



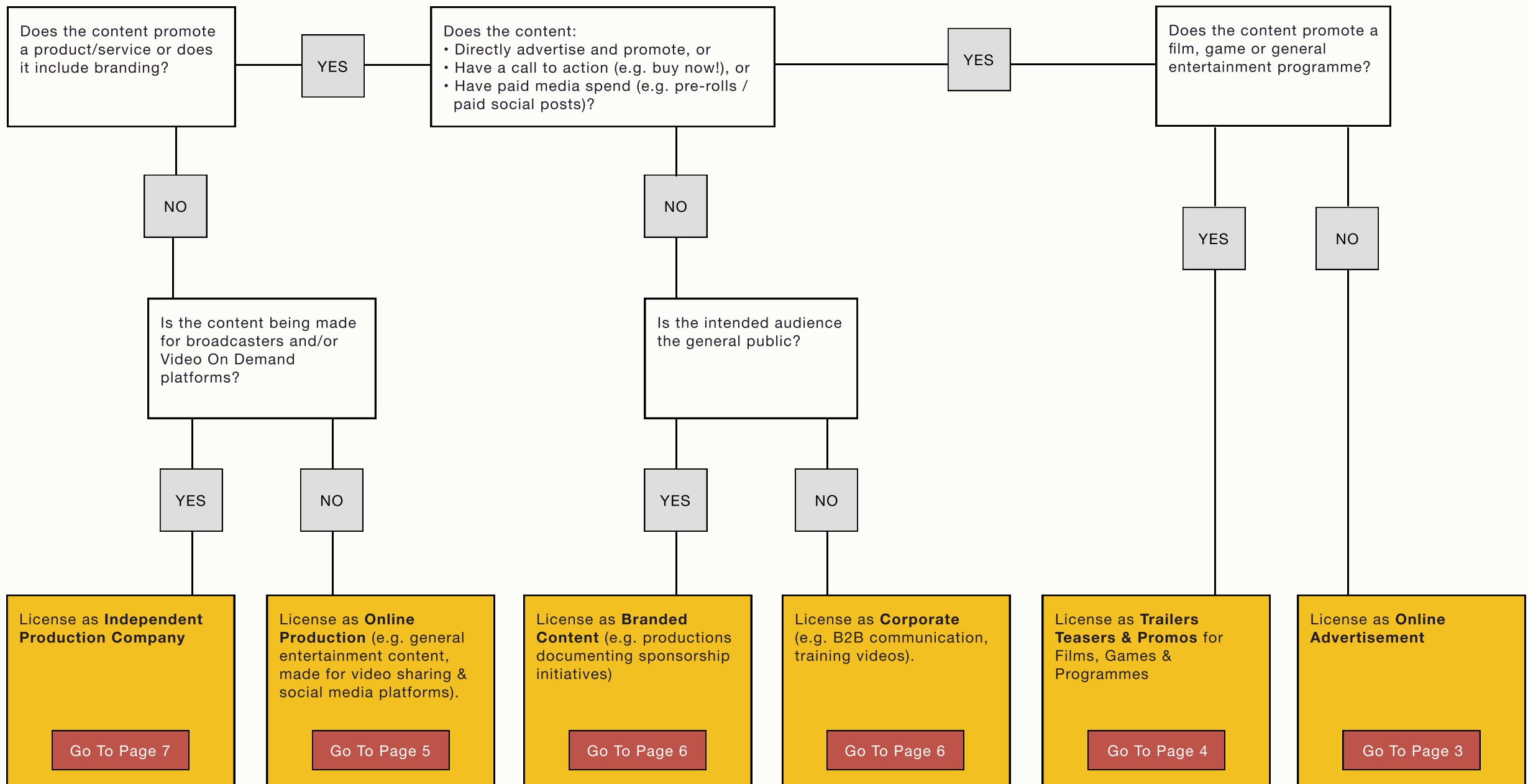
RATE CARD 2024

Edition 2024.1

Our direct licenses offer one stop clearance for worldwide rights in all media.



