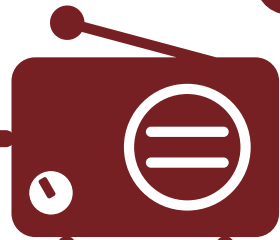
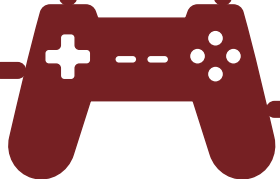
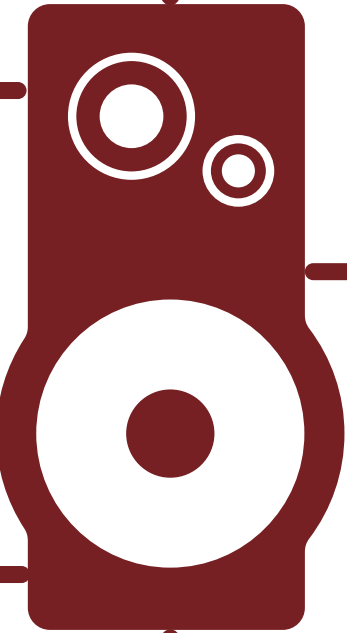
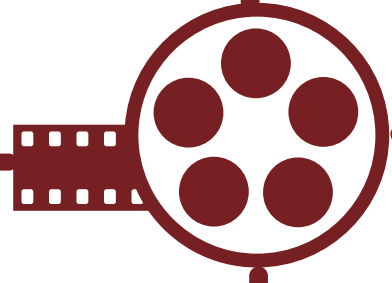
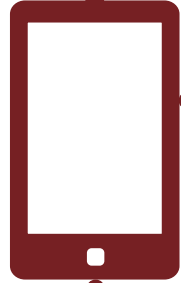
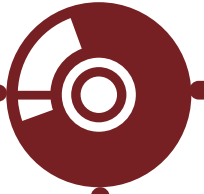


PRODUCTION MUSIC
rate card 2012



PRODUCTION
MUSIC

BRAND & VIRAL CAMPAIGNS

TV & RADIO ADVERTISEMENTS

WEBSITES & PODCASTS

CORPORATE & PROMO VIDEOS

ONLINE & MOBILE

COMPUTER GAMES

FEATURE FILMS

CONTENTS

2	Introduction
2	Applying for a licence
3-4	Advertising
5	Television Production
6	Corporate
7-8	Film
9	Retail
10-11	Online & Mobile
10	PRs for Music - the performing right
12	Additional Information
12	Rate card notes
12	Copyright warning

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 PRS for Music group) represents 600,000+ 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 600,000 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 *PRs 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 where otherwise individually negotiated.

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



ADVERTISING

New for 2012 - Online Streaming included

		Per 30 second unit (or part thereof)	Per Track	
		Per 30 Seconds	Per Track	
All Media	All Media - World	£7,000	£10,500	
TV Ads/ Sponsorship Idents	Single Digital, Cable, Satellite or Region of Terrestrial Channel (any single country)	£350	£500	online included
	Single Terrestrial Channel or All Cable and Satellite Television (any single country)	£950	£1,450	online included
	All forms of television (UK & ROI or any other single country)	£2,400	£3,750	online included
	Europe (or any other one continent)	£3,000	£4,250	online included
	World	£5,700	£8,500	online included
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	£750	online included
	Full Network incl. Nationals (UK & ROI or any other single country)	£900	£1,350	online included
	Europe (or any other single continent)	£1,100	£1,650	online included
	World	£1,600	£2,650	online included
Online & Mobile	New 'Making of' streamed videos - non-advertising	£150	£300	
	All sites (Stream) – World	£300	£500	
	All Sites (Download/Viral Campaign/ Stream) – World	£500	£800	
Other Ads	Cinema or DVD Advertising - World	£600	£950	online included
	Audio Visual Public Location - World	£200	£350	
	Audio Only Public Location – World	£80	£140	

Campaigns, or blanket deals: Negotiable Rates Available Call 0208 378 7500

■ Please see over for defined terms

3 www.prsformusic.com/pm



BACK TO CONTENTS



ADVERTISING

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 a 30 second unit (or part thereof) for use within a single advertisement.
- **Track** – an entire song including rights in the musical work and sound recording.
- **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.**



BACK TO CONTENTS

**All rights are cleared
in perpetuity.**

4 www.prsformusic.com/pm



TV
PRODUCTION
COMPANY
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.

Our production music provides the following benefits:

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

Number of Episodes	UK Television	All media (worldwide)
Per 30 second unit (or part thereof) ■	£35	£75
Per episode	£350	£750
Per series - 4 episodes	£1,260	£2,700
Per series - 6 episodes	£1,785	£3,825
Per series - 8 episodes	£2,310	£4,950
Per series - 10 episodes	£2,800	£6,000
Per series - 12 episodes	£3,150	£6,750
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 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.

