter 3	Quarter 4
1)				
2)				
3)				
4)				

B5 Please give an approximate number of the total musical works which will be made available at any one time as part of the service:

B6 Confirm the format of delivery for downloads (e.g. Windows Media, MP3, WAV, etc.):

B7 List the significant distribution partners involved in the provision of the service (where applicable) and detail the nature of the relationship and percentage revenue share involved:

B8 Is your organisation a member of any music industry (E.g. IFPI) or online representative body (e.g. EDIMA) and if so, which?

B9. Does your organisation hold, or has it ever held, a previous licence with MCPS-PRS Alliance Ltd/PRS for music?:

Yes No

If yes please give details:

Section C - Declaration

I hereby confirm the following statements:

- The information contained in this document is accurate to the best of my knowledge
- PRS for Music is permitted to approach any and all distribution partners involved in the provision of the music services, for the purposes of verifying the information provided within this application form

This must be signed by an authorised signatory for the organisation

Signed: _____

Position Held: _____

On behalf of: _____

Date of application: _____

IMPORTANT:

Please ensure you have enclosed the following:

C1 A copy of the last Certificate of Incorporation or Change of Name Certificate or equivalent (where applicable)

C2 A breakdown of your current online usage statistics (If the online service has yet to launch, please provide a detailed business plan confirming projections for usage from the online services).

C3 A copy of the last audited accounts and current management accounts (If the company accounts have yet to be audited, please provide management accounts and a detailed business plan confirming projections for revenues from the online services).

C4 Your completed direct debit mandate form (please see overleaf).

Please note that no licence, whether express or implied, shall be taken to have been granted by PRS for Music or their respective members merely by completion of this application form.

Please return this form and all additional documents to the following address:

**PRS for Music
Online & Mobile Licensing Team
29-33 Berners Street
London
W1A 3AB
UK
T +44 (0) 20 7306 4991
F +44 (0) 20 7306 4347**

If you wish to pay for your Online Music Licence by Direct Debit please complete the form on page 12 and return it with the application form

MCPS-PRS Alliance Limited

Registered Office: 29-33 Berners Street, London, W1T 3AB

Telephone: 020 7306 4270

Website: www.prsformusic.com

PRS for Music is a brand name of the MCPS-PRS Alliance Ltd.



Instruction to your bank or building society to pay by Direct Debit

This instruction will be sent to your bank or building society by PRS for Music.

Please complete 1-5 below

1. Name and full postal address of bank or building society

To the Manager

Bank or Building Society

Address

Postcode

2. Name(s) of account holder(s)

3. Branch sort code

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4. Bank account no.

--	--	--	--	--	--	--	--	--	--

5. Instruction to your bank or building society.

Please pay the MCPS-PRS Alliance Ltd. from the account detailed on this instruction subject to the safeguards assured by The Direct Debit Guarantee.

Signature

Date

Customer reference: -

Online Licensing Team
PRS for Music
29-33 Berners Street
London
W1T 3AB

PP/FSDD 09



Banks or Building Societies may not accept Direct Debit instructions for some types of account. Please ensure that your bank or building society will allow Direct Debits.

Originator's ID no. 7 5 9 6 1 3



Tear off and keep this portion



The Direct Debit Guarantee

- This guarantee is offered by all Banks and Building Societies that take part in the Direct Debit Scheme. The efficiency and security of the Scheme is monitored and protected by your own Bank or Building Society.
- If the amounts paid or the payment dates change, MCPS-PRS Alliance Ltd. will notify you 3 days in advance of your account being debited or as otherwise agreed.
- If an error is made by MCPS-PRS Alliance Ltd. or your Bank or Building Society, you are guaranteed a full and immediate refund from your branch of the amount paid.
- You can cancel a Direct Debit at any time by writing to your bank or building society. Please also send a copy of your letter to the MCPS-PRS Alliance Ltd., Finance Manager, 29-33 Berners Street, London, W1T 3AB, or call us on 020 7306 4270.