

# Audio Products: Music Promos (AP4)



## FAQs

### **How do I need to label the promo copy?**

PROMOTIONAL COPY – NOT FOR SALE

### **Can I 'top up' the promotional allowance via AP4?**

Yes, this licence can be used where the AP1 or AP2 promotional allowance has been exceeded.

### **What sort of people can I give these copies to?**

Broadcasters, DJ's, critics or other parties - for the sole purpose of genuine promotion of sales of other products containing tracks by the same artist.

### **Do these have to have a different catalogue number to the retail release?**

Yes.

### **Do I need to tell you the names of the tracks I use?**

No, you only need to inform us of the number of tracks you want to use.

### **Why do I need to pay for my own works?**

MCPS collect on every Musical Work used on AP4. The cost of administering this licence in any other way would make the licence fee prohibitively expensive.

### **Is there a promotional allowance on AP2 / AP1 releases etc?**

#### **AP1:**

Unlimited if you are able to comply with the criteria set out in the AP1 Agreement, or you can opt for the set promotional allowances of 1,500 albums per product or 3,000 singles per product (easier compliance criteria). 'Per product' means across all formats.

#### **AP2:**

You are entitled to a promotional quantity in order to promote the record. The allowance for promotional copies is 25% of the first manufacture. You will be allowed to manufacture this quantity royalty free. The allowance will be available where 500 or more copies of the product are being manufactured. The maximum is 400 units per format for a single and 250 per format for albums. If you wish to benefit from this option, you should tick the appropriate box on your application for Licence (AFL). If this option is chosen, the record's packaging must be prominently marked 'PROMOTIONAL COPY – NOT FOR SALE'. Promotional copies which go over your allowance must be licensed under the AP4 licensing scheme.

**Where does the money collected under AP4 go?**

Revenue generated by this scheme is put into the 'Pro Rata' distribution. Money is not paid to MCPS members on a line by line (track by track) basis.

**Can I repress an AP4?**

Yes.