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 once your production is finished, and your licence will be sent to you.



BACK TO CONTENTS

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
- 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 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 £80 per 30 seconds for unlimited looping of a single music cue in a production

£275 per production

Use as much production music as you want in a single production for just £275

Aggregation of cues is permitted

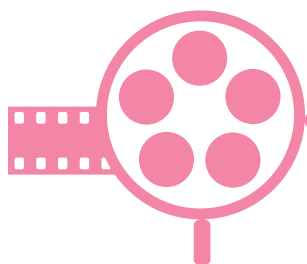
Premium/Sponsored Products	World per 30 second unit (or part thereof)
Up to 10,000 copies	£175
10,001 - 100,000 copies	£240
Over 100,000 copies	£350

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.



BACK TO CONTENTS



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	-	£40	

New Use as much Production Music as you want per Feature Film Trailer.

		UK & ROI (or any other single country)	World (excl. N.America)	World	
Trailers – film budgets up to £3 million	Feature Film Trailer (All Media) ■	£2,500	£3,500	£4,500	Per Trailer
	Feature Film Trailer on TV & Theatrical	£1,750	£2,250	£2,750	
	Per Media (excl. TV & Theatrical)	£325	£475	£575	

Please note that only film trailers created in the UK can be licensed under the MCPS Production Music Rate Card

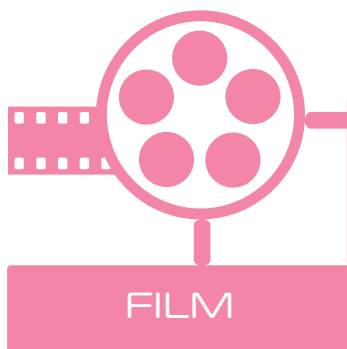
		UK & ROI (or any other single country)	World (excl. N.America)	World	
Trailers – film budgets over £3 million	Feature Film Trailer (All Media) ■	£5,000	£7,000	£9,000	Per Trailer
	Feature Film Trailer on TV & Theatrical	£3,500	£4,500	£5,500	
	Per Media (excl. TV & Theatrical)	£650	£950	£1,150	

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

Use as much production music as you want per trailer.



BACK TO CONTENTS



- 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.
- 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 montage of clips 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).



BACK TO CONTENTS



RETAIL

RETAIL

Aggregation of cues is permitted. Retail games now also licensed per 30 second unit (or part thereof).

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.

	Europe (or any other continent)	World	
Audio-Visual Production * (Up to 1,000 copies)	£35	£80	Per 30 second unit Aggregation permitted ■
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	
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	-	£40	
New Retail online/mobile apps	-	£100	
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.

* Purchase an add-on Online Licence with your Audio-Visual or Audio-Only Production Licence to receive 25% reduction in fees (Looped/Interactive usage)



BACK TO CONTENTS



ONLINE/ MOBILE

Online & Mobile (Non Advertising)	Per 30 second unit (or part thereof)
All Sites - Streamed Programming or Webcasting ■	£40
All Sites - Permanent Download ■	£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 the one rate no matter how much music you use. There is no podcast length restriction.	£150

Online Advertising	Per 30 second unit (or part thereof)	Per Track
New Making of' streamed videos - non-advertising	£150	£300
All sites (Stream) - World	£300	£500
All Sites (Download/Viral Campaign/Stream - World	£500	£800

Online Films	Europe (or any other continent)	World
All Sites Online - Download	-	£100
All Sites Online - Streamed Programming	-	£40

Aggregation of cues permitted	Europe (or any other continent)	World
Online Retail		
All Sites Online - Download	-	£100
All Sites Online - Streamed Programming	-	£40
Retail online / mobile apps ■	-	£100

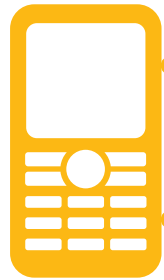
PRS for Music – covering the performing right

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.

PTO for more information on the
Performing Right Online Licence



BACK TO CONTENTS



The Performing Right Online Licence is charged in units of £57.75 (+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

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**

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

PRS for Music Licence	Allowed uses per £57.75 (+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

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



BACK TO CONTENTS

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 rates and blanket deals:

Tel: 0208 378 7500

- For Television Programming rates contact the IPC Licensing Team
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

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 12 for more details).



BACK TO CONTENTS

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 '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 www.prsformusic.com for full terms and conditions, in addition to those contained within this rate card.
- 9 Rates are effective from 3rd January 2012. 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.