



PRODUCTION MUSIC RATE CARD 2012

# NEW ZEALAND

## PRODUCTION MUSIC ENQUIRIES

0800 692 772

PMNZ@APRA.CO.NZ

WWW.APRA-AMCOS.CO.NZ/PM

## GENERAL ENQUIRIES

0800 692 772

NZ@APRA.CO.NZ

## APRA | AMCOS NZ OFFICE

UNIT 113, ZONE 23,

21-23 EDWIN ST, MT EDEN

PO BOX 6315, WELLESLEY ST,  
AUCKLAND 1141, NZ



### ADVERTISING



### TV PER EPISODE FLAT FEES



### FILMS & TRAILERS



### TV & RADIO PROGRAMMES



RF

### MUSIC ON HOLD

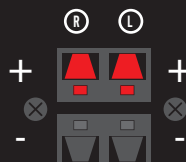


### GAMING & APPLICATION

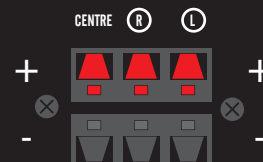


### SPEAKERS

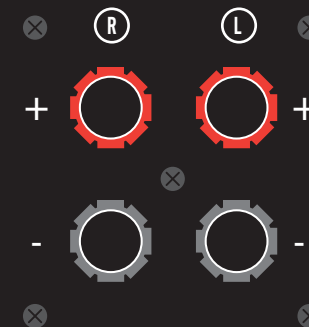
#### AUDIO VISUAL



#### AUDIO



#### A FRONT



PHONES

# A GUIDE TO PRODUCTION MUSIC

## Register

There is no cost in becoming registered as a PM client. Simply register as a Production Music client using the Online Client Registration Form and you will be assigned a Production Music Client Number (PMCN).

## Source

Source your Production Music from any of the PM Suppliers (Page 5) by quoting your PMCN.

## Report

Use the music? Don't forget to make a record of the track you use, including title, composers, Library and disc number and the duration you have used.

Submitting a Licence Application to report the usage can be done by logging on to our Online Licensing Facility which requires your PMCN.

## CONTENTS

What is Production Music.....	2
Frequently Asked Questions..	3
Calculating Rates.....	4
Production Music Suppliers..	5
<b>Advertising.....</b>	<b>6</b>
<b>TV Per Episode Flat Fees.....</b>	<b>8</b>
<b>TV &amp; Radio Programmes.....</b>	<b>9</b>
<b>Films.....</b>	<b>10</b>
<b>Trailers.....</b>	<b>10</b>
<b>Audio Visual.....</b>	<b>11</b>
<b>Gaming &amp; Apps.....</b>	<b>11</b>
<b>Audio.....</b>	<b>13</b>
<b>Music on Hold.....</b>	<b>13</b>
Online Facilities.....	14
About APRA AMCOS.....	15

## WHAT IS PRODUCTION MUSIC?

Production music is music specifically written and recorded for inclusion in audio-visual, audio and other productions. It's a cost-effective and convenient way of including music in an audio or audio-visual production. Production music may be used in television and radio programmes and advertisements, in internet and online productions, in films and cinema advertisements and in general audio or audio-visual productions.

Production music is supplied by specialist production music publishers - it cannot be bought in a normal retail outlet. These publishers have staff who have an extensive knowledge of the production music available in their libraries and they can advise you on music that would best suit your production. Contact details for production music publishers can be found at [www.apra-amcos.co.nz/pm](http://www.apra-amcos.co.nz/pm)

## COPYRIGHT & PRODUCTION MUSIC

It is a copyright infringement to reproduce or to authorise or arrange the reproduction of a production music musical work or sound recording without a licence. Studios, production companies and their clients may therefore be liable for copyright infringement if a valid licence has not been issued for the use of production music.

To comply with copyright law, you should submit and pay for an APRA|AMCOS Production Music Licence Application **within two weeks** of reproducing APRA|AMCOS controlled production music in your production.

Please note: production music discs do not come with a built-in licence to reproduce the music on them. EVERY SINGLE production music reproduction must be reported to APRA|AMCOS' Production Music Department and licensed appropriately.

APRA|AMCOS conducts random audits of its production music clients, focusing on reproduction facilities, to ensure that all reproductions are being licensed appropriately.

