

RATE CARD 2022



# Production Music



imro

mcps  
IRELAND

# INTRODUCTION



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## Our licences offer:

- **pre-clearance** for any type of usage
- **worldwide rights**
- cover for the **lifetime of your production**
- access to over **one million tracks**
- over **450 catalogues** spanning all genres

Production music (also known as library music) is high quality and cost effective music specifically written for synchronisation or dubbing into audio and audio-visual productions; from TV or radio adverts to feature films, websites and even viral marketing campaigns.

IMRO administers Production Music Rights for MCPS in Ireland, which contains 1 million+ tracks and sound effects from over 200 libraries spanning all genres of music.

Written and recorded by professional songwriters, composers and musicians, MCPS Production Music is both versatile and affordable.

Clearing the music rights you need is a straightforward process. There are no copyright owner permissions to obtain.

## Licensing

- 1) Visit the MCPS libraries websites and start looking for music
- 2) Find the tracks/sound effects that best suits your needs
- 3) Go to the [Production Music](#) page of [IMRO.ie](#) and either:
  - a) Complete the [Online Form](#) or
  - b) Download and complete the Music Log Sheet and email it to [mechanicals@imro.ie](mailto:mechanicals@imro.ie)
- 4) Sync Licence and Invoice will be sent to you by email/post

The relevant royalty and other fees must be paid **before the production is used** in any way.

Licenses issued by MCPSI cover the right to reproduce the **musical work** and **sound recording** – all the rights normally required.

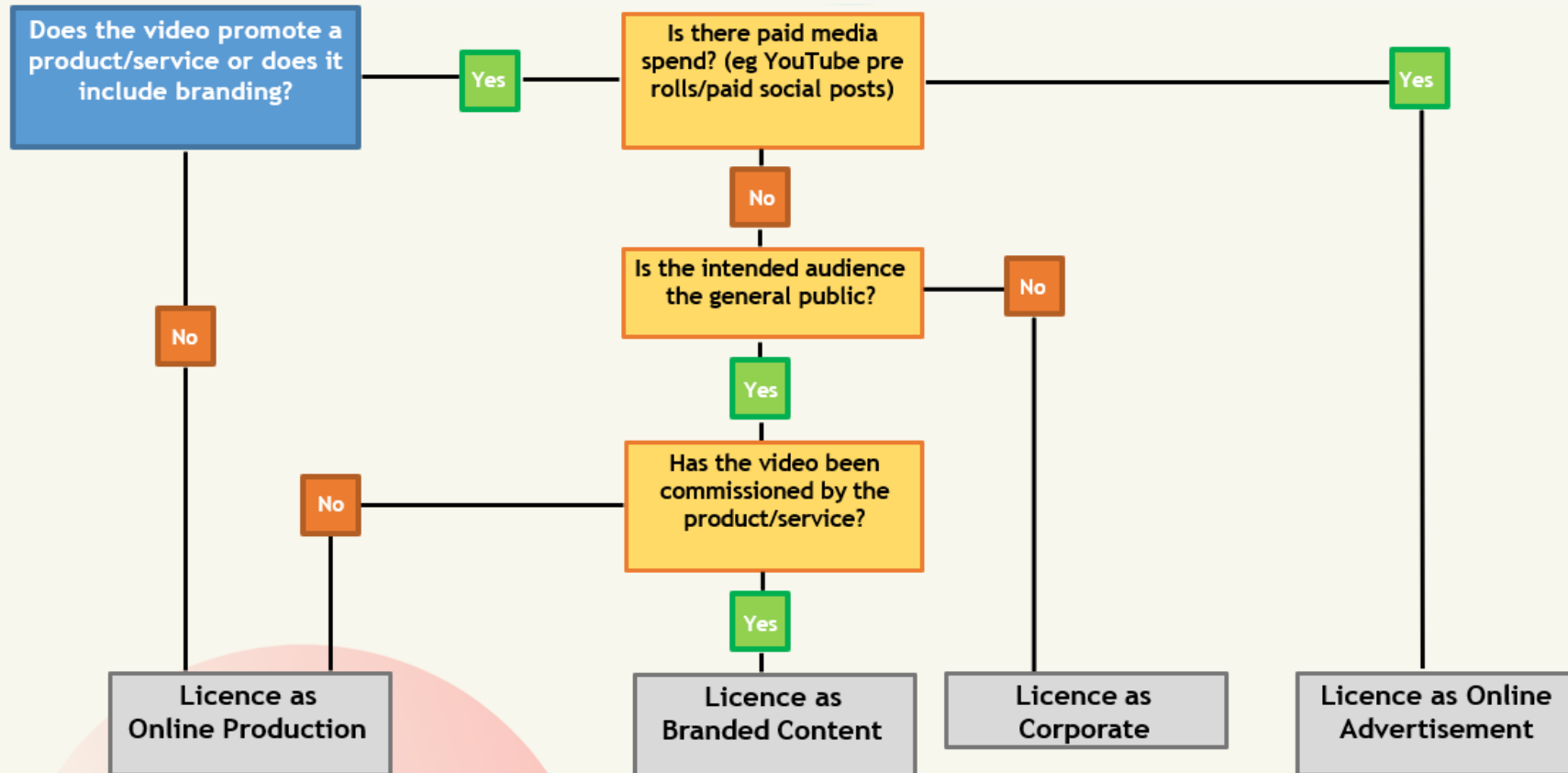
All rights are granted **in perpetuity**, except where otherwise individually stated.

