



APRA AMCOS

PRODUCTION MUSIC
RATE CARD

AUSTRALIA

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2020

ADVERTISING

ONLINE

		LICENCE CODE	WORLD WIDE WEB (WWW)
ONLINE & DIGITAL PLATFORMS	Free/organic social media use only (e.g. organic/unpaid social media content for followers & subscribers only)	AFD	\$84.70 per track/version
	Free social PLUS website use only (e.g. organic/unpaid social media content, email blast, company websites, YouTube)	AVD	\$162.80 per track/version
	All online platforms, paid and unpaid (e.g. Pre-Rolls, Sponsored/Promoted Social Media Posts, News Feed Ads, Pop Ups, Ad Banners, etc.)	APD	\$301.40 per track/version

BROADCAST

All rates are per 30 seconds (unit) unless otherwise specified.

Broadcast licences include clearance for all online platforms i.e. AFD, AVD, & APD

		LICENCE CODE	REGIONAL UNIT RATE	METROPOLITAN UNIT RATE	NATIONAL UNIT RATE
TELEVISION	Free to Air Television	ATF	\$121.00	\$372.90	\$644.60
	Pay Television	ATP	\$106.70	\$330.00	\$578.60
	All Television (Free to Air and Pay)	ATA	\$179.30	\$563.20	\$980.10
RADIO	Free to Air Radio (includes Digital Streaming Services)	ARF	\$56.10	\$173.80	\$302.50
	Digital Streaming Services (e.g. Spotify, iHeart Radio, Apple Music, etc.)	ARD	\$36.30	\$122.10	\$210.10
PUBLIC LOCATION	Outdoor (includes indoor) (e.g. played at a football stadium)	AOPE	\$112.20	\$346.50	\$602.80
	Indoor (excludes outdoor) (e.g. played on an in-store display)	AOPI	\$56.10	\$173.80	\$302.50
CINEMA	Cinema Advertisements	AOC	\$60.50	\$184.80	\$323.40

DISCOUNTS

'CUT DOWN' DISCOUNTS

A 15% discount applies to a maximum of two 'cut-downs' in addition to the primary version which must be of greater duration.

CAMPAIGN DISCOUNTS

Apply if you are producing a series of ads as part of one campaign, across all advertising mediums and territories, provided they are all licensed at the same time.

20% - 4-6 Ads in the campaign

25% - 7-9 Ads in the campaign

30% - 10+ Ads in the campaign

50% TAG ENDING CHANGE

Where a series of advertisements are produced and the only variation is the end line "tag ending" (e.g. "starts Monday, starts tomorrow"), the licence may be charged at 50% of the applicable rate, multiplied by the number of versions (including the primary version). This concession will only be granted for tag changes on ads licensed for the same duration and broadcast area, and approved by the APRA AMCOS Production Music Department.

RATES AVAILABLE FOR:

- International territories
- Community Service Announcements

• All productions are subject to an \$11.00 processing fee (per territory, per licence category)

• All figures include GST

• All licences issued are cleared in perpetuity

Please see page 7 for defined terms and territory definitions.

**AUSTRALIA
2020**



CORPORATE CONTENT

AUDIO VISUAL

	PER TRACK RATE	CAPPED FLAT FEE PER VIDEO
LICENCE CODE	VND	VNF
Corporate Event & Intranet Use Only (e.g. In-house produced content for staff training/conference, awards show content, exhibition films and audio/visual guides (e.g. museums, art installations and trade shows))	\$48.40	\$396.00
LICENCE CODE	VOD	VOF
Corporate Event & Organic Online Platforms (including Intranet)		
To extend the clearance above (VND & VNF) to cover general online platforms (YouTube, social media, company website etc.), please upgrade to these options.	\$211.20	\$1100.00

AUDIO

	PER TRACK RATE	CAPPED FLAT FEE PER VIDEO
LICENCE CODE	UND	UNF
Corporate Event & Intranet Use Only	\$29.60	\$183.70
LICENCE CODE	UOD	UOF
Corporate Event & Organic Online Platforms (including Intranet)		
To extend the clearances above (UND & UNF) to cover general online platforms (e.g. for background music on a corporate website etc.), please upgrade to these options.	\$192.40	\$510.00

To be licensed under these rates, audio productions which contain production music must consist mainly of spoken words. Use of the production music must be strictly incidental to the overall content of the production (e.g. a comedy album where the production music is background to skits).

Audio productions for retail sale, streamed or available for download on a digital platform primarily for the commercial exploitation of the music are specifically excluded. They cannot be cleared under these rates. Please contact the Production Music department if you have any questions regarding this use.

For any online use with a paid spend behind it (promoted social use, pre rolls etc.), please refer to our APD rate on page 2.

Audio Visual & Audio rates are cleared for World all Territories.

All rates include permission for translated versions.

FLAT FEE - Clears the unlimited use of PM - per production.