PAGE 2

For more information

contact us on

0800 69 2772

[pmnz@apra.co.nz](mailto:pmnz@apra.co.nz)

# FREQUENTLY ASKED QUESTIONS

## WHY DO I NEED TO USE APRA | AMCOS TO GET A LICENCE TO USE PRODUCTION MUSIC?

APRA|AMCOS represents production music publishers. Most production music publishers in New Zealand and Australia have appointed APRA|AMCOS to manage their production music licensing activities on their behalf. APRA|AMCOS has a specialised Production Music Department that represents AMCOS-controlled production music publishers and their respective libraries.

The APRA|AMCOS Production Music Department issues licences for the reproduction and communication of production music musical works and sound recordings. The department collects licence fees and distributes them in the form of royalties for the use of production music. It acts as a central clearing house by quickly and cost-effectively authorising the use of production music, and saving producers from having to negotiate multiple copyright clearances with individual music publishers or record companies.

## WHY USE PRODUCTION MUSIC?

- ▶ Access to around half a million tracks.
- ▶ Easy process for getting clearance – you can use the music, report your usage within two weeks and then pay the invoice.
- ▶ Clear for any broadcast medium and territory you require.
- ▶ Easy to budget for – royalty rates are fixed for each calendar year and are published in advance.
- ▶ Available in a wide range of styles and durations to suit any production.

## WHEN DO I NEED AN APRA | AMCOS PRODUCTION MUSIC LICENCE?

- ▶ Whenever you use APRA|AMCOS controlled production music in an audio only or audio-visual production: including television, radio, cinema or internet advertisements or programmes, and DVD/video productions.
- ▶ Whenever APRA|AMCOS controlled production music is used as a temp track for advertisements, cinema and audio or audio-visual programmes.
- ▶ Whenever an audition disc/file is produced by a studio's Music Search service to demo production music tracks. An annual blanket licence is available for this purpose. Please contact the Production Music Department for more information.
- ▶ A production altered in ANY way is considered to be a separate production and will require a separate licence.
- ▶ Translations of productions (other than advertisements) into other languages are considered additional copies of the original production and no separate licence is required, as long as the right licence category, number of copies and territorial clearance has been obtained for the original production.

## WHAT ARE THE ADVANTAGES OF PRODUCTION MUSIC?

APRA|AMCOS licenses Production Music for any territory, worldwide. If you cannot find the relevant territory rate, please contact the Production Music Department.

- ▶ Rates for audio visual and audio productions depend primarily on whether the production is promotional or non-promotional. The "for sale or rental" distinction no longer applies.
- ▶ All production music rates include reproduction clearance for transmission by digital platforms. If you are the website owner you will also need a Communication Licence from APRA - contact [online@apra.com.au](mailto:online@apra.com.au).
- ▶ Productions intended for digital platforms only are categorised by type of production. So, to determine the rate for a production that will only be used on a digital platform, first select the category your production falls under (e.g. Advertisement, AV Production, Audio, etc) then look up the digital platform rate for that type of production. For example: If you are licensing a podcast, go to the Audio rates, decide whether it is promotional or non-promotional and then check the relevant "Digital Platforms only" rate. For a non-promotional podcast, the code would be UN and territory WWW. For a viral ad, the code would be AD (under Advertisements) and the territory would be WWW.

## HOW DO I GET AN APRA | AMCOS PRODUCTION MUSIC LICENCE?

- 1... Register as an APRA|AMCOS Production Music Client: It's free to register with APRA|AMCOS as a Production Music Client. Simply complete a Production Music Client Registration Form.
- 2... Take note of your Production Music Client Number: Once APRA|AMCOS has registered you as a Production Music Client, you will be sent a Production Music Client Number (PMCN).
- 3... Submit a Production Music Licence Application each time you use APRA|AMCOS controlled production music in a production.  
Quote your PMCN on all your Production Music licence applications.  
Submit your application online, or in hard copy within 14 days of the reproduction of the music.  
Make sure the licence application is fully and correctly completed (APRA|AMCOS may charge a research fee for each inaccurate or unreported item).
- 4... Pay the Production Music invoice sent to you by APRA|AMCOS: The APRA|AMCOS Production Music Department will send you an invoice listing the royalties due for each production.  
This invoice will specify all the details of the copyright clearance and is the only royalty documentation that you will receive.