All fees quoted are exclusive of **VAT**.

An administration fee of **€20** will be charged for each licence issued.



# GUIDE TO LICENSING ONLINE CONTENT



# CORPORATE & BRANDED CONTENT



## Corporate Video

### 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)

**Note:** Any branded content productions aimed at the general public are not covered by the corporate rate

## Branded Content

### Type of production:

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

### Music use:

- Online including Social Media platforms e.g. Snapchat
- Public locations (excluding cinema broadcast)
- Business to Business (B2B) office use
- DVD (unlimited copies)

## Corporate Video

Territory	Per 30 second unit (or part thereof)	Per Track	Per production
	€48	€110	€288
Worldwide	Blanket licence: discounted rates available		
	Call +353 1 644 8023		

**Note:** Corporate Video & Branded Content rates include Online exploitation

## Branded Content

Use	Territory	Media	Per 30 second unit (or part thereof)	Per Track	Per production
			€200	€300	€400
Branded Content	Worldwide	Audio Visual - All sites online (includes downloads) and public locations (excluding cinema)			
Blanket licence: discounted rates available					
Call +353 1 644 8023					

## TV & Radio Advertising

**Campaign rate = Per Track Rate + 60%**

### Advertising

#### Type of production:

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

#### Music use:

- As per tariff description
- All rates include Online exploitation except where indicated by \*
- Online use includes Video On Demand (VOD) & Social Media platforms e.g. Snapchat, YouTube etc

**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 a 12 month term
- Adverts broadcast within the 12 month term are cleared for the lifetime of the production

Use	Territory	Media	Per 30 second unit (or part thereof)	Per track
All media	Worldwide	All media	€9,350	€14,000
TV Ads	Ireland	RTE1 & RTE 2	€325	€500
		Single TV channel – VM1, VM2, VM3, TG4, EirSport, & Irish Rgn Opt Outs	€155	€240
		All TV	€725	€1,100
	Single country (outside of Ireland)	Single TV channel	€565	€850
		All digital, cable, satellite	€2,695	€4,110
	Single continent	All TV	€3,400	€5,320
		All TV	€4,000	€5,680
Radio Ads	Worldwide	All TV	€7,600	€11,350
	Ireland	Single local station / City Station	€100	€150
		Single national station	€120	€180
		Full network including nationals	€318	€475
	Single country (outside of Ireland)	Single local station / City station	€100	€140
		Single National Station	€710	€1,060
		Full network including nationals	€1,270	€1,910
	Single continent	Full network including nationals	€1,450	€2,200
	Worldwide	Full network including nationals	€2,130	€3,540

**Campaign rate = Per Track Rate + 60%**

## Advertising

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## Online, Cinema & Public Location Advertising

Use	Territory	Media		Per 30 second unit	Per track
				(or part thereof)	
Online ads	Worldwide	Audio only (All sites)	Streaming	€230	€400
		Audiovisual (All sites)	Streaming	€370	€630
			Download	€620	€1,050
			‘Making of’ streamed videos - non-advertising	€200	€400
Other ads	Worldwide	Cinema or DVD advertising		€700	€1,100
		Audiovisual (public location)*		€250*	€400*
		Audio only (public location)*		€100*	€180*

## Online Production

Online production rates cover, but are not limited to:

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

Note: Online Production rates **do not cover advertising or any other branded content**

## Online Production

Media	Worldwide				
	Per 30 second unit (or part thereof)	Per track	Short Form Programming - unlimited music in 10 min episodes	Per Production	Per series
Streaming	€90	€200	€235	€730	By negotiation: Call +353 1 644 8023
Download	€130	€280	€300	€1,250	
Podcast (audio only)	Worldwide				
	€200				

## 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** (i.e. if it is not hosted on an external site such as YouTube).

