



**production**  
music

2017

rate card







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[prsforsmusic.com/pm](http://prsforsmusic.com/pm)

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## Simple, affordable production music licensing

### Our licences can offer

- Cover for the lifetime of the production
- Clearance for Worldwide All Media exploitation
- Access to over one million tracks
- Over 250 library labels spanning all genres

**Please read the Important Information at the end of the rate card.**

### Apply, pay for and receive your licence



Purchase your licence at the point of application using **Licence Manager** and you will receive your licence immediately.

Browse a complete list of production music libraries covered by our licences at **[prsformusic.com/libraries](https://prsformusic.com/libraries)**

Keep a record of:

- Track titles
- Songwriters and composers
- Library/Label names

These details are essential elements for your licence application.



# Adverts

## ADVERTS AND IDENTIS

### Type of production:

- Adverts designed specifically to promote goods or services to the general public

### Music use:

- As per tariff description.
- All rates include Online exploitation except where indicated by \*. Online use includes Video On Demand (VOD) & Social Media platforms e.g. Snapchat, YouTube etc.

### Campaign rates allow you to:

- Clear a single track across unlimited adverts, of a related or developing theme for a single product within a 12 month term.
- Adverts broadcast within the 12 month term are cleared for the lifetime of the production.

### Notes:

- RSL (Restricted Service Licence) rates only applicable to stations who hold an RSL.
- Tag ending changes. This means minor changes to the message at the end of an advertisement e.g. change from 'sale starts Monday' to 'sale starts tomorrow'.
- Cut-down. This means a shortened version of an advert where no new content is added.
- Digital cable network rates exclude ITV1, C4 and C5.
- Per 30s rates clear use for 30 seconds of music, or part thereof.
- Speech translations do not require additional licensing.
- Please read the Important Information section at the end of this rate card.

# Adverts & Identis

Use	Territory	Media	Per 30s	Per Track
All Media	Worldwide	All Media	£7,700	£11,600
TV Ads and Sponsorship Identis	UK & Eire (or any other single country)	ITV1, C4 or C5	£950	£1,450
		Other Single TV channel or region of ITV1, C4, C5	£500	£800
		Digital cable network	£1,900	£2,900
		All TV	£2,400	£3,750
	Single Continent	All TV	£3,300	£4,700
	Worldwide		£6,300	£9,400
Radio Ads	Local/Regional	Single local station or region of national	£70 *	£100 *
	UK & Eire (or any other single country)	Single national station	£500	£800
		Full network	£900	£1,350
	Single Continent	Full network	£1,100	£1,650
	Worldwide		£1,600	£2,650
	Other	Single RSL	Per Advert £15 *	

Per track rates allows unlimited cut-downs and tag ending changes.

All rates include online exploitation except where indicated by\*.

Adverts & Identis continued.



Licences last for life of production

Campaign rate = 'per track' rate +60%  
e.g. Worldwide (all media) campaign rate = £11,600 x 1.6 = £18,560



# Adverts

## ADVERTS AND IDENTIS

### Type of production:

- Adverts designed specifically to promote goods or services to the general public

### Music use:

- As per tariff description.
- All rates include Online exploitation except where indicated by \*. Online use includes Video On Demand (VOD) & Social Media platforms e.g. Snapchat, YouTube etc.

### Campaign rates allow you to:

- Clear a single track across unlimited adverts, of a related or developing theme for a single product within a 12 month term.
- Adverts broadcast within the 12 month term are cleared for the lifetime of the production.
- Campaign rates are 60% uplift of 'Per Track' rates only and do not apply to 'Per 30s' rates.

### Notes:

- Tag ending changes. This means minor changes to the message at the end of an advertisement e.g. change from 'sale starts Monday' to 'sale starts tomorrow'.
- Cut-down. This means a shortened version of an advert where no new content is added.
- Per 30s rates clears use for 30 seconds of music, or part thereof.
- If you are making a production documenting the making of an advert please refer to our **Branded Content** rates on page 5.
- Speech translations do not require additional licensing.
- Please read the Important Information section at the end of this rate card.

## Adverts & Idents (continued)

Use	Territory	Media	Per 30s	Per Track
Online Ads	World-wide	Audio Only (all sites) Streaming & Download	£175	£300
		Audio Visual (all sites) Streaming & Download	£500	£800
Other Ads	World-wide	Cinema or DVD advertising	£600	£950
		Audio Visual (public location) *	£200	£350
		Audio Only (public location) *	£80	£140

All online rates include streaming and download.

All rates include online exploitation except where indicated by\*.

Per track rate allows unlimited revisions, cut-downs and tag ending changes.

Campaign rate = 'per track' rate +60%  
e.g. Audio Visual Online campaign rate = £800 x 1.6 = £1,280

Not sure whether your promotional content is an advert?  
Please see our new **Branded Content** page to see if this matches your production criteria.