*Repeat steps 3 and 4 each and every time you use APRA|AMCOS controlled production music in a production.*

## WHAT'S NOT COVERED BY YOUR APRA | AMCOS PRODUCTION MUSIC LICENCE?

Under your APRA|AMCOS Production Music licence you can edit production music tracks and vary the speed of the music for your production. However, you may not:

- ▶ alter or make an adaptation of the work in any way
- ▶ use the music with lyrics other than those approved by the copyright owner
- ▶ use commercially recorded published music (that is, music that is sold through retail outlets). If you wish to use commercially recorded music in a production, please contact APRA|AMCOS' Research Facility on 0800 692 772 or email [mechres@apra.com.au](mailto:mechres@apra.com.au)
- ▶ use production music on commercial record releases. Please contact the Production Music department if you have any questions regarding this use.

These actions are strictly prohibited under the terms of your Production Music Licence Application.

Note: the digital platform rate covers the use of the production music sound recording in your production only. A separate APRA licence is still required for the communication of music by any website. To obtain this licence for your own or for a client's website, please contact APRA's online department at [online@apra.com.au](mailto:online@apra.com.au) for more information.

- ▶ Advertisements: we offer a per campaign discount of between 20% and 30%. In brief, a discount of 20% to 30% applies whenever you use production music in a series of four or more advertisements as part of an advertising campaign. This discount applies across all broadcast mediums and territories, provided all the ads in the series are licensed at the same time. See the Advertising section for full details.
- ▶ License your ad or cinema trailer for all media, up front. This simple, one-off rate represents a significant saving when compared with licensing for individual exploitations and gives you full worldwide clearance forever. See the Advertising section for rates.
- ▶ Automatic 50% fee reduction for all versions in a series of advertisements, where the only difference is a 'tag change'. See the Advertisements section for more details.

FAQS  
PAGE 3

For more information

contact us on

0800 69 2772

[pmnz@apra.co.nz](mailto:pmnz@apra.co.nz)

# CALCULATING RATES

## CALCULATING THE LICENCE FEE:

There is a standard processing fee for each production you make that uses production music. This processing fee is \$11.00 (excluding GST) per territory per licence category. For example, if you produce a television advertisement that will be broadcast in Regional and Metropolitan territories, the processing fee will be \$22.00 (2 x \$11.00/territory).

## CALCULATING THE ROYALTY FEE:

In addition to the processing fee, you pay a royalty fee that is based on the amount of production music used in the production.

### ROYALTY FEE

(total units of music used x royalty rate for that territory and category)



### PROCESSING FEE

(\$11.00 per territory per production category)

## 1. ADD UP YOUR TOTAL UNITS OF MUSIC

Each 30 second production music segment (or part thereof) is considered one unit of music. So, for example:

- 5 seconds of a specific production music track = 1 unit of music
- 45 seconds of a specific production music track = 2 units of music

To calculate the total number of units of music in a particular production you add up the individual units of each production music track used in that production. See example below.

- 5 seconds of Track 1 = 1 unit
- 40 seconds of Track 2 = 2 units
- 15 seconds of Track 3 = 1 unit
- Total no. of units = 4 units

## 2. PICK YOUR PRODUCTION CATEGORY

You can choose from the following categories:

- Advertisements
- TV and radio programmes
- Film
- Trailers
- Music on hold
- Audio-visual productions (on disc, tape or other devices)
- Audio only productions
- Education
- Games

Medium not specified? Contact the Production Music Department.

## 3. SELECT YOUR TERRITORY

- 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: Regional, plus MORE THAN ONE capital city chosen from Adelaide, Brisbane, Melbourne, Perth and Sydney.
- World: Covers all territories, worldwide.
- WWW only: Covers digital platform transmission only.

*Note: all rates include transmission by digital platforms. There is no separate licence fee to distribute your production via a digital platform.*

*For international rates, please contact APRA|AMCOS' Production Music Department. APRA|AMCOS can license for any territory and broadcast medium you require.*

## 4. LOOK UP YOUR ROYALTY RATE PER UNIT OF MUSIC

Unless otherwise specified, all rates listed are per unit of music, and include GST. If you need help slotting your production under a Category, or choosing the right Territory, contact our Production Music Department.

APRA|AMCOS offers a flat licence fee for some categories. For example, where a series of advertisements is produced as part of a campaign for use in a particular territory, you would only be charged one processing fee of \$11.00 for all the advertisements produced as part of the campaign for use in that territory. Check the Advertising section for more information.