Guide to licensing online content through the Rate Card





Advertising

Type of Production:

- Content designed directly to promote a brand, product or service to the general public.
- Projects with paid media spend (e.g. pre-rolls/paid social posts).
- Productions that have a call to action (eg 'Buy now!').

Duration of License:

Licences last for 12 months. Renewal fees same as initial license fee. All renewals are pre-cleared for the lifetime of the production.

Licenses for less than 12 months are calculated as 25% License Fee + Pro Rata Rate. eg, 3 month Campaign Rate for linear TV in Ireland is calculated as 25% of €1,740 + €1,740 / 12 x 3 = €870

Per track rates allow unlimited revisions, cut-downs and tag ending changes.

Campaign rates allow you to clear a single track across unlimited adverts, of a related or developing theme for a single product within the duration of the license.

Good to know....

- Full Network Radio Advertising rates include online exploitation through simulcast radio services.
- Linear TV includes terrestrial and online simulcast transmission.
- VOD includes all forms of video on demand services (e.g. AVOD, BVOD, SVOD, TVOD)

Customise Tracks

All tracks in the library can be customised to suit your project. Fees and licenses to be discussed on a case by case basis.

Enquiries:

Brian Crosby
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Media	Territory	Per 30s	Per Track	Per Campaign
All Media	Ireland	€3,000	€4,500	€7,200
	Single Country (Outside of IRL)	€4,000	€6,000	€9,600
	Single Continent	€5,000	€7,500	€12,000
	Worldwide	€9,350	€14,000	€22,440
Linear TV (all channels)	Ireland	€725	€1,100	€1,740
	Single Country (Outside of IRL): Single Channel	€565	€850	€1,356
	Single Country (Outside of IRL): All Digital Cable Satalite	€2,695	€4,000	€6,468
	Single Country (Outside of IRL): All TV	€3,400	€5,100	€8,160
	Single Continent	€4,000	€6,000	€9,600
	Worldwide	€7,600	€11,400	€18,240
Video On Demand (VOD)	Ireland	€360	€550	€1,740
	Single Country (Outside of IRL)	€725	€1,100	€2,600
	Single Continent	€1,100	€1,650	€4,350
	Worldwide	€1,800	€2,700	€700
Cinema	Ireland	€290	€450	€700
	Single Country (Outside of IRL)	€580	€880	€1,400
	Single Continent	€870	€1,300	€2,100
	Worldwide	€1,450	€2,175	€3,500
Radio	Ireland: Single Local Station	€100	€150	€240
	Ireland: Single National Station	€120	€180	€300
	Ireland: Full Network	€320	€480	€760
	Single Country (outside of IRL): Local Station	€100	€150	€240
	Single Country (outside of IRL): National Station	€710	€1,065	€1,700
	Single Country (outside of IRL): Full Network	€1,270	€1,900	€3,000
	Single Continent	€1,450	€2,200	€3,500
	Worldwide	€2,100	€4,000	€5,200
Social Media	Ireland	€725	€1,100	€1,750
	Single Country (Outside of IRL)	€1,450	€2,200	€3,500
	Single Continent	€2,200	€3,250	€5,220
	Worldwide	€3,650	€5,500	€8,700
Hold Music	Worldwide	€120	€180	€300
Online (Geo Blocked Internet Only)	Ireland	€725	€1,100	€1,750
	Single Country (Outside of IRL)	€1,450	€2,200	€3,500
	Single Continent	€2,200	€3,250	€5,220
	Worldwide	€3,650	€5,500	€8,700
Online (Geo Blocked with TV)	Ireland	€360	€544	€870
	Single Country (Outside of IRL)	€725	€1,100	€1,740
	Single Continent	€1,100	€1,650	€2,600
	Worldwide	€1,800	€2,800	€4,500
Worldwide Internet (incl Social Media)	Worldwide Internet (internet Only Campaign)	€7,250	€10,100	€17,400
	Worldwide Internet (combined with TV / VOD)	€2,500	€3,750	€6,000

all amounts excluding Irish VAT @23%



Trailers, Teasers & Promos

Type of production:

- Content specifically designed to promote general entertainment such as films, games & programmes

Duration of License: Licences last for life of production.