The licence will run for 12 months from the date of purchase and we require reporting to show which works have been made available. Generally PROL only covers Republic of Ireland activity. However there may be instances where the licence will cover a wider territory

### Note:

The act of downloading, streaming and podcasting musical works and sound recordings 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.

## Performing Right Online Licence (PROL)

Music Services	
Service Type	Allowance per €75 block
On demand streams	up to 45,000 streams per annum
Background to a website (akin to webcasting)	up to 120,000 streams per annum
Permanent downloads	up to 5,000 downloads per annum
Ringtones	up to 1,000 downloads per annum

General Entertainment Services	
Service Type	Allowance per €75 block
On demand streams	up to 3,200 music hours streamed per annum
Permanent downloads	up to 350 music hours downloaded per annum



## Film

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

- Per film rates allow uncapped usage per film
- If you only require online exploitation, please refer to our Online Production rates.

## Film

Use	Territory	Per 30 second unit (or part thereof)	Per track	Per Film
Feature Film buyout >€3m	Worldwide	€950	€2,030	n/a
Feature Film buyout between €750k and €3m	Worldwide	€345	€740	€6,900
Feature Film buyout <€750k	Worldwide	€120	€235	€2,350
Film Festivals	Worldwide	€80	€175	€1,130
Student Films	Worldwide	€30	€65	n/a

## Trailers

- Film trailers are licensed on a per production basis allowing uncapped usage per trailer
- Please contact the MCPS licensing team if you wish to discuss single track usage or campaign rates, on +353 1 644 8023
- Online use includes Video On Demand (VOD) & Social Media platforms e.g. Snapchat, YouTube etc
- Only film trailers dubbed in the Republic of Ireland can be licensed through our rate card

## Trailers

Use	Criteria	Per Production		
		UK & Ireland (or any other single country)	Worldwide (excl. US & Canada)	Worldwide
Trailer - All Media	Film budget >€3m	€6,450	€8,800	€11,100
	Film budget <€3m	€2,930	€4,105	€5,280
Trailer - TV & Theatrical	Film budget >€3m	€4,105	€5,280	€6,450
	Film budget <€3m	€2,050	€2,640	€3,225
Trailer - Per Media (excl. TV & Theatrical)	Film budget >€3m	€760	€1,115	€1,350
	Film budget <€3m	€380	€550	€675

# RETAIL - GAMES, APPS, CDs, & DVDs

## Retail - 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
- Retail game rates include any console or PC game e.g. PlayStation, Xbox, Nintendo Wii
- If you are not licensing music within an app and require retail online exploitation (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
- Per Game rates allow uncapped music usage for one flat rate
- Aggregation is permitted on all Per 30s rates. Aggregation allows various music cues to be added together to produce a cumulative total
- Speech translations do not require additional licensing

## Retail - Games, Apps, CDs and DVDs

Use	Territory	Per 30 second unit (or part thereof)	Per Track	Per Game
Retail games (including console and PC platforms)	Worldwide	€200	€600	€6,000
Mobile App	Worldwide	n/a	€135	n/a

Use	Criteria	Per 30 second unit (or part thereof)	
		Worldwide	
Audio only production	<1,000 copies	€30	
	1,001 - 10,000 copies	€60	
	>10,000 copies	€90	
		Single continent	Worldwide
Audiovisual production	<1,000 copies	€45	€100
	1,001 - 10,000 copies	€75	€160
	10,001 - 50,000 copies	€100	€200
	50,001 - 100,000 copies	€135	€270
	>100,000 copies	€170	€340

## Independent Production Company (IPC)

The IPC blanket licence is available to all IPCs and producers making programmes for primary broadcast in the **Republic of Ireland**, where the music is not covered by an existing broadcaster blanket agreement.

