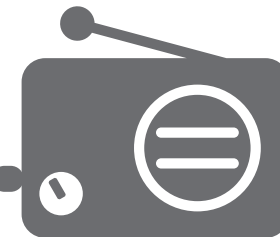
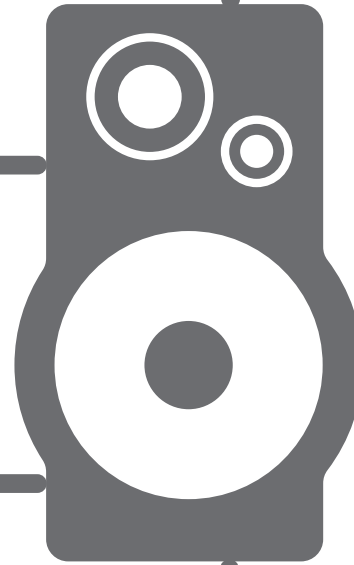
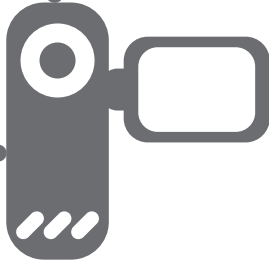
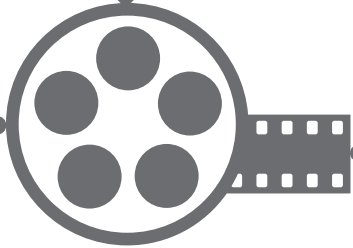
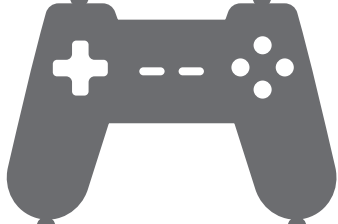


PRODUCTION MUSIC

rate card 2011



TV & RADIO ADVERTISEMENTS

CORPORATE & PROMO VIDEOS

FEATURE FILMS

BRAND & VIRAL CAMPAIGNS

WEBSITES & PODCASTS

COMPUTER GAMES

ONLINE & MOBILE



PRODUCTION MUSIC

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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 audio-visual productions; from TV or radio adverts to feature films, websites and even viral marketing campaigns.

MCPS (part of the PR*S for Music* group) represents 500,000+ tracks and sound effects from over 200 libraries spanning all genres of music.

Versatile and affordable MCPS production music represents quality. Our production music is written by professional songwriters and composers – including some of the big names.

Clearing the music rights you need is a straightforward online process. There are no copyright owner permissions to obtain.

Quick, affordable access to the music you need, when you need it.

- Over 500,000 top-quality tracks and sound effects
- Pre-cleared 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 www.prsformusic.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 number 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 application form on the *PR*S for Music** website (www.prsformusic.com/pm).

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

Licences issued by MCPS cover the right to reproduce the musical work and sound recording - all the rights normally required. All rights are granted in perpetuity, except for music used in the advertising 'Campaign' rate (see page 4).

- 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	
		Standard Ad	Advert Plus	Campaign
All Media	All Media - World	£7,000	£10,500	£15,000

		Standard Ad	Advert Plus	Campaign
		TV Ads / Sponsored Idents	Single Digital, Cable, Satellite or Region of Terrestrial Channel (any single country)	£150
	Single Terrestrial Channel / All Cable and Satellite Television (any single country)	£750	£1,200	£2,000
	All forms of television (UK & ROI or any other single country)	£2,200	£3,500	£5,000
	Europe (or any other one continent)	£2,800	£4,000	£6,000
	World	£5,500	£8,250	£12,000

		Standard Ad	Advert Plus	Campaign
		Radio Ads	Single Restricted Service Licence	£15
	Single Local Station *	£70	£100	£200
	Single National Station	£400	£600	£1,200
	Full Network incl. Nationals (UK & ROI or any other single country)	£800	£1,200	£2,400
	Europe (or any other single continent)	£1,000	£1,500	£3,000
	World	£1,500	£2,500	£4,000

* Or Region of a National / ILR / Satellite / DAB / London Station / Capital Radio

		Standard Ad	Advert Plus	Campaign
		Online & Mobile	Client and Agency Site (Stream) - World	£35
	All Sites (Stream) - World	£200	£400	£600
	All Sites (Download/Viral Campaign/Stream) - World	£500	£800	£1,500

		Standard Ad	Advert Plus	Campaign
		Other Ads	Cinema or DVD Advertising - World	£400
	Audio Visual Public Location - World	£200	£350	£600
	Audio Only Public Location - World	£80	£140	£240



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■ Please see over for defined terms

3 www.prsformusic.com/pm



ADVERTISING

Where TV advertising rates are charged according to region, your application must specify one of the following:

ITV Regions:

Anglia, Border, 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.

