

ADVERTISING

AUDIO VISUAL

AUDIO

TV PER EPISODE

TV & RADIO PROGRAMMES

GAMING & MOBILE APPS

MUSIC ON HOLD

FILMS

TRAILERS

NEW ZEALAND

PRODUCTION MUSIC RATE CARD 2017

Production Music Enquiries

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pmnz@apra.co.nz
apraamcos.co.nz/pm

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Auckland 1141



**APRA
AMCOS**

ADVERTISING

All rates are per 30 seconds (unit) unless otherwise specified. Includes reproduction for online and digital platforms.

ONLINE	LICENCE CODE	WORLD WIDE WEB (WWW)
ONLINE & DIGITAL PLATFORMS	Paid Online Advertising (e.g. Pre-Roll, Sponsored Posts, Ad Banners, etc)	APD \$129.00 per track/per production
	Free Online Posted Content (e.g. social media content for followers & subscribers only, email blast content, etc)	AFD \$44.00 per track/per production

BROADCAST	LICENCE CODE	REGIONAL UNIT RATE	MET LOW UNIT RATE	MET HIGH UNIT RATE	NATIONAL UNIT RATE	
TELEVISION	Free to Air Television Transmission	ATF	\$62.00	\$130.00	\$194.00	\$339.00
	Pay Television Transmission	ATP	\$59.00	\$118.00	\$177.00	\$306.00
	All Television Transmission (Free to Air and Pay)	ATA	\$92.00	\$199.00	\$295.00	\$516.00
RADIO	Free to Air Radio	ARF	\$34.00	\$64.00	\$99.00	\$166.00
	Digital Streaming Services (e.g. Spotify, Pandora, etc.)	ARD	\$23.00	\$45.00	\$68.00	\$117.00
PUBLIC LOCATION	Outdoor (e.g. played at a football stadium)	AOPE	\$62.00	\$130.00	\$194.00	\$339.00
	Indoor (e.g. played on an in-store display)	AOPI	\$34.00	\$64.00	\$99.00	\$166.00
CINEMA	Cinema Advertisements	AOC	\$34.00	\$64.00	\$99.00	\$166.00

ALL MEDIA ADVERTISING UNIT RATES

NZ: \$1411.00
World Wide: \$10,520.00

RATES AVAILABLE FOR:

- Combined territories (e.g. NZ + AU)
- International broadcast territories (e.g. USA, Europe, Asia, etc)
- In-flight & infomercials
- Community Service Announcements

DID YOU KNOW?

There are up to 1,000,000 production music tracks available across all styles & genres.

Please see page 8 for our suppliers list.

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

Please see page 7 for defined terms and territory definitions.

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DISCOUNTS

'CUT DOWN' DISCOUNTS

A 15% discount applies to a maximum of two 'cut-downs'. Whilst the primary version remains at standard advertised rates, it must be of greater duration (e.g. 60 seconds) to the cut-down versions (e.g. 30/15 seconds) for the discount to apply.

CAMPAIGN DISCOUNTS

Apply if you are producing a series as part of one advertising campaign, across all broadcast 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.

AUDIO VISUAL/AUDIO

All rates are per 30 seconds (unit) unless otherwise specified.
FLAT FEE - Clears the unlimited use of PM - per production.

Audio Visual & Audio rates are cleared for **World all Territories**.
 All rates include permission for translated versions.

