

GUIDE TO COMPLETING YOUR JINGLE REPORTING FORM



APRA
AMCOS

Membership enquiries 1800 642 634 writer@apra.com.au www.apraamcos.com.au

IMPORTANT INFORMATION FOR JINGLE SUBMISSIONS

Following consultation with the APRA AMCOS Jingle Advisory Group (JAG), the APRA AMCOS Board is now implementing a new Enriched Data Sources (EDS) jingle system. This development will see APRA AMCOS move away from the current self-reporting jingle system.

For the current period, radio and television jingles will be reported in a different manner than in previous periods. Most notably, digital sound files of currently airing jingles will need to be uploaded to our system, via our OPUS uploading function. Furthermore, jingle submissions this year will require a work registration to already be on file, before usage information can be reported via the regular Jingle Reporting Form, if the advertisements aired ONLY in non-Metropolitan areas. Writers can now register jingles as per the normal work registration function within the writer login, whilst publishers can register jingles via the Copyright Management System.

JINGLE PROCESSING FOR THIS PERIOD CAN BE COMPLETED IN 3 SIMPLE STEPS:

1. Register the jingle via either the Writer Member login, or via the Copyright Management system. The jingle registration will require three fields:
Client Name: e.g. Goodman Fielder
Product Title: e.g. Tip Top
Product Description: e.g. High Loaf
A work identifier will then be created that will begin with the prefix 'JG' and will be followed by a series of 8 digits
E.g. JG00000000.
2. Upload the relevant digital sound file/s for the jingle, by utilising the OPUS portal located within the Writer or Publisher login. Please [click here](#) for more information on how to do this.
Please be aware that not all versions of a jingle are required to be uploaded in to OPUS. If you are aware that cut downs of your jingle are airing, please ensure that you only upload the longest version of your jingle. Cut down versions will be identified by our Music Recognition Technology suppliers.
3. If your advertisements aired ONLY in non-Metropolitan areas, please complete a Jingle Reporting Form to inform APRA AMCOS of the performance details of your jingle. For more information on Metropolitan areas, please see the last page of this form. Please be aware that you will be required to enter in your work identification number (JG, GW etc) in order to complete the form.

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You should complete a Jingle Reporting Form (JRF) if:

- You write music or lyrics for jingles used in commercial television or radio advertisements or community service announcements,
and
- These jingles are broadcast in Australia and/or New Zealand and aired ONLY in non-Metropolitan areas.

If your jingle is broadcast overseas, you will need to complete an online **Overseas Jingle Reporting Form**.

If you are submitting a retrospective claim (a claim for a jingle that aired between 1 July 2012 - 30 June 2015), please contact Writer Services.

You don't need to complete a Jingle Reporting Form if:

- Your jingles are broadcast on ABC TV, SBS TV, SBS radio, community/public radio or community/public television
- Your jingles are screened in a cinema, on pay TV (Sky TV NZ is allowed) or made available online

Please contact your local APRA AMCOS office for information on claiming royalties for jingles used in the above ways.

GUIDELINES FOR COMPLETING THE JINGLE REPORTING FORM

SECTION 1: GENERAL INFORMATION

- Fill in the box after 1 July to tell us in which financial year your jingle was broadcast. Enter the year as four digits. The end date will be automatically completed. You cannot submit a claim for a future financial year period.
- Tell us if this jingle was included in APRA's distribution for the previous financial year.

SECTION 2: JINGLE DETAILS

In this section, you tell us:

- The work JG/GW Identifier. (Please note that a work needs to have been previously registered with APRA AMCOS in order to have a JG/GW identifier.)
- The version number of the jingle
- The Usage type (corporate jingle or product jingle)
- The key number, if known.

SECTION 3: COVERAGE IN AUSTRALIA

3A: RADIO BROADCASTS

- Was your jingle broadcast on radio in Australia?
No: Go to question section 3B, television broadcasts,
Yes: Please tick the territories in which your jingle was broadcast, as well as the duration of the jingle broadcast.

3B: TELEVISION BROADCASTS

- Was your jingle broadcast on television in Australia?
No: Go to section 4A
Yes: Please tick the territories in which your jingle was broadcast, as well as the duration of the jingle broadcast.

SECTION 4: COVERAGE IN NEW ZEALAND

4A: NEW ZEALAND RADIO BROADCASTS

- Was your jingle broadcast on New Zealand radio?
No: Go straight to section 4B
Yes: Please tick the territories in which your jingle was broadcast, as well as the duration of the jingle broadcast.