All television advertising rates include simultaneous webcasting - but this does not include advertisements placed on websites, which must be licensed separately as set out on the previous page.

DEFINED TERMS

- **Advert Plus** - clears a Track for use within a single advertisement allowing unlimited Revisions, cut-downs and tag ending changes.
- **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.
- **Campaign** - clears a Track for use within all related advertisements of a similar or developing theme for a single product, allowing unlimited Production Variations, Revisions, cut-downs and tag ending changes. Restricted to the relevant medium (All Media, TV Ads/Sponsored Idents, Radio Ads, Online & Mobile or Other Ads) and for a term of up to 12 months duration. The rights in each advertisement are cleared in perpetuity. To continue making new advertisements using the same Track after the term has expired will require a new licence.
- **Production Variation** - a change (such as to visuals or duration) made to the content of a production within the 'Campaign' rate; for example a campaign with a continuing or developing narrative or storyline.
- **Revision** - a minor cosmetic change to an advertisement, largely unnoticeable to the viewer.
- **Track** - an entire song including rights in the musical work and sound recording.



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**All rates in perpetuity
except for use within
the 'Campaign' rate –
see definition**



IPC BLANKET PROGRAMME RATES

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.

Key broadcasters that require clearance include; Channel 4, E4, More4, Five, Fiver, Five USA and S4C.

IPC Productions	S4C	UKTV	World TV	DVD	Online	All Media (excluding UKTV)	All Media
Per 30 second unit (or part thereof) ■	£21	£35	£10	£25	£5	£40	£75
Per-Programme (unlimited programme length) ■	£210	£350	£100	£250	£50	£400	£750
New Series Deals	Negotiable Rates Available						
New Annual Deals	Negotiable Rates Available						

- The per 30 second cue rate and Per-Programme rate for Channel Five programmes includes the right to use production music on Fiver and Five USA 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.
- All licences are for unlimited transmissions in perpetuity.



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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



CORPORATE

Corporate use refers to non-broadcast non-retail audio-visual productions, excluding advertising.

For use in:

- Audio-visual and audio-only productions (excl. advertisements, feature films and trailers)
- Corporate videos (incl. training, promo & educational videos)
- Exhibition to non-paying audiences
- Music on hold

Per 30 second unit (or part thereof)	£35
Per Production (includes Interactive/looped usage)	£250
Blanket Deal	Negotiable Rates Available Call 020 8378 7500

These rates clear the above usage for:

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

■ Aggregation of cues is permitted

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.

£250 per production

Use as much production music as you want in a single production for just £250

Aggregation of cues is permitted

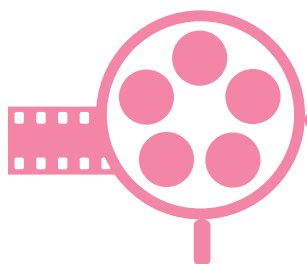
Premium/Sponsored Products	World per 30 second unit (or part thereof)
Up to 10,000 copies	£175
10,001 - 100,000 copies	£240
Over 100,000 copies	£350

Premium/Sponsored Products refers 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.

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



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FILM

		Europe (or any other continent)	World	
Film	Feature Film Buyout (excluding trailers): ■ film budget over £3 million	-	£700	Per 30 second unit (or part thereof)
	Feature Film Buyout (excluding trailers): ■ film budget up to £3 million	-	£250 *	
Film	Public Exhibitions (Paying Audience) or Short Films	£35	£75	
	Festivals Only (up to 100 copies)	£30	£60	
	Student Films	£5	£25	
Film	All Sites Online - Download	-	£100	
	All Sites Online - Streamed Programming	-	£30	

		UK & ROI (or any other single country)	World (excl. N.America)	World	
Trailers	Feature Film Trailer (All Media) ■	£1,500	£2,500	£3,500	Per Track ■
	Feature Film Trailer on TV & Theatrical ■	£1,000	£1,500	£2,000	
	Per Media (excl. TV & Theatrical) ■	£250	£400	£500	

- All Media – refers to but is not limited to TV, radio, online, physical product, theatrical or public location.
- Feature Film Buyout – this 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, but excluding Feature Film Trailers.
- Feature Film Trailers - 'out of context' trailers made up of a montage of clips using production music. All feature film trailer licences include unlimited tag endings and unlimited cut-downs
- Track – an entire song including rights in the musical work and sound recording.