## PUBLIC PERFORMANCE

**What if you're not making a new production, or reproducing the Production Music track in any way and you just want to play it in public?**

In this case, you will need to contact APRA|AMCOS' General Licensing Department and obtain a licence for the public performance and communication of the musical work. You must get this licence before the actual public performance takes place.

Call APRA|AMCOS' Licensing Department on 0800 69 2772.

**VISIT OUR ONLINE RATE CALCULATOR »**

**CALCULATING RATES PAGE 4**

For more information

contact us on

0800 69 2772

[pmnz@apra.co.nz](mailto:pmnz@apra.co.nz)



# PRODUCTION MUSIC SUPPLIERS

## ADRENALIN SOUNDS PTY LTD

Ph +61 2 8021 4430  
Fx +61 2 9559 4959  
greg@adrenalinsounds.com  
www.adrenalinsounds.com

## BEATBOX MUSIC PTY LTD

Ph +61 2 9484 2321  
Fx +61 2 9484 7316  
info@beatboxmusic.com  
www.beatboxmusic.com

## BIG BANG & FUZZ PTY LTD

Ph +61 2 9326 9122  
Fx +61 2 9326 9166  
music@bigbangfuzz.com  
www.bigbangfuzz.com

## EMI MUSIC PUBLISHING AUST PTY LTD

Ph +61 2 8570 1000  
Fx +61 2 8570 1099  
info@emiproductionmusic.com.au  
www.emiproductionmusic.com.au

## EXTREME MUSIC

Ph +61 2 9660 9005  
Fx +61 2 9660 9903  
australia@extrememusic.com  
www.extrememusic.com

## FABLE MUSIC PTY LTD

Ph +61 3 9820 3111  
Fx +61 3 9820 8711  
donn@fablemusic.com.au  
www.fablemusic.com.au

## JINGLE PUNKS MUSIC PTY LTD

Ph +61 2 9388 3520  
tatyanna@jinglepunks.com  
www.jinglepunks.com

## JL MUSIC GROUP PTY LTD

Ph +61 (0) 411022516  
daniel@jlpublishing.com.au  
www.jlpublishing.com.au

## MOTION FOCUS MUSIC

Ph +61 (0) 409 614 621  
ben@motionfocusmusic.com  
www.motionfocusmusic.com

## MUSIC FOR MEDIA PTY LTD

Ph +61 2 9299 8877  
Fx +61 2 9299 6564  
norml@musicsales.com.au

## OFF THE SHELF MUSIC

Ph +64 9 268 0992  
Fx +64 9 268 0994  
otsmnz@clear.net.nz  
www.offtheshelfmusic.com

## SONIC DOJO

Ph +61 2 4962 5242  
matt@sonicdojo.com  
www.sonicdojo.com

## UNDERScore PRODUCTION MUSIC

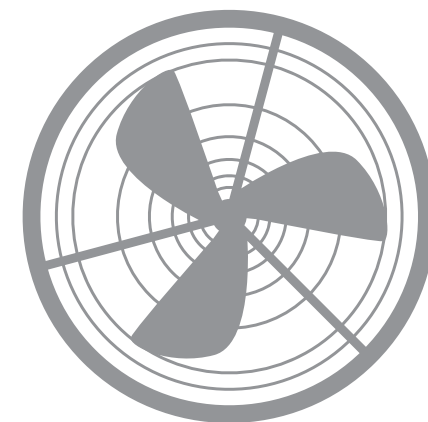
ph +61 2 9731 0263  
studio@underscorepm.com  
www.underscorepm.com

## UNIVERSAL PUBLISHING PRODUCTION MUSIC

Ph +61 2 9207 0564  
Fx +61 2 9252 0503  
productionmusic.au@umusic.com  
www.unippm.com.au  
twitter.com/unippmanz

## WOODCUT PRODUCTIONS LTD

Ph +64 9 374 4542  
Fx +64 9 373 3210  
aaron@woodcut.co.nz  
www.woodcut.co.nz



PRODUCTION MUSIC SUPPLIERS  
PAGE 5

For more information contact us on  
0800 69 2772  
pmnz@apra.co.nz



# ADVERTISING

Please see over for defined terms.



Per 30 seconds or part thereof (unit)



All rates include clearance for Online & Digital Platforms



Clearance rates for World and Specific Territories are available on application.