4B: NEW ZEALAND TELEVISION BROADCASTS

- Was your jingle broadcast on New Zealand television?
No: Go straight to section 5
Yes: Please tick the territories in which your jingle was broadcast, as well as the duration of the jingle broadcast.

SECTION 5: DECLARATION OF ACCURACY

- This section must be signed by you or by the person completing this form on behalf of a publishing company.
- This section also asks you to provide the name and contact details of a person who can confirm that this jingle was actually broadcast as specified on this form. This can be a person from the advertising agency, the broadcast station or from the client. If you are claiming for a local broadcast you personally heard on the local radio, you don't need to give us contact details, it's enough to give us a note confirming the broadcast.

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HELPFUL HINTS

The jingle reporting form fields are protected, and you need to complete each section before the next section will become available for editing.

- Use a separate jingle form for each jingle you wish to claim.
- A copy of each jingle reporting form will be sent to your email address for your records
- Within a given campaign, or in respect of a particular product, there may be a number of discrete commercials. A commercial will be considered to be discrete if it contains either different visuals, or a different soundtrack, from other commercials within a campaign. However, where the visuals or sound-track are merely an edited or shortened version of another commercial, the commercial is not to be treated as discrete.
- Check that your jingle was actually broadcast during the period covered by your claim. You will need to give us the name and contact details for a person who can confirm that the jingle was actually aired during the period covered by your claim.
- You must submit your jingle claim forms to APRA no later than the 31 July each year for all broadcasts during the preceding 1 July- 30 June financial year period. Royalties for jingles are paid in November each year.
- A new jingle form must be submitted for each year the jingle is broadcast.
- Contact the relevant advertising agency or client and get details about where the advertisement was broadcast (was its coverage national, state by state or local?). And how was it broadcast (radio, TV or both). If it was part of a state by state campaign, you need to tell us which states for both TV and radio. If it was a local campaign, you'll need to know the number of stations that broadcast the jingle.
- If your jingle is broadcast in both Australia and New Zealand, make sure you complete both sections 3 and 4 of the form.

DEFINITIONS

When processing jingles, APRA uses the following definitions:

- **Product campaign** means a particular promotion for an identifiable branded product or service, or an event, for the same advertiser, if broadcast for a period longer than one month.
- **Corporate campaign** means a particular promotion directed towards increasing awareness of a corporation, without reference to a branded product, service or event. Short term campaigns form part of an advertiser's corporate campaign.
- **Short term campaign** means a particular promotion where commercials are broadcast for a period of one month or less. Campaigns associated with sales, religious holidays, Mothers' Day, Fathers' Day, and Valentines Day are all short term campaigns. All commercials, including commercials for branded products, are regarded as short term if broadcast for one month or less.

APRA understands that in any campaign, there may be a number of commercials. You can claim up to 6 commercials for each product campaign and a *total of 6 commercials for corporate and/or short campaigns* in each financial year, provided

that:

- Each commercial must have different visuals or a different soundtrack (whether music or voice-over)
- Each short term campaign commercial is counted towards the 6 allowable claims for any given corporate campaign.

Please note that you cannot claim separately for a shortened or cut-down version of a commercial (e.g. 30" and 60" versions). In cases where multiple writers are claiming the same campaign, a limit of 6 claims will be enforced for the campaign.

- **Agency Lyrics:** Pre-existing lyrics or lyrics provided by the advertising agency which, although incorporated into a commercial, have not been written by the composer submitting the jingle claim. eg. Australian Tourist Commission.
- **Tags:** Short pre-existing melodies or lyrics which may regularly feature in particular company brands and have not been written by the composer submitting the jingle claim. They're usually appended to the end of all other commissioned jingles for that advertiser.
 - » eg. David Jones: 'There's not other store like David Jones'
 - » eg. Toyota: 'Oh What A Feeling'
- **Corporate Jingle:** These are jingles in which: The advertiser **IS** the product eg. McDonald's promoting their charity work. Telstra promoting their network. **OR** generic products/services are advertised with no reference to specific brands. eg. Hardware Store advertising ladders, paints or drills. Car retailer stating that they sell cars. **OR** that run for a limited time, specifically one (1) month or less: eg. Mothers Day, Valentines Day, Christmas sales etc. Corporate jingles are **limited to six (6) versions**, provided that each version has:
 - » A different soundtrack or
 - » Different visuals

Separate forms may not be submitted for different durations.