Per Trailer/Teaser/Promo rates include unlimited tag endings and direct cut downs*.

Good to know....

- Budget refers to the budget of the film/ game/programme that the trailer/teaser/ promo is promoting
- VOD includes all forms of on video on demand services (eg AVOD, BVOD, SVOD, TVOD)
- Trailer/teaser/promo rates include unlimited tag endings and direct cut downs*

**Any such edits/versions broadcast within the initial 12 month term are cleared for the lifetime of the production. Any new edits/versions created and broadcast after this time will require additional licensing.*

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Film/ Game/ Programme Budget	Media	Per Track			Per Trailer / Teaser / Promo		
		IRL & UK (or single country)	Worldwide excl. USA & Canada	Worldwide	IRL & UK (or single country)	Worldwide excl. USA & Canada	Worldwide
Over €3m	All Media	€3,250	€4,500	€5,500	€6,500	€9,000	€11,000
	Video On Demand (VOD)	€1,950	€2,700	€3,300	€3,900	€5,400	€6,600
	Online excl. VOD	n/a	n/a	€1,650	n/a	n/a	€3,300
	Radio or Cinema & Public Location	€975	€1,350	€1,650	€1,950	€2,700	€3,300
Between €750k and €2.9m	All Media	€1,500	€2,000	€2,750	€3,000	€4,000	€5,500
	Video On Demand (VOD)	€900	€1,200	€1,650	€1,800	€2,400	€3,300
	Online excl. VOD	n/a	n/a	€825	n/a	n/a	€1,650
	Radio or Cinema & Public Location	€450	€600	€825	€900	€1,200	€1,650
Under €750k	All Media	€500	€1,000	€1,500	€1,000	€2,000	€3,000
	Video On Demand (VOD)	€300	€600	€900	€600	€1,200	€1,800
	Online excl. VOD	n/a	n/a	€450	n/a	n/a	€900
	Radio or Cinema & Public Location	€150	€300	€450	€300	€600	€900

all amounts excluding Irish VAT @23%



Film & Games

Film / Game Budget	Media	Territory	Per 30s	Per Track	Per Film / Game
Greater than €3m	All Media	Worldwide	€950	€2,030	€12,500
Between €750k - €2.9m			€345	€740	€6,900
Under €750k			€120	€235	€2,350
n / a	Film Festival		€80	€175	€1,130
	Student Film		€30	€65	€200

all amounts excluding Irish VAT @23%

Type of production:

- Feature Films and similar general entertainment productions
- Retail Games - including audio, audio visual or interactive productions for sale or rental to the general public

Duration of License: Licences last for life of production.

Buyout rates clear the relevant track for use within all media including but not limited to TV, online, theatrical, film festival and physical product release.

Per Film / Game usage allows uncapped usage per film/game.

Good to know....

- Film Rates clear the relevant unit for use within all media including but not limited to TV, online, theatrical, film festival and physical product release.
- Film rates allow in context trailer/teaser/promo usage.
- Aggregation is permitted on all Per 30s rates. Aggregation allows various music cues to be added together to produce a cumulative total.
- Retail Game (e.g. console or PC game) rates also cover Virtual Reality experiences and games sold through digital distribution.

Customise Tracks

All tracks in the library can be customised to suit your project. Fees and licenses to be discussed on a case by case basis.

Online Productions

Media	Territory	Per 30s	Per Track	Per short form episode (up to 10 minutes duration)	Per episode (10 minutes and over)
Online excl. VOD	Worldwide	€80	€160	€220	€600

Media	Territory	Per 30s	Per Track	Single Track Podcast Series - single track in unlimited episodes within a 12 month period	Per episode (10 minutes and over)
Podcast (audio only)	Worldwide	€50	€100	€1,000	€2,000

all amounts excluding Irish VAT @23%

Type of production:

- General interest/entertainment content (amateur or professional) made for video sharing and social media platforms (eg YouTube, Instagram).
- Films or individual episodes that are made available online.
- Online productions available for retail sale via streaming or download (includes audio/audio visual books).