- 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
- If you are making a TV programme promo please contact +353 1 644 8023
- Radio, public location and theatrical uses are excluded from IPC rates
- Speech translations do not require additional licensing

## Independent Production Company (IPC)

Licence Category	Worldwide	Worldwide excluding ROI	ROI
	(All media)	(All media)	(All media)
Single Cue	€84	€42	€42
Single Track	€200	€100	€100
Single Programme	€740	€370	€370
Single Series (up to 8 episodes)	€2,700	€1,350	€1,350
Annual Deal – single IPC	From €6,700	From €3,350	From €3,350

# GLOSSARY OF TERMS



Terms in the production music rate card are defined according to the below:

**Aggregation** – various music cues added together to produce a cumulative total. Only applicable to per 30 second rates

**All media** – clears the relevant unit for use within all media including but not limited to TV, online and physical product. Radio, public location and theatrical use is also included except under IPC rates, where these uses are excluded

**Apps** – downloadable retail computer or mobile phone programmes designed to perform a specific task for a user or other application

**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 ids, 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

**Covermounts** – A physical product or download containing audio and/or audiovisual content available with a magazine or other publication at the point of purchase

**Cue** – 30 second unit or part thereof

**Cut-down** – a shortened version of an advert/production where no new content is added

**DAB** – Digital Audio Broadcasting

**Dubbing** – Synchronisation of audio recording/musical work into a single production

**Feature film buyout** – clears the unit for use in perpetuity within all media, including but not limited to TV, radio, online, physical product, theatrical, or public location. The rate excludes feature film trailers

**Feature film trailers** – ‘out of context’ trailers made up of a clips montage using production music. All feature film trailer licences include unlimited tag endings and unlimited cut-downs

**ILR** – Independent Local Radio

**In perpetuity** – permanent/forever

**Looped/interactive use** – unlimited continuous repetition of a single music cue in a production or allows the user to interact with the music within a production – i.e. play, pause, skip. Looped and interactive use is charged at double the per 30 seconds rate

**‘Making of’** – a production documenting the making of an advertisement

**On demand** – interactive content where the user can play, pause and skip

**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

**Per production** – allows unlimited production music use within a single production

**Per track** – clears an entire track for use within a single production. Advertising per track rates allow unlimited revisions, cut-downs and tag ending changes

**Per trailer** – allows unlimited production music use within a single trailer

**Permanent download** – a permanent copy is retained by the end user as a download. Including, but not limited to, interactive web or mobile games, online or TV programmes made available on the internet, ringtones, podcasts, vodcasts and audio only/audiovisual content that is downloaded to a computer in a viral marketing email

**Podcast** – a downloadable, audio only programme subject to the following restrictions:

- programme is provided in its entirety, not as individual tracks or separate portions
- music is interspersed throughout speech
- does not contain flags or markers which enable segmentation or disaggregation of tracks

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

**Single continent** – Europe or any other single continent

**Single country** – the Republic of Ireland or any other single country

**Sponsorship ident** – short advertisement shown at the beginning and/or end of a programme segment to credit a sponsor of the programme

**Streamed programming** – audio only/ audiovisual content specifically made available online in a ‘play-only’ format where no permanent copy is retained. Including, but not limited to, online TV or radio programmes that are made specifically for the internet, corporate videos, interactive web or streamed mobile games

**Tag ending changes** – minor changes to the message at the end of an advertisement/film trailer (e.g. change from ‘sale starts Monday’ to ‘sale starts tomorrow’ or from ‘released Monday’ to ‘released tomorrow’)

**Track** – a musical work/composition and sound recording

**Webcasting** – see streamed programming



# ADDITIONAL INFORMATION

## Top up licences:

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.

## Warning:

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.

## Rate card notes:

An administration fee of **€20** will be charged for each licence issued.

The rates referred herein are for the copying of the musical work and/or the sound recording, and (where appropriate) distribution of copies only.

Additional/separate licences are generally required for all other acts, e.g. broadcasting and communication to the public.

The rates referred to herein apply to production music, library musical works and sound recordings only.  
The copyrights of these works are administered by IMRO in Ireland on behalf of the Mechanical Copyright Protection Society (MCPS).

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 those referred to herein.

Productions which are re-distributed with alterations are considered to be new productions and require a separate licence and fee payment.

This applies to all rates except 'per track' and 'campaign' advertisements.

Licence terms for the use of production music libraries' works are printed on the invoice issued.

These terms are in addition to those contained herein.

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.

## Contacts:

Seán Donegan	Director of Broadcast and Online <a href="mailto:Sean.Donegan@imro.ie">Sean.Donegan@imro.ie</a>
David Galligan	Music Licensing Executive <a href="mailto:David.Galligan@imro.ie">David.Galligan@imro.ie</a>
Ruth Teeling	Media Licensing Administrator <a href="mailto:Ruth.Teeling@imro.ie">Ruth.Teeling@imro.ie</a>