Licences last for life of production





# Branded Content

## BRANDED CONTENT

### Type of production:

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

### Music use:

- Online including Social Media platforms e.g. Snapchat.
- Public locations (excluding cinema broadcast).
- Business to Business (B2B) office use.
- DVD (unlimited copies).

### Notes:

- Per 30s rates clear use for 30 seconds of music, or part thereof.
- Our Per Production rates allow unlimited music usage.
- Please review the criteria listed for Branded Content to see if this covers your production. Branded Content rates do not cover productions where the main focus of the video is to promote the sale of goods or services to the general public, except for product demos which are included within these rates.
- If your production type and exploitation method is not listed here please check **Adverts & Indents** or **Corporate** rates and criteria or call us if you are unsure on **+44 (0)20 3741 3888**.
- Speech translations do not require additional licensing.
- Please read the Important Information section at the end of this rate card.

## Branded Content

Use	Territory	Media	Per 30s	Per Production
Branded Content	World-wide	Audio Visual - All sites online (includes downloads) and public location (excluding cinema)	£150	£650

All online rates include streaming and download.

### Discount offers:

- Discounted rate of 20% is available to customers who commit to 10 or more Branded Content productions
- Customers who commit to 20 or more Branded Content productions qualify for a 30% discount.

**N.B.** Discounts only apply to Per Production rates.

Call **+44 (0) 20 3741 3888** for more info.

## Branded Content Campaign Rates

**Campaign rates allow you to clear music across a series of productions of a related or developing theme.**

### Single Track Campaign Rate

- £1,100 allows you to clear a single track across unlimited productions, of a related or developing theme within a 12 month term. Any productions broadcast within the 12 month term are cleared for the lifetime of the content. (Rate available on Licence Manager System).

### Multi-Track Campaign Discounts

- Pay £650 for your first production and receive a 50% discounted rate of £325 for all other related productions included in the campaign.

- Maximum 10 productions per campaign.

Call **+44 (0) 20 3741 3888** for more info.

Licences last for life of production



# Corporate

## CORPORATE

### Type of production:

- Staff training or information videos
- Music on hold
- Showreels
- Exhibition films (e.g. museums and art installations)
- Audio guides

### Music use:

- Staff conferences and in-house use.
- Intranet, client site and agency only.
- Private and direct communication (audio guides, music on hold, Business to Business (B2B) physical copies).
- Exhibitions (e.g. museums, art installations and trade shows).

### Notes:

- Looped and interactive use is charged at double the per 30 second rate for unlimited looping of a single music cue.
- If you produce a mixture of Corporate videos and Branded Content and would like to enquire about a blanket licence, please call **+44 (0)20 3741 3888**.
- Aggregation is permitted on all Corporate Per 30s rates. Aggregation allows various music cues to be added together to produce a cumulative total.
- Per 30s rates clears use for 30 seconds of music, or part thereof.
- Our Per Production rates allow unlimited music usage.
- Speech translations do not require additional licensing.
- Please read the Important Information section at the end of this rate card.

# Corporate

Use	Territory	Media	Per 30s	Per Production
Corporate Content	World-wide	Audio Visual - Online - client and agency sites only (includes downloads) and public location (excluding cinema)	£50	£300

### Discount offers:

- Commit to 20 or more Corporate productions to qualify for a 33% discount = £200 Per production rate.
- N.B. Discounts only apply to per production rates  
Call **+44 (0) 20 3741 3888** for details of how to apply.

Please review the criteria listed for Corporate to see if this covers your production. If your production is for promotional purposes and has media spend behind it, please see **Branded Content** or **Adverts & Idents**.





# Online Productions

Online production rates cover, but are not limited to:

- Audio visual content (amateur or professional) made for broadcast on video sharing and social media platforms (e.g. YouTube).
- Films or series that are made available online.
- Any online production available for retail sale through streaming or download service providers (includes Audio/Audio visual books).

**IMPORTANT: Online Production rates do not cover advertising, branded content or film trailers.**

If your production does contain Branded Content, please refer to our **Adverts**, **Branded Content** and **Corporate** rates detailed on pages 4, 5 and 6.

If your production is a film trailer, please refer to our **Trailer** rates detailed on page 10.

## Communication to the Public Right

Are you hosting the content on your own website? You may require a Performing Right Online Licence (PROL). Please refer to **PROL** rates on page 8 and the Important Information section at the end of this rate card.

# Online Productions

Media	Worldwide		
	Per 30s	Per Track	Per Production
Online - Download and Streaming	£70	£150	£250
Podcast (audio only)	Per Podcast		
	£100		

Podcast and Online series deals are available by negotiation, please get in touch on **+44 (0)20 3741 3888**

**NEW**  
Reduced Per Production rate for 2017.

**NEW**  
Reduced Podcast rate for 2017.

Download and streaming rights included in all Online production rates.

