



# production music

## 2016 rate card

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



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## Simple, affordable production music licensing

### Our licences offer

- Pre-clearance for many types of usage
- Worldwide rights
- All media
- Productions covered in perpetuity

### Our members offer you

- Access to over one million tracks
- Over 250 library labels spanning all genres

### Apply, pay for and receive your licence on the same day

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/pm](https://prsformusic.com/pm)






Keep a record of:

- track titles
- songwriters and composers
- library names

These details are essential factors for your licence application.

**Applications cannot be amended after submission so please save the application until all details are confirmed.**

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## Adverts & Idents

Use	Territory	Media	Per 30s	Per Track
All Media	Worldwide	All Media	£7,700	£11,600
TV Ads and Sponsorship Idents	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 usage except where indicated by\*.

## Adverts, Branded Content and Corporate

### Adverts and Idents

Type of production:

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

Music use:

- Can include all media (dependent on tariff)

### 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 in perpetuity.

### 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.

Adverts & Idents continued.



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

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## 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
		'Making of' videos - Audio Visual (client and agency site only) Streaming & Download	£150	£300
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 usage 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.

## Adverts, Branded Content and Corporate

### Adverts and Idents

Type of production:

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

Music use:

- Can include all media (dependent on tariff)

### 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 in perpetuity

### 'Making of video' rates

Type of production:

- A production documenting the making of an advertisement

Music use:

- Online – client and agency sites only

### Notes:

- Campaign rates are not applicable to 'making of video' rates.
- 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.

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## 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	£550

All online rates include streaming and download.

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 & Idents** or **Corporate** rates and criteria.

## Adverts, Branded Content and Corporate

### Branded Content

Type of production:

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

Music use:

- Public locations (excluding cinema broadcast)
- Online (all sites)
- Business to Business (B2B) office use
- DVD (unlimited copies)

### Notes:

- Discounted rates are available to customers who commit to a minimum of 20+ Corporate videos (please see **Corporate rates** page). If you produce a mixture of Corporate videos and Branded Content and would like to enquire about a blanket licence, please get in touch on +44 (0)20 3741 3888.
- Per 30s rates clears use for 30 seconds of music, or part thereof.

## 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

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**.

Commit to 20+ productions to qualify for a 33% discount = £200 per production rate.  
Call +44 (0)20 3741 3888 for more info.

## Adverts, Branded Content and 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 30 second 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.

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## Film

Use	Territory	Per 30s	Per Track	Per Film
Student film	Worldwide	£25	£55	n/a
Feature film buyout <£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 >£3m	Worldwide	£700	£1,500	n/a

**NEW**  
Low budget film rates for films with budgets up to £250k.

## Trailers

Use	Criteria	Per Production		
		UK & Eire (or any other single country)	Worldwide (excl. USA & Canada)	World-wide
Trailer - All media	Film Budget >£3m	£5,500	£7,500	£9,500
	Film Budget <£3m	£2,500	£3,500	£4,500
Trailer - TV and theatrical NEW- substitute either TV or theatrical usage with Online	Film Budget >£3m	£3,500	£4,500	£5,500
	Film Budget <£3m	£1,750	£2,250	£2,750
Trailer - Per media (excl. TV and Theatrical)	Film Budget >£3m	£650	£950	£1,150
	Film Budget <£3m	£325	£475	£575

**NEW**  
TV and theatrical rates now allow you to substitute TV or Theatrical with Online.  
Just choose which two you require on your application via Licence Manager.

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

Please contact us if you require single track trailer licences +44 (0)20 3741 3888.

## Film & Trailers

### Film

- New low budget film rates offer affordable all media clearance.
- Per film rates allow uncapped usage per film
- If you only require online usage, please refer to our **Online Production** rates.
- Student film rates cover student film festivals only.

### Trailers

- Film trailers are licensed on a per production basis allowing uncapped usage per trailer.
- If you only require a single track for your trailer please contact us.

### Notes:

- Only film trailers dubbed in the UK can be licensed through our rate card.
- Tag ending changes. This means minor changes to the message at the end of a 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.

