



 Click here to build a quote and apply for your licence

Branded Content

Type of production:

- **Productions documenting sponsored initiatives**
- **Recruitment videos**
- **Product demo videos**

Good to know . . .

- Licences last for the life of production
- Branded content rates cover usages without paid media spend
- Multiple production deals are available - inquire with the licensing team to find out more
- If you are hosting the content on your own website, you may require a Performing Right Online Licence (PROL) to cover the communication to the public right. Please refer to **PROL** rates on page 12

Media	Territory	Per 30s	Per Track	Per Production
Limited Online excl. VOD	Worldwide	£350	£700	£800
Public Location excl. Cinema				

Please refer to our Advertising rates on [page 4](#) if any of the following apply to your project:

- Has paid media spend
- Includes a call to action
- Promotes products or services
- Is aimed to directly promote the brand
- Requires VOD or other media



Unsure which rates apply to your online content?

Please refer to our guide on [page 3](#)

Need further support in finding the right rate for your production?

Please contact the licensing team