Licences last for life of production



# Performing Right Online Licence (PROL)

**Online performing rights cover the communication of a musical work to the public.**

You will need a PROL, as well as a mechanical right licence, if you are hosting content with production music on your website (i.e. if it is not hosted on an external site such as YouTube).

Visit [prsmusic.com/prsonline](https://prsmusic.com/prsonline) for more information about our licensing. Alternatively please call **+44 (0)20 3741 4500**.

A PROL is valid for 12 months. Licensees need to provide a report of the musical works that have been used.

## Performing Right Online Licence (PROL)

### Important

Under UK law, the act of downloading, streaming and podcasting musical works and sound recordings requires two separate licences to cover two separate licensable rights:

1. The mechanical right (the copying of the musical work).
2. The performing right (the communication to the public of the musical work).

The rates on this page relate to the performing right only. For information about online mechanical rights, please refer to our [Online Production](#) rates.

Use	Media	Unit allowance (or part thereof) per annum	Cost per unit allowance
Music	On demand	<45,000 streams	£62+ VAT
	Background to a website (similar to webcasting)	<120,000 streams	
	Permanent download	<5,000 downloads	
	Ringtone	<1,000 downloads	
General entertainment	On demand	<3,200 music hours	
	Permanent download	<350 music hours	

### Get a PROL

Download and complete an application form from [prsmusic.com/prsonline](https://prsmusic.com/prsonline) and email it to [onlinelicencing@prsmusic.com](mailto:onlinelicencing@prsmusic.com)

Licences last for life of production





# Film & Trailers

## Film

- **Buyout rates clear the relevant unit for use within all media including but not limited to TV, online, theatrical, Film festival and physical product release.**
- Per film rates allow uncapped usage per film
- If you only require online exploitation, please refer to our **Online Production** rates
- Feature Film rates allow in context trailer usage. If you require trailer usage that is out of context, please refer to our **Trailer** rates.

## Film

Use	Territory	Per 30s	Per Track	Per Film
Feature film buyout (excl. trailers) Film budget <250k	Worldwide	£100	£200	£2,000
Feature film buyout (excl. trailers) Film budget between £250k and £3m	Worldwide	£250	£535	£5,000
Feature film buyout (excl. trailers) Film budget >£3m	Worldwide	£700	£1,500	n/a

## Notes:

- Please see page 10 for Trailer rates.
- Speech translations do not require additional licensing.
- Please read the Important Information section at the end of this rate card.





# Film & Trailers

## Trailers

- Film trailers are licensed on a per production basis allowing uncapped usage per trailer.
- Please contact the MCPS licensing team if you wish to discuss single track usage or campaign rates, on **+44 (0) 20 3741 3888**
- Online use includes Video On Demand (VOD) & Social Media platforms e.g. Snapchat, YouTube etc.

## Notes:

- Only film trailers dubbed in the UK can be licensed through our rate card.
- Online rates include Video On Demand (VOD).
- Tag ending changes. This means minor changes to the message at the end of the trailer e.g. change from 'out Monday' to 'out tomorrow'.
- Cut downs. This means a shortened version of a trailer where no new content is added.
- Buyout rates clear the relevant unit for use within all media including but not limited to TV, online, theatrical, public location and physical product.
- Speech translations do not require additional licensing.
- All Media rates include Worldwide Online exploitation.
- Please read the Important Information section at the end of this rate card.

## Trailers

Film budget	Use	UK & Eire (or single country)	Worldwide excl. USA & Canada	Worldwide
Over £3m	All Media	**£5,500	**£7,500	£9,500
	Online	n/a	n/a	£2,200
	Per Media (includes TV, Theatrical, DVD, Public Location, Radio)	£1,320	£1,720	£2,200
Between £1.25m - £3m	All Media	**£2,500	**£3,500	£4,500
	Online	n/a	n/a	£1,375
	Per Media (includes TV, Theatrical, DVD, Public Location, Radio)	£875	£1,125	£1,375
Under £1.25m	All Media	**£1,500	**£2,500	£3,500
	Online	n/a	n/a	£1,000
	Per Media (includes TV, Theatrical, DVD, Public Location, Radio)	£400	£700	£1,000

Feature film trailer licences include unlimited tag endings and cut-downs.