AUDIO VISUAL

	LICENCE CODE	HARD COPY (USB, DVD, ETC)	ALL ONLINE PLATFORMS & HARD COPY (STREAMING/DOWNLOAD)	
		UNIT RATE	UNIT RATE	FLAT FEE
NON-PROMOTIONAL (e.g. training /instructional)	VNH Unlimited copies	VNH \$23.00	VND \$30.00	VNF \$422.00
PROMOTIONAL (e.g. showreels, corporate videos and website content)	VPH Unlimited copies	VPH \$29.00	VPD \$37.00	VPF \$536.00

AUDIO

	LICENCE CODE	FLAT FEE		
		UNIT RATE	30 MINS	60 MINS
NON-PROMOTIONAL (e.g. training /instructional)	UNH Unlimited copies	UNH \$15.00	UND \$17.00	UNF \$193.00
PROMOTIONAL (e.g. audio production promoting goods/ service)	UPH Unlimited copies	UPH \$18.00	UPD \$22.00	UPF \$253.00

RETAIL SALE

	LICENCE CODE	FLAT FEE			
		UNIT RATE	30 MINS	60 MINS	90 MINS
(e.g. DVD for sale, extras/bonus material, iTunes store, etc)	VNS Unlimited copies	VNS \$45.00	VNS3 \$531.00	VNS6 \$955.00	VNS9 \$1379.00

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.

IN-FLIGHT ENTERTAINMENT UNIT RATES:

National: \$35.00
 World: \$218.00
 Capped production Flat Fees also available.

DID YOU KNOW?

VNS licence code includes audio productions for retail sale.

- All productions are subject to an \$11.00 processing fee (per territory, per licence category)
- All figures exclude GST
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TV PER EPISODE FLAT FEES

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

CLEARANCE

		LENGTH OF PROGRAMME		
		30 MIN	60 MIN	90 MIN
NEW ZEALAND CLEARANCES	Free to Air Television Transmission	\$475.00	\$725.00	\$1,025.00
	Pay Television Transmission	\$390.00	\$600.00	\$800.00
	All Television Transmission (Free to Air and Pay)	\$675.00	\$1,000.00	\$1,350.00
ADDITIONAL	+ Australia	\$400.00	\$600.00	\$800.00
	+ World	\$1,500.00	\$2,250.00	\$3,000.00
ALL MEDIA	World	\$2,650.00	\$3,650.00	\$4,650.00

NEGOTIABLE RATES AVAILABLE FOR SERIES REQUIRING WORLD ALL MEDIA CLEARANCE

TV & RADIO PROGRAMMES UNIT FEES

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

	LICENCE CODE	WWW UNIT		WWW FLAT FEE		
		REGIONAL	MET LOW	MET HIGH	NATIONAL	
ONLINE & DIGITAL SERIES	Webisode/Vodcast	PND	\$22.00	\$22.00	\$162.00	
	Podcast	PUD	\$16.00	\$16.00	\$112.00	
TELEVISION	Free to Air Television Transmission	PTF	\$19.00	\$29.00	\$32.00	
	Pay Television Transmission	PTP	\$17.00	\$26.00	\$29.00	
	All Television Transmission (Free to Air and Pay)	PTA	\$26.00	\$42.00	\$43.00	\$46.00
RADIO	Free to Air Radio Transmission	PRF	\$13.00	\$16.00	\$17.00	\$20.00

RATES AVAILABLE FOR IN-CONTEXT PROMOS

NEGOTIABLE RATES ARE AVAILABLE FOR A SERIES.

CONTACT THE PM DEPT FOR MORE INFORMATION.

RATES AVAILABLE FOR:

- Specific international territories
- TV Programme Promos

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

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GAMING & MOBILE APPS

^All rates are per 30 seconds (unit) unless otherwise specified.
FLAT FEE - Clears the unlimited use of PM - per production.
Gaming and mobile app rates are cleared for World all Territories.

LICENCE CATEGORY	LICENCE CODE	UNIT RATE^	FLAT FEE
All Online Platforms & Apps	VGD	\$56.00	\$585.00
Video (Console) Games	VGH	\$200.00**	\$10,000.00

All rates include reproduction for online and digital platforms.
** Rate is per finished minute

MUSIC ON HOLD

All rates are per 30 seconds (unit) unless otherwise specified.
Music on hold rates are cleared for **World all Territories**.