All Corporate Content rates provide clearance for unlimited hard copies

RATES AVAILABLE FOR EDUCATIONAL USE

- All productions are subject to an \$11.00 processing fee (per territory, per licence category)
- All figures include GST
- All licences issued are cleared in perpetuity

Please see page 7 for defined terms and territory definitions.



TV & ONLINE PROGRAMMES UNIT FEES

For minimal use - All rates are per 30 seconds (unit) unless otherwise specified. All rates include reproduction for online and digital platforms.

ONLINE

	LICENCE CODE	WWW PER TRACK	WWW FLAT FEE PER EPISODE
ONLINE & DIGITAL SERIES	For SVOD/TVOD Online Platforms (e.g. Apple TV, Netflix, Stan, etc).	PVD	\$110.00
	For Organic/AVOD platforms only (i.e. Catch-Up TV, episodic YouTube series)	PND	\$34.10
	Podcast	PUD	\$25.30

TELEVISION

	LICENCE CODE	NATIONAL UNIT RATE	ANZ UNIT RATE	WORLD UNIT RATE
TELEVISION	Free to Air Television	PTF	\$48.40	\$58.30
	Pay Television	PTP	\$41.80	\$50.60
	All Television (Free to Air and Pay)	PTA	\$68.20	\$96.80
	All Media	VAE		\$715.00

IN-CONTEXT PROMO RATES: \$220 per promo, or \$1100 for unlimited promos per licensed television series.

TV PER EPISODE FLAT FEES

Flat Fees clear unlimited use of production music, per episode. All rates include reproduction for online and digital platforms.

NEGOTIABLE RATES ARE AVAILABLE FOR A SERIES. CONTACT THE PM DEPT FOR MORE INFORMATION.

CLEARANCE

		LENGTH OF PROGRAMME		
		30 MIN	60 MIN	90 MIN
ALL TELEVISION (FREE TO AIR & PAY)	Australia	\$561.00	\$946.00	\$1,331.00
	Australia & New Zealand	\$645.70	\$1,087.90	\$1,531.20
	World	\$774.40	\$1,305.70	\$1,837.00
ALL MEDIA	World	\$2,200.00	\$3,300.00	\$4,400.00

- All productions are subject to an \$11.00 processing fee (per territory, per licence category)
- All figures include GST
- All licences issued are cleared in perpetuity

Please see page 7 for defined terms and territory definitions.

**AUSTRALIA
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GAMING & APPS

FLAT FEE - Clears the unlimited use of PM - per production.
Gaming and mobile app rates are cleared for World all Territories.

	PER TRACK	FLAT FEE
LICENCE CODE	VGD	VGDF
Apps	\$63.80	\$676.50
LICENCE CODE	VGH	VGHF
Video Games	\$220.00	\$11,000.00

All rates include reproduction for online and digital platforms.

MUSIC ON HOLD

Music on hold rates are cleared for **World all Territories**.

	LICENCE CODE	PER TRACK
Use of Production Music for music on hold	H1	\$23.00

Users of APRA AMCOS controlled Production Music will also need an APRA AMCOS Music on Hold Licence for the communication of those works on their telephone system.

Call 1300 852 388 or visit apraamcos.com.au/about-us/forms/licensing/music-on-hold/ for more information.

- All productions are subject to an \$11.00 processing fee (per territory, per licence category)
 - All figures include GST
 - All licences issued are cleared in perpetuity
- Please see page 7 for defined terms and territory definitions.

FILMS

PER UNIT - Per 30 secs or part thereof.
FLAT FEE - Clears the unlimited use of PM - per production.
 All rates include reproduction for online and digital platforms.

RATE FOR ALL TERRITORIES

		LICENCE CODE	PER UNIT	FLAT FEE
FEATURE FILM ALL MEDIA	Film Festivals Only	FF	\$330.00	\$3,300.00
	Budget up to \$1 Million	FC1	\$440.00	\$5,500.00
	Budget \$1 - \$5 Million	FC2	\$550.00	\$7,700.00
	Budget \$5 Million +	FC3	\$660.00	\$11,000.00
SHORT FILM	Film Festivals All Media	FSA	\$220.00	\$1,100.00
	Film Festivals & Online Only	FSF	\$58.30	\$408.10
	All Online Platforms	FD	\$30.80	\$330.00

- All productions are subject to an \$11.00 processing fee (per territory, per licence category)
- All figures include GST
- All licences issued are cleared in perpetuity

Please see page 7 for defined terms and territory definitions.

FILM TRAILERS

Trailer rates are per track (not per unit)

NEGOTIABLE RATES ARE AVAILABLE FOR TRAILERS USING MULTIPLE TRACKS

		LICENCE CODE	AUSTRALIA	AUS & NZ	WORLD	
FILM TRAILER	For Trailers relating to Films with budgets up to \$1 Million	All Media	AAT	\$558.80	\$839.30	\$1,118.70
		All Online Platforms	AOTD			\$205.70
	For Film's with budgets over \$1 Million			Price On Application		

DEFINED TERMS

Flat Fee: Clears unlimited use of production music per production.