**NEW:** Low budget trailer rates for films with budgets up to £1.25m

\*\* All Media rates include Worldwide Online exploitation

Licences last for life of production





# Games, Apps, CDs and DVDs

Retail productions are audio, audio visual or interactive productions for sale or rental to the general public, including:

- Films or games
- Online/mobile apps
- DVD, CD and vinyl products
- Covermount products

**Notes:**

- Retail game rates include any console or PC game e.g. PlayStation, Xbox, Nintendo Wii.
- If you are not licensing music within an app and require retail online exploitation (covering streaming and downloads) please refer to our **Online Production** rates.
- Looped and interactive use of music allow unlimited looping of a single cue in a production and is charged at double the Per 30s. This option is available across all usages where no Per Track rates are offered. Just select the looped option on the **Licence Manager** system.
- Per Game rates allow uncapped music usage for one flat rate.
- Aggregation is permitted on all Per 30s rates. Aggregation allows various music cues to be added together to produce a cumulative total.
- Speech translations do not require additional licensing.
- Please read the Important Information section at the end of this rate card.

## Games, Apps, CDs and DVDs

Use	Territory	Per 30s	Per Track	Per Game
Retail Game e.g. Playstation or Xbox and PC games (unlimited copies)	Worldwide	£250	£535	£5,000

**DISCOUNT:** Per game rates include a 25% discount on advertising rates for related promotions. Contact the MCPS licensing team for more details on **+44 (0) 20 3741 3888**

Use	Territory	Per 30s	Per App
Mobile app	Worldwide	n/a	£100

**NEW**  
Our Per App rate allows unlimited music usage.

Use	Criteria	Territory	Per 30s
Audio Only	<1000 copies	Worldwide	£20
	1001 - 10,000 copies	Worldwide	£45
	>10,000 copies	Worldwide	£65
Audio Visual	<1000 copies	Single Continent	£35
		Worldwide	£80
	1001 - 10,000 copies	Single Continent	£55
		Worldwide	£120
	10,001 - 50,000 copies	Single Continent	£75
		Worldwide	£150
	50,001 - 100,000 copies	Single Continent	£100
		Worldwide	£200
>100,000 copies	Single Continent	£125	
	Worldwide	£250	

Licences last for life of production

# Independent Production Company (IPC)

The IPC blanket licence is available to all IPCs and producers making programmes for primary broadcast in the UK, where the music is not covered by an existing broadcaster blanket agreement.

**Other available rates:**

- UK (all media).
- Worldwide excluding UK (all media).

These are charged at 50% of the Worldwide rate (all media rates listed in the table).

**Notes:**

- Productions are covered for Worldwide All Media exploitation for the lifetime of the production.
- Aggregation is permitted on all Per 30s rates. Aggregation allows various music cues to be added together to produce a cumulative total.
- If you are making a TV programme promo please call the IPC team for more information on **+44 (0)20 3741 4101**.
- Radio, public location and theatrical uses are excluded from IPC rates.
- Speech translations do not require additional licensing.
- Please read the Important Information section at the end of this rate card.

# Independent Production Company (IPC)

Licence category	Worldwide (all media)
Single cue	£71
Single track	£153
Single production	£560
Single series (up to 8 productions)	£2,000
Annual deal – single IPC	From £5,000

Annual deal – group IPC By negotiation call +44 (0)20 3741 4101

**Programmes made for online are now covered under the IPC blanket licence**

**Get an IPC licence**

- Download and complete an application form from [prsfmusic.com/ipctv](https://prsfmusic.com/ipctv)
- Send the completed form to [tvprogrammes@prsfmusic.com](mailto:tvprogrammes@prsfmusic.com)
- Cue sheets must be submitted upon completion of the production

Licences last for life of production

## Important Information

### Top up

Top up licences may be purchased to:

- extend the scope of a licence (e.g. to include additional territories, media and/or copies); and/or
- add new use terms to a licence for a particular production

Please contact the licensing team on **+44 (0)20 3741 3888** if you require a top up.

### Other licences

The rates are for the copying of the musical work and/or the sound recording, and (where applicable) distribution of copies and in the case of PROL only, limited Online communication to the public for the Production Music works and sound recordings. Additional licences are required for all other acts including, without limitation, any copying taking place outside the UK and, save in relation to the PROL, any communication to the public rights (whether exercised by the licensee or any third party). If you are unsure about your licensing requirements, please contact the licensing team on **+44 (0) 20 3741 3888**.

### Miscellaneous

The rates set out in this rate card are subject to the full terms and conditions applicable to the each tariff which are set out in the corresponding licence or invoice and are available to view in the **Licence Manager**.

Using (or authorizing the use of) MCPS and PRS Production Music without a valid licence covering each specific use constitutes copyright infringement for which facility houses, production companies and their clients could all be liable.

Where appropriate, retrospective licences may be granted. These may be subject to significantly higher royalty fees than the standard rates.

Productions which are re-distributed with alterations are considered to be new productions and require a separate licence and payment. This applies to all rates except 'per track', 'campaign' advertisements and 'per trailer' rates. However, productions varying only in language translation do not require a separate licence to be issued or additional fee payments, provided the necessary territorial clearance has been obtained.

An administration fee of £8 will be charged for each licence issued.

Published rates are effective from 3 January 2017.