LICENCE CATEGORY	LICENCE CODE	UNIT RATE
Use of Production Music for music on hold	H1	\$15.00

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 0800 69 2772 or visit www.onemusicnz.com for more information

LOOPING PRODUCTION MUSIC

'Infinitely Looped' music is charged at FOUR TIMES the relevant royalty rate.

'Finitely Looped' production music is charged at 50% of the standard rate (minimum two units).

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

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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.

LICENCE CATEGORY	RATE FOR ALL TERRITORIES			
	LICENCE CODE	PER UNIT	FLAT FEE	
FEATURE FILM ALL MEDIA	Film Festivals Only	FF	\$100.00	\$1,000.00
	Budget up to \$1 million	FC1	\$175.00	\$1,250.00
	Budget \$1 - \$5 million	FC2	\$250.00	\$2,250.00
	Budget \$5 Million +	FC3	\$300.00	\$3,000.00
SHORT FILM	Film Festivals All Media	FSA	\$150.00	\$800.00
	Film Festivals & Online Only	FSF	\$38.00	
	Online Only	FD	\$28.00	\$250.00

TRAILERS

Trailer rates are per track (not per unit)

LICENCE CATEGORY	LICENCE CODE	NEW ZEALAND	NZ & AUS	WORLD	
FILM TRAILER	All Media	AAT	\$700.00	\$800.00	\$1,600.00
	Cinema Only	AOT	\$190.00	\$260.00	\$640.00
	All Online Platforms	AOTD			\$129.00

NEGOTIABLE RATES ARE AVAILABLE FOR TRAILERS USING MULTIPLE TRACKS

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

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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, ARD, ABD, 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.

AUDIO VISUAL/AUDIO: 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.

Digital (i.e. VND, VPD, UND, UPD): Encompasses both online streaming and downloading of media in all formats. Translations are included.

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, VPF) : 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.

Premium: An audio-visual or audio production produced as a promotion or incentive provided free of charge.

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.

Online Streaming: Referred to also as Internet streaming. It is multimedia constantly received by an end-user delivered by a streaming provider over a network connection. This media can be in the form of audio or video. E.g YouTube or Vimeo.

TV & RADIO PROGRAMMES: PAGE 4

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: Covers all of New Zealand, but excludes Auckland, Wellington, Christchurch and Dunedin.

Met Low (Metropolitan Low): Covers ONE of Wellington, Christchurch or Dunedin.

Met High (Metropolitan High): Covers Auckland only.

National: All of New Zealand.

World: Covers all territories worldwide.

If you require clearance for a specific territory, please contact us directly on 0800 69 2772 or pmnz@apra.co.nz

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AMCOS CONTROLLED PRODUCTION MUSIC SUPPLIERS

Adrenalin Sounds Pty Ltd

15/96 Duntroon Street
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Ph: 02 8021 4430
Mob: 0403 495 425
greg@adrenalinsounds.com
adrenalinsounds.com

Beatbox Music Pty Ltd

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Pennant Hills NSW 2120
Ph: 02 9484 2321
info@beatboxmusic.com
beatboxmusic.com

Big Bang & Fuzz Pty Ltd

Suite 902, 2 - 14 Kings Cross Road
Potts Point NSW 2011
Ph: 02 9326 9122
Fx: 02 9326 9166
music@bigbangfuzz.com
bigbangfuzz.com

City & Vine Production Music

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Ph: 02 8846 4690
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EMI Production Music

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Erwin Pitsch Publishing

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ton.cc

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Fx 03 9820 8711
donn@fablemusic.com.au
fablemusic.com.au

Jingle Punks Music Pty Ltd

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Off the Shelf Music

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pmfmedia@bigpond.com

Red Music Publishing Pty Ltd

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info@redproductionmusic.com
redproductionmusic.com

Score Addiction Pty Ltd

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info@scoreaddiction.com
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woodcutmusic.co.nz

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