

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. Please also note that licences are granted on the basis of 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 Fax number (including international dialling code):

A5 General email address:

A6 VAT identification number:

A7 Full address of registered office if different from A2:

A8 What is the status of the organisation?

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

A9 Registered company number or charity number (where applicable):

A10 Date the organisation commenced trading:

mm/yyyy

A11 Please list the names of company directors (where applicable)

A12 Please list any major investors and their respective share holding (where applicable):

A13 Please state the name of your ultimate holding company (where applicable):

Registered company number:

A14 What is the status of the ultimate holding company (where applicable):

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

A15 Please confirm that you give consent for *PRS for Music* to approach your bankers and/or your accountants for a reference:

- Yes
- No

A16 Please provide details of your organisation's bankers:

Name:

Address:

Tel number (including international dialling code):

Fax No (including international dialling code):

Email address:

A17 International Bank Account Number (IBAN):

A18 Please provide details of your organisation's accountants:

Name:

Address:

Tel number (including international dialling code):

Fax number (including international dialling code):

Email address:

A19 Please provide details of your tax office for withholding tax:

A20 Please give the date of your last audited accounts (where applicable):

A21 Please give the date of your year end (dd/mm):

A22 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:

A23 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)

A24 Will the music service(s) be bundled together with a non-music service?

Yes No

If yes please give details:

A25 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 A26 to A39 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.

A26 Service number (if you are submitting multiple sheets):

A27 Service name:

A28 Commencement date of service:

A29 URL of service:

A30 End date of service (where applicable):

A31 Contact for service:

Name:

Telephone number (including international dialling code):

Email address:

A32 Contact for reporting (if different):

Name:

Telephone number (including international dialling code):

Email address:

A33 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. If your service is operating beyond the UK, please estimate what level of usage you project, in terms of percentage, will come from each territory.

A34. 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 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"/>
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"/>
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"/>
Music on demand - Karaoke	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 – Karaoke	Subscription <input type="checkbox"/>	Pay per use <input type="checkbox"/>	Free to consumer <input type="checkbox"/>	Advertising <input type="checkbox"/>	Other <input type="checkbox"/>

A35 If 'other' has been ticked please give details of how revenue will be generated:

A36 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

A37 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

A38 If advertising has been ticked please give details on how this revenue will be generated:

A39 Please give a brief description of the nature of the type of service:

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:

Service:	Quarter 1	Quarter 2	Quarter 3	Quarter 4
1)				
2)				
3)				
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):

Service:	Pricing structure
1)	
2)	
3)	
4)	

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:

Service:	Quarter 1	Quarter 2	Quarter 3	Quarter 4
1)				
2)				
3)				
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:

Service:	Quarter 1	Quarter 2	Quarter 3	Quarter 4
1)				
2)				
3)				
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:

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

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. Please provide a detailed business plan confirming projections for usage from the online services if the online service has yet to launch.

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 *PRS for Music* 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

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

PRS for Music Limited

Registered Office: 2 Pancras Square, London N1C 4AG
Telephone: +44 (0)20 3741 4061
Website: www.prsformusic.com

PRS for Music is a brand name of PRS for Music Limited



Instruction to your bank or building society to pay by Direct Debit

This instruction will be sent to your bank or building society by PRS for Music.

Please complete 1-5 below

1. Name and full postal address of bank or building society

To the Manager _____

Bank or Building Society _____

Address _____

Postcode _____

2. Name(s) of account holder(s) _____

3. Branch sort code

4. Bank account no.

5. Instruction to your bank or building society.
Please pay PRS for Music Limited from the account detailed on this instruction subject to the safeguards assured by The Direct Debit Guarantee.

Signature _____ Date _____

Banks or Building Societies may not accept Direct Debit instructions for some types of account. Please ensure that your bank or building society will allow Direct Debits.

Originator's ID no.



Customer reference: -

Completed forms should be posted to:

**PRS for Music
Finance Manager
2 Pancras Square
London
N1C 4AG**



Tear off and keep this portion



The Direct Debit Guarantee

- This guarantee is offered by all Banks and Building Societies that take part in the Direct Debit Scheme. The efficiency and security of the Scheme is monitored and protected by your own Bank or Building Society.
- If the amounts paid or the payment dates change, PRS for Music Limited will notify you 3 days in advance of your account being debited or as otherwise agreed.
- If an error is made by PRS for Music Limited or your Bank or Building Society, you are guaranteed a full and immediate refund from your branch of the amount paid.
- You can cancel a Direct Debit at any time by writing to your bank or building society. Please also send a copy of your letter to PRS for Music Limited, Finance Manager, 2 Pancras Square, London N1C 4AG, or call us on +44 (0)20 3741 4061.