Duration of License: Licences last for life of production.

Good to know....

- Online Productions rates cover both download & streaming
- Online Production rates do not cover advertising or any other branded content

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Corporate

Media	Territory	Per 30s	Per Track	Per Production
Restricted Online & Public Location excl. Cinema	Worldwide	€50	€100	€250

all amounts excluding Irish VAT @23%

Type of production:

- Internal comms - staff training or information videos.
- Staff conferences and in-house use.
- B2B showreels.
- Private and direct communication (audio guides, music on hold, B2B physical copies).
- Exhibitions (e.g. museums, art installations and trade shows).

Duration of License: Licences last for life of production.

Per Production usage allows uncapped usage per production.

Good to know....

- Restricted online includes intranet, client and agency site/ social media page only (not aimed at the general public and no paid media spend).
- Corporate Blanket deals are available to cover unlimited productions within a fixed term with option of paying annually - please inquire to find out more.

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Branded Content

Media	Territory	Per 30s	Per Track	Per Production
Limited Online excl. VOD Public Location excl. Cinema	Worldwide	€350	€700	€800

all amounts excluding Irish VAT @23%

Type of production:

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

Duration of License: Licences last for life of production.

Per Production usage allows uncapped usage per production.

Good to know....

- 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.
- Branded content rates cover usages without paid media spend

Please refer to our Advertising rates on page 3 if any of the following apply to your project:

- Has paid media spend
- Includes a call to action
- Promotes products or services
- Is aimed to directly promote the brand
- Requires VOD or other media



Independent Production Company

License Category	Media	Worldwide
Per 30s	All Media	€100
Per Track		€200
Single Episode		€800
Single Series (up to 10 episodes)		€2,800

all amounts excluding Irish VAT @23%

Type of production:

- The IPC blanket licence is available to all IPCs and producers making programmes for broadcasters and digital service providers, where the music is not covered by an existing broadcaster blanket agreement.

Duration of License: Licences last for life of production.

Single Episode rate allow unlimited usage within one episode.

Single Series rate allows unlimited usage within a single series (up to 10 episodes).

Good to know....

- 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.
- Radio, public location and theatrical uses are excluded from IPC rates.
- Speech translations do not require additional licensing.

Glossary Of Terms

Per 30s Rate allows use of up to 30s of the Track in a single Project. Variations of the Project are not covered by the Per 30s Rate.

Project - A single instance or a single version of a recorded communication to the public which includes the synchronization of the Composition. Any noticeable changes or variations to the duration, edit or messaging would constitute a new Project.

Per Track Rates allows usage of the entire Track in unlimited revisions, cutdowns and tag ending of the Project within the License Period.

Per Campaign Rates allows usage of the entire Track in unlimited Projects as part of a Campaign within the License Period.

Tag ending changes - Minor changes to the message at the end of an advertisement or film trailer e.g. change from 'Monday' to 'tomorrow'.

Cut-down - A shortened version of an advert or trailer where no new content is added.

Revision - a minor cosmetic change to an advertisement, largely unnoticeable to the viewer

Campaign - clears a track for use within all related advertisements of a similar or developing theme for a single product, allowing unlimited production variations, revisions, cut-downs and tag ending changes. Restricted to the relevant medium (all media, TV ads/sponsorship idents, radio ads, online or other ads) for a term of up to 12 months duration. A new licence is required to continue making new advertisements using the same track after the term has expired.

Aggregation - allows various music cues to be added together to produce a cumulative total.

Per 30 second unit - clears use for 30 seconds of music, or part thereof (i.e. 1-30 seconds = 1 unit; 31-60 seconds = 2 units etc.) except where aggregation is allowed.

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