## Online Productions

Media	Worldwide			
	Per 30s unit	Per Track	NEW - Short form programming rates - unlimited music in 10 min episodes	Per production
Online - Download and Streaming	£70	£150	£200	£550
Podcast (audio only)	Per Podcast			
	£150			

Online series deals by negotiation - Call +44(0)20 3741 3888.

**NEW**  
Short form programming rates - unlimited music in 10 min episodes.

Download and streaming rights included in all Online production rates.

## Online Productions

### Online production rates cover, but are not limited to:

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

### Online production rates do not cover:

- Corporate videos, advertisements or any branded content.
- If your production does contain branded content, please refer to our **Adverts, Branded Content and Corporate** rates.
- If you are hosting content on your own website you may also require a Performing Right Online Licence (PROL). You will only need a PROL if you use audio and /or audio visual content that is hosted on your site (i.e. if it is not hosted on an external site such as YouTube). Please refer to **PROL** rates.



## Performing Right Online Licence (PROL)

### Important

Under UK law, the act of downloading, streaming and podcasting musical works 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 [prsfmusic.com/prsonline](https://prsfmusic.com/prsonline) and email it to [onlinelicensing@prsfmusic.com](mailto:onlinelicensing@prsfmusic.com)

or

Send the completed form to: PRS for Music licensing team, Elwes House, 19 Church Walk, Peterborough, Cambridgeshire PE1 2UZ

## 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.

Visit [prsfmusic.com/prsonline](https://prsfmusic.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.

## Games, Apps, CDs and DVDs

Use	Territory	Per 30s	Per Track	Per Game
Retail Game including console and PC games (unlimited copies)	Worldwide	£250	£535	£5,000
Mobile app	Worldwide	n/a	£100	n/a

**NEW**  
Retail Game rates now allow unlimited copies. Per track and per game rates now available.

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	

## 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:

- If you are not licensing music within an app and require retail online usage (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 30 second rates. Aggregation allows various music cues to be added together to produce a cumulative total.

## Independent Production Company (IPC)

Licence category	Worldwide (all media)
Single cue	£70
Single track	£150
Single production	£550
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

### Get an IPC licence

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

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

If you are making a TV programme promo please call +44 (0)20 3741 4101 for a quote

## 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:

- Aggregation is permitted on all per 30 second 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 +44 (0)20 3741 4101 for a quote.
- Productions are covered in perpetuity.
- Radio, public location and theatrical uses are excluded from IPC rates.

## Additional 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

Additional fees will only be incurred against the extension/additions to the licence, provided the production remains unchanged unless the upgrade includes tag ending and/or campaign script changes.

### 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 covering the performing right. Additional licences are required for all other acts. If you are hosting content on your own website please see the **Performing Right Online Licence (PROL)** section of this rate card or call +44 (0)20 3741 4500 for more information.

### Permissions

The rates apply to production music, library musical works and sound recordings only.

The copyrights of these works are administered by the Mechanical-Copyright Protection Society (MCPS) and in the case of PROL licences, *PRS for Music*. Where the terms and conditions have not been agreed to, and/or a valid licence is not obtained at the correct time, the production music libraries reserve all their rights. 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.

### Infringement

Copyright is infringed by anyone who reproduces an unlicensed work, authorises that reproduction and/or requests the reproduction take place.

Facility houses, production companies and their clients may all be liable for copyright infringements where a valid licence has not been issued.

Any authorisation to reproduce prior to obtaining a licence and paying the royalty and other fees (whether expressed or implied) is subject to the fundamental condition that a licence is obtained and fees are paid as referred to in the rate card notes. Any such authorisation is deemed not to have taken effect without this.

Permission and/or licence to reproduce is not granted by the supply of production music discs or downloading a production music recording.

### Notes:

- An administration fee of £8 will be charged for each licence issued.
- Additional licence terms for the use of production music libraries' works are printed on the invoice issued.
- 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.
- Full terms and conditions are available in **Licence Manager**.
- Published rates are effective from 4 January 2016.