Use as much production music as you want:

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

Capped rate per single trailer = twice the applicable 'Per Track' rate



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RETAIL

	Europe (or any other continent)	World	
Audio-Visual Production * (Up to 1,000 copies)	£35	£80	Per 30 second unit
Audio-Visual Production * (1,001-10,000 copies)	£55	£120	
Audio-Visual Production * (Over 10,000 copies)	£75	£150	
Audio-Only Production * (Up to 1,000 copies)	-	£20	Aggregation permitted ■
Audio-Only Production * (1,001-10,000 copies)	-	£45	
Audio-Only Production * (Over 10,000 copies)	-	£65	
All Sites Online - Download	-	£100	
All Sites Online - Streamed Programming	-	£30	
Retail Games (including console & PC platforms) - Up to 250,000 copies	-	£300	Per Track ■
Retail Games (including console & PC platforms) - Over 250,000 copies	-	£500	

RETAIL

Aggregation of cues is permitted with the exception of Retail Games.

Retail productions are non-broadcast audio-only or audio-visual productions, including DVDs or videos for sale or rental to the general public and covermount products.

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

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.

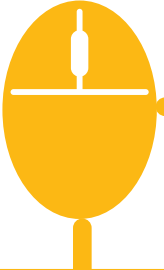
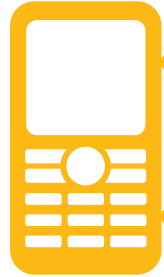
NB. Retail Games rates incorporate the right to loop the music.

- Track – an entire song including rights in the musical work and sound recording.
- Aggregation of cues refers to adding together all music cues to produce a cumulative total.



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* Purchase an add-on Online Licence with your Audio-Visual or Audio-Only Production Licence to receive 25% reduction in fees



ONLINE/ MOBILE

For advertising uses please see Advertising Rates on page 3 and 4.

- **Background to web/WAP page -**
A streamed musical background accompaniment to a homepage or any other section in the website. This is charged per domain name.
- **Streamed programming or Webcasting -**
Audio-only/audio-visual 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 net, corporate videos, interactive web or mobile games that are streamed.
- **Permanent Download -**
The use of a production music work in a context in which a permanent copy is retained by the end user by download. Examples include: interactive web or mobile games, online or TV programmes that are made specifically for the net, ringtones, Podcasts, vodcasts and audio-only/audio-visual 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.

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.

Online & Mobile (Non Advertising)		Per 30 second unit (or part thereof)
Per Site - Background to a Web/WAP site ■	Personal	£50
	Commercial	£150
All Sites - Streamed Programming or Webcasting ■		£50
All Sites - Permanent Download ■		£100

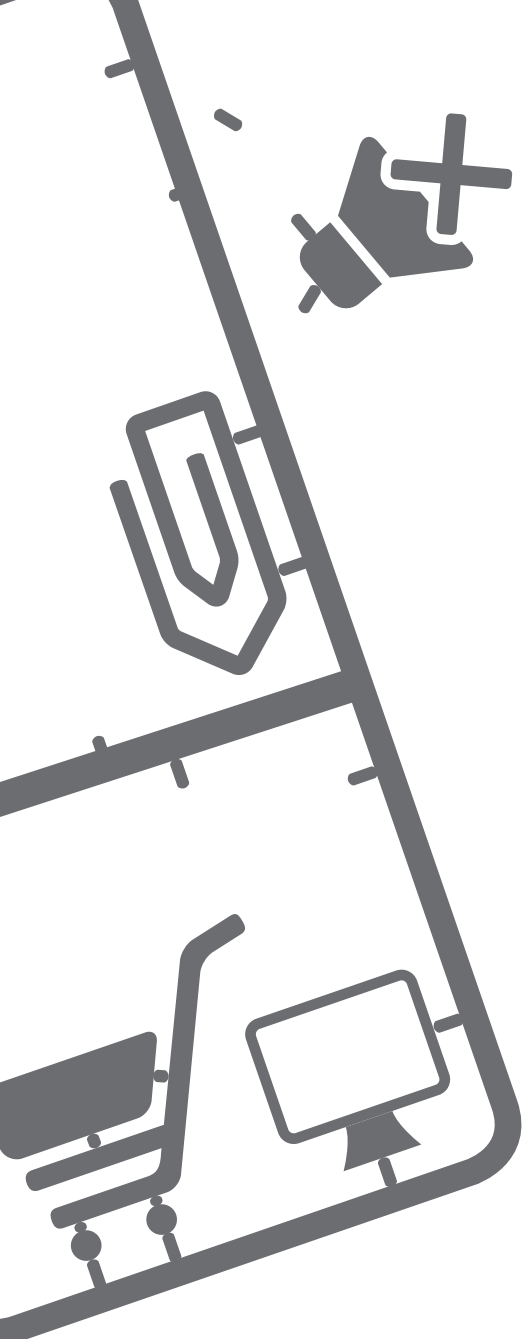
Per Podcast ■	£150
The per podcast rate allows you to use as much production music as you like in your podcast. You pay just the one rate no matter how much music you use. There is no podcast length restriction.	

