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# Trailers, Teasers & Promos

## Type of production:


- **Content specifically designed to promote general entertainment such as films, games & programmes**

## Good to know . . .

- Licences last for the life of production
- Budget refers to the budget of the film/ game/programme that the trailer/teaser/ promo is promoting
- VOD includes all forms of on video on demand services (eg AVOD, BVOD, SVOD, TVOD)
- Trailer/teaser/promo rates include unlimited tag endings and direct cut downs\*
- Per trailer/teaser/promo rate allows unlimited tracks per production
- If you've made an application previously and require additional rights, please get in touch about a top-up licence
- 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

\*Any such edits/versions broadcast within the initial 12 month term are cleared for the lifetime of the production. Any new edits/versions created and broadcast after this time will require additional licensing

Film/Game/ Programme budget	Media	Per Track			Per Trailer/Teaser/Promo		
		UK & Eire (or single country)	Worldwide excl. USA & Canada	Worldwide	UK & Eire (or single country)	Worldwide excl. USA & Canada	Worldwide
Over £10m	All Media	£3,600	£4,800	£6,000	£7,200	£9,600	£12,000
	Video On Demand (VOD)	£2,160	£2,880	£3,600	£4,320	£5,760	£7,200
	Online excl. VOD	n/a	n/a	£1,800	n/a	n/a	£3,600
	Radio or Cinema & Public Location	£1,080	£1,400	£1,800	£2,160	£2,880	£3,600
Between £5m - £10m	All Media	£3,000	£4,000	£5,000	£6,000	£8,000	£10,000
	Video On Demand (VOD)	£1,800	£2,400	£3,000	£3,600	£4,800	£6,000
	Online excl. VOD	n/a	n/a	£1,500	n/a	n/a	£3,000
	Radio or Cinema & Public Location	£900	£1,200	£1,500	£1,800	£2,400	£3,000
Between £3m - £4.9m	All Media	£1,500	£2,000	£2,500	£3,000	£4,000	£5,000
	Video On Demand (VOD)	£900	£1,200	£1,500	£1,800	£2,400	£3,000
	Online excl. VOD	n/a	n/a	£750	n/a	n/a	£1,500
	Radio or Cinema & Public Location	£450	£600	£750	£900	£1,200	£1,500
Between £500k- £2.9m	All Media	£1,000	£1,500	£2,000	£2,000	£3,000	£4,000
	Video On Demand (VOD)	£720	£960	£1,200	£1,440	£1,920	£2,400
	Online excl. VOD	n/a	n/a	£600	n/a	n/a	£1,200
	Radio or Cinema & Public Location	£300	£450	£600	£600	£900	£1,200
Under £500k	All Media	£500	£1,000	£1,500	£1,000	£2,000	£3,000
	Video On Demand (VOD)	£540	£720	£900	£1,080	£1,440	£1,800
	Online excl. VOD	n/a	n/a	£450	n/a	n/a	£900
	Radio or Cinema & Public Location	£150	£300	£450	£300	£600	£900

 **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

All rates are exclusive of VAT

For more information visit [prsfmusic.com/pm](https://prsfmusic.com/pm) Contact **+44 (0)20 3741 3888** or [applications@prsfmusic.com](mailto:applications@prsfmusic.com)

Only productions synchronised in the UK can be licensed through our Rate Card