

Limited Online Music Licences + (LOML+) application form



The information in this form will be treated in strictest confidence. Please note, the *PRS for Music* board of directors will decide which online music service providers can become licensees. Acceptance may be conditional upon the provision of financial guarantees such as deposits and/or advances.

This form contains questions to assess your financial status and ability to meet royalty liabilities, since the licence agreement may require the payment of royalties in arrears.

Please refer to the terms and conditions before completing your application, and note that the licences are 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 General email address:

A5 VAT identification number:

A6 Full address of registered office if different from A2:

A7 What is the status of the organisation?

- Limited company
 - Public limited company
 - Sole trader
 - Partnership
 - Registered charity
 - Other (Please Specify)
-

A8 Registered company number or charity number (where applicable):

A9 Date the organisation commenced trading:

mm/yyyy

A10 Please list the names of company directors (where applicable)

A11 Please list any major investors and their respective share holding (where applicable):

A12 Please state the name of your ultimate holding company (where applicable):

Registered company number:

A13 What is the status of the ultimate holding company (where applicable):

- Public limited company
 - Private limited company
 - Other (please specify)
-

A14 Please confirm that you give consent for *PRS for Music* to approach your bankers and/or your accountants for a reference:

- Yes
- No

A15 Please provide details of your organisation's bankers:

Name:

Address:

Tel number (including international dialling code):

Email address:

A16 International Bank Account Number (IBAN):

A17 Please provide details of your organisation's accountants:

Name:

Address:

Tel number (including international dialling code):

Fax number (including international dialling code):

Email address:

A18 Please provide details of your tax office for withholding tax:

A19 Please give the date of your last audited accounts (where applicable):

A20 Please give the date of your year end (dd/mm):

A21 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:

A22 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)

A23 Will the music service(s) be bundled together with a non-music service?

Yes No

If yes please give details:

A24 Will audiovisual 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 A25 to A38 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.

A25 Service number (if you are submitting multiple sheets):

A26 Service name:

A27 Commencement date of service:

A28 Web address of service:

A29 End date of service (where applicable):

A30 Contact for service:

Name:

Telephone number (including international dialling code):

Email address:

A31 Contact for reporting (if different):

Name:

Telephone number (including international dialling code):

Email address:

A32 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:

A33 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"/>

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

A34 If 'other' has been ticked please give details of how revenue will be generated:

A35 If 'subscription' has been ticked please indicate whether the content can be accessed through multiple platforms (for example, on a PC and mobile phone):

Yes No

A36 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

A37 If advertising has been ticked please give details on how this revenue will be generated:

A38 Please give a brief description of the nature of the type of service:

[Empty box for description of service type]

Section B – Additional information

B1 Give your estimate of gross revenue for the first twelve months of operation of the music service operation, 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:

Quarter 1	Quarter 2	Quarter 3	Quarter 4

B2 Please detail the pricing structure for each type of service applied for (for example, prices of individual downloads and bundles; cost of subscription by period and duration and promotional offers):

Pricing structure

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:

Quarter 1	Quarter 2	Quarter 3	Quarter 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:

Quarter 1	Quarter 2	Quarter 3	Quarter 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:

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

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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 (for example, 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 MCPS, PRS 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 Licensing Team
2 Pancras Square
London
N1C 4AG
UK**

If you wish to pay for your Limited Online Music Licence + (LOML+) by direct debit please complete the form on page 12 and return it with the application form