25%

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



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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, ask the MCPS Licensing Team about special rates and blanket deals:
Tel: 0208 378 7500
- For Television Programming rates contact the IPC Team
Tel: 020 7306 4101
- Infomercials, Public Performance and Gaming Machine rates are available on application. Call the MCPS Licensing Team.

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

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, a 'top up licence' may be available. The extra amount payable will relate only 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).



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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.

PRS for Music Licence	Allowed uses per £55 (+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

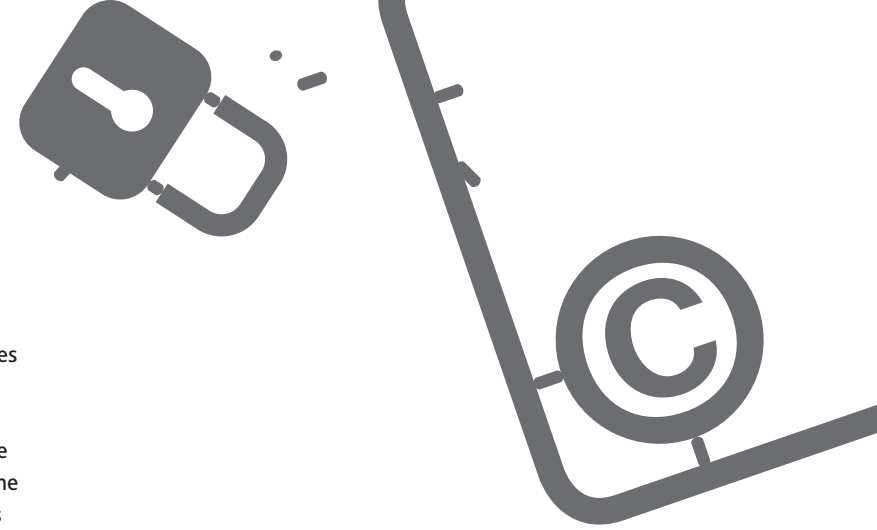
The Performing Right Online Licence is charged in units of £55 (+VAT)

Music hours are calculated by multiplying the viewer hours (i.e. the amount of time in total that users spend watching the 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 www.prsformusic.com/prsonline

To obtain a *PRS for Music* Performing Right Online Licence, contact the *PRS for Music* Online Licensing Team:
Tel: 020 7306 4991
Email: onlinelicensing@prsformusic.com





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 10 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 has 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, but these are likely to be subject to significantly higher royalty fees than those referred to in this rate card.
- 4 In using a production music library recording as the source from which a musical work is reproduced, a dubbing fee is payable. 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 'Advert Plus' and 'Campaign' (see page 4).
- 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. Specimen copies may be obtained from MCPS, but these may be subject to change from time to time. As well as the restrictions referred to in Rate Card Note 1, licences do not allow copying (or distribution) for the purpose of sale or rental to the general public, unless specifically stated otherwise.
- 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 www.prsformusic.com for full terms and conditions, in addition to those contained within this rate card.
- 9 Rates are effective from 14 February 2011. This rate card is reviewed annually.

copyright warning

Copyright is infringed not only by anyone who reproduces a work without a licence but also by anyone who authorises that reproduction or procures that the reproduction take place. Facility houses, production companies and their clients may therefore 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 paid as referred to in the Rate Card Notes. If this is not done, any such authorisation is deemed never to have had effect.

No authorisation to reproduce is granted by the supply of production music discs.



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