All Media: All media refers collectively to mass media technologies: Television, film, radio, the Internet, digital platforms & storage media formats (DVD, USB, etc.).

Digital: Encompasses online streaming and downloading of media in all formats.

Download: Transfer of data or programs from a server or host computer to another computer or digital device.

Online Streaming: Referred to also as Internet streaming. It is multimedia constantly received by an end-user and delivered by a streaming provider. This is delivered by an audio-visual or audio production public announcement designed or intended to promote or encourage the purchase, use or support of goods and services. This includes programme promos or station identification.

ADVERTISING: PAGE 2

Advertisement (i.e. ATA, ATF, ATP, ARF, AOPE, AOPI, AOC, APD, ARD, AVD, AFD): An audio-visual or audio production as a public announcement designed or intended to promote or encourage the purchase, use or support of goods and services to a wider audience. This includes programme promos or station identification.

Campaign: A coordinated series of linked advertisements with a single idea or theme. An advertising campaign is typically broadcast through several media channels. It usually focuses on common themes and one or several brands or products. They are often targeted towards particular demographics.

Community Service Announcement (CSA): An audio-visual or audio production

designed or intended to inform the public of matters of public interest. It is transmitted to the public for no fee or other consideration. It does not promote the use of particular goods or services or solicit the sponsorship of any organisation. Rates for bona fide CSA's are available on application and are subject to the completion of a signed warranty. Contact the Production Music department.

Infomercial (i.e. ATI): Segments within or an entire programme which a broadcaster receives payment or other valuable consideration and which directly promotes goods or services offered to viewers for sale during the segment or programme.

CORPORATE CONTENT: PAGE 3

Audio Visual Production: A disc, tape or other device in which sounds and images or text are embedded. This includes audio productions containing electronic signals designed to control or trigger the representation of images, such as slides, computer graphics and images contained on a CD-ROM.

Download: Transfer of data or programs from a server or host computer to another computer or digital device.

Audio Production: A disc, tape or other storage device in which sounds are embedded.

Flat Fee (VNF, UNF): Clears unlimited use of production music, per production.

For Sale and/or Rental: Means a fee is charged to the audience or individual to whom the production is directed or distributed, specifically to view or listen to the production.

Looping: Where a piece of music (the initial reproduction) is reproduced repeatedly in a non-stop, continuous fashion for a predetermined or indeterminate number of times.

Production: An audio-visual or audio production identified by a unique title and/or number applicable only to those audio-visual or audio productions with identical content.

Promotional: Drawing the attention of the public or a targeted audience, to a brand, product, service, person, organisation or line of conduct, in a manner which intends to promote or oppose it for the intended audience.

TV & ONLINE PROGRAMMES: PAGE 4

AVOD - Advertising-funded Video on Demand

TVOD - Transactional Video on Demand

SVOD - Subscription Video on Demand

In-Context Promo: must consist of direct edits of previously licensed programme footage. Additional works added during the production of teasers, trailers and other advertisements are not covered by this licence.

Internal Online: refers to a company's intranet platform, which cannot be accessed or viewed by external parties.

Organic Online: unpaid/non-promoted online content, without boosted distribution via a paid media spend.

Programme: A television/radio programme also called television/radio show, are segments of content intended for broadcast on television/ radio. It may be a one-time production or part of a periodically recurring series.

Webisodes: A webisode is an episode of an audio visual series that is made specifically for online broadcast, as opposed to first airing on television or radio. It is available via both download or streaming format.

Webisodes typically range from 3-15 minutes in length.

Podcast: A podcast is an audio programme that is made specifically for online broadcast, as opposed to first airing on radio. It is available via both download or streaming format. Podcasts typically range from 5-60 minutes in length.

FILM & TRAILERS: PAGE 6

Film: Film encompasses individual motion pictures, and the motion picture industry. Films are produced by recording images with cameras, or by creating images using animation techniques or special effects.

Trailer: A trailer or preview is an advertisement or a commercial for a feature film to be exhibited in the future.

Short Film: A short film is an original motion picture with a typical duration of under 40 minutes.

TERRITORY DEFINITIONS

Regional: All of Australia excluding Adelaide, Brisbane, Melbourne, Perth and Sydney.

Metropolitan: Regional plus ONE capital city chosen from Adelaide, Brisbane, Melbourne, Perth and Sydney.

National: All of Australia

World: Covers all territories worldwide.

If you require clearance for a specific territory, please contact us directly on (02) 9935 7751 or prodmus@apra.com.au



AMCOS CONTROLLED PRODUCTION MUSIC SUPPLIERS

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