- **Product Jingle:** These are jingles in which: A specific labelled product is advertised. eg. Hardware Store promoting Dulux paints, McDonald's promoting Big Mac Meal Deals, Car retailer promoting Toyota Hilux vehicles. **Six (6) forms may be submitted for each named product commercial**, provided that each version has:
 - » A different soundtrack or
 - » Different visuals

Separate forms may not be submitted for different durations.

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SUMMARY

Category	Submission type	Short definition	Number of submissions per Category	Number of commercials per submission
1	Product	A particular promotion for an identifiable branded product or service, or an event, for the same advertiser, if broadcast for a period longer than one month. Eg Big Mac	Unlimited number of products	6 commercials can be submitted per product
2	Corporate	A particular promotion directed towards increasing awareness of a corporation, without reference to a branded product, service or event. Short term campaigns form part of an advertiser's corporate campaign. EG advertisements for McDonalds the brand.	6 Submissions in total. This can be either 6 corporate or 6 Short term campaign submissions or a mix of both totalling 6.	None
	Short term Campaign	A particular promotion where commercials are broadcast for a period of one month or less. Campaigns associated with sales, religious holidays, Mothers' Day, Fathers' Day, and Valentines Day are all short term campaigns. All commercials, including commercials for branded products, are regarded as short term if broadcast for one month or less.	For example: if 6 corporate submissions were made, no Short Term campaigns would be allowed to be claimed. Or if 3 Corporate submissions were made, a maximum of 3 Short term campaigns could be claimed.	

If you need any assistance in completing your Jingle Reporting Form, please **contact your local Writer Services Representative.**

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METROPOLITAN AREAS FOR AUSTRALIA AND NEW ZEALAND

Metropolitan areas for our new EDS Jingle system are:

- Australian TV and Radio: Sydney, Melbourne, Brisbane, Adelaide & Perth;
- New Zealand Radio: Auckland, Christchurch and Wellington; and
- New Zealand TV: Auckland.

Below is a more specific list of stations that are captured as part of the new EDS Jingle system:

a. Australian TV

Ch 7, 9, 10, SBS, SBS2, SBS3, 7Mate, 7Two, Gem, Go! 11 & One (Sydney, Melbourne, Brisbane, Adelaide and Perth)

b. New Zealand TV

TV1, TV2, TV3, TV4 & Prime (being, at a minimum, the Auckland broadcast of these stations)

c. Australian Radio

	Melbourne (10)	Sydney (16)	Brisbane (7)	Perth (6)	Adelaide (6)
1	3AW	2CH	4BC	6PR	FIVE AA
2	SEN 1116	2DAY FM	4BH	6IX	Cruise 1323
3	FOX FM	2GB	4KQ	94.5 FM	MIX 102.5
4	MIX 101.1	2KY	NEW 97.3	NOVA 93.7	5MMM FM
5	3MMM FM	KIIS 106.5	4MMM FM	96 FM	NOVA 91.9
6	MyMP	2MMM FM	NOVA 1069	92.9 FM	SA FM 107.1
7	NOVA 100	NOVA 96.9	B105		
8	SMOOTH 91.5	2SM			
9	Gold FM	2UE			
10	Magic 1278	SMOOTH 95.3			
11		WS FM			
12		The Edge			
13		SBS 1			
14		SBS 2			
15		SBS 3			
16		SBS 4			

d. New Zealand Radio

	Auckland (18)	Christchurch (16)	Wellington (17)
1	Classic Hits	Classic Hits	Classic Hits
2	Coast	Coast	Coast
3	Flava	Flava	George FM
4	George FM	George FM	Magic FM
5	Magic FM	Magic FM	LiveSport
6	LiveSport	LiveSport	MoreFM
7	MoreFM	MoreFM	Newstalk ZB
8	Newstalk ZB	Newstalk ZB	NiuFM
9	NiuFM	NiuFM	Radio Hauraki
10	Radio Hauraki	Radio Hauraki	Radio Sport
11	Radio Sport	Radio Sport	RadioLive
12	RadioLive	RadioLivee	The Sound
13	The Sound	The Sound/td>	TheEdge
14	TheEdge	TheEdge	TheRock
15	TheRock	TheRock	ZM
16	ZM	ZM	TheBreeze
17	TheBreeze		
18	MaiFM		

If you need any assistance in completing your Jingle Reporting Form, please contact your local Writer Services Representative. If you have any questions please contact your local APRA AMCOS office. [Click here to find your local office contact details.](#)