Need clearance for a medium not specified? Contact us on 0800 69 2772 or pmnz@apra.co.nz

LICENCE CATEGORY		LICENCE CODE	REGIONAL	MET LOW	MET HIGH	NATIONAL
All Media		AA				\$1,275.00
Television	Free to Air Television Transmission	ATF	\$56.00	\$117.00	\$175.00	\$306.00
	Pay Television Transmission	ATP	\$53.00	\$107.00	\$159.00	\$276.00
	All Television Transmission (Free to Air and Pay)	ATA	\$83.00	\$179.00	\$268.00	\$466.00
Radio	Free to Air Radio Transmission	ARF	\$29.00	\$58.00	\$90.00	\$151.00
Online	Advertisements on Digital platforms only	AD	Digital Platforms only: standard rate of \$148.00 for all territories.			
Public Location	Outdoor (e.g. played at a football stadium)	AOPE	\$56.00	\$117.00	\$175.00	\$306.00
	Instore (e.g. played on an instore display)	AOPI	\$29.00	\$58.00	\$90.00	\$151.00
Cinema	Cinema Advertisements	AOC	\$29.00	\$58.00	\$90.00	\$151.00
Production Music used in a Trailer? Please refer to Page 10.						
Infomercials		ATI	Rates will be 50% of the corresponding TV Ad rates, dependent on territory, etc.			



## DISCOUNTS

### 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 licenced 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. This concession will only be granted for Tag Changes on Ads, licensed for the same broadcast area, and approved by the Production Music Department.

### Community Service Announcements (CSA)

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.



- » **ALL** productions are subject to an \$11.00 Processing Fee (per territory, per licence category)
- » **ALL** figures exclude GST - Rates are shown in \$NZ
- » **ALL** licenses issued are cleared in perpetuity



ADVERTISING  
PAGE 6

For more information contact us on  
0800 69 2772  
pmnz@apra.co.nz



## DEFINED TERMS : ADVERTISING

### Advertisement:

An audio-visual or audio production that is a public announcement designed or intended to promote or encourage the purchase, use or support of goods and services. This includes a Programme Promo or Station Identification.

### Infomercial:

Segments within a programme or that comprise an entire programme for which a broadcaster receives payment or other valuable consideration and which directly promotes goods or services which are offered to viewers for sale during the segment or programme.

### Community Service Announcement:

An audio-visual or audio production that is designed or intended to inform the public of matters of public interest and is transmitted to the public for no fee or other consideration but that does not promote the use of particular goods or services or solicit the sponsorship of any organisation.

### Campaign:

A coordinated series of linked advertisements with a single idea or theme. An advertising campaign is typically broadcast through several media channels. It may focus on a common theme and one or few brands or products, or be directed at a particular segment of the population.

### All Media:

All media refers collectively to mass media technologies: Television, Film, Radio, Internet, Digital Platforms & Storage media formats (DVD, USB, etc).

## 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:

Regional, plus MORE THAN ONE city chose from Auckland, Wellington, Christchurch and Dunedin.

### World:

Covers all territories worldwide

### WWW only:

Covers digital platform transmission.

*Productions on digital platforms may also require a licence to communicate the music. Please contact [online@apra.com.au](mailto:online@apra.com.au) for more information.*

## DEFINITIONS: ADVERTISING PAGE 7

For more information contact us on

0800 69 2772

[pmnz@apra.co.nz](mailto:pmnz@apra.co.nz)

# TV PER EPISODE FLAT FEES

Clears unlimited use of PM, per episode

CLEARANCE		LENGTH OF PROGRAMME			SERIES DEAL
		30 MINS <input type="checkbox"/>	60 MINS <input type="checkbox"/>	90 MINS <input type="checkbox"/>	
New Zealand Clearances	Free to Air New Zealand	\$475.00	\$725.00	\$1,025.00	Negotiable Rates Available
	Pay TV New Zealand	\$390.00	\$600.00	\$800.00	Negotiable Rates Available
	All TV New Zealand	\$675.00	\$1,000.00	\$1,350.00	Negotiable Rates Available
Additional	+ World	\$1,500.00	\$2,250.00	\$3,000.00	Negotiable Rates Available
<i>(only available once production has been licenced for New Zealand exploitation)</i>					
All Media	All Media, World	\$2,650.00	\$3,650.00	\$4,650.00	Negotiable Rates Available

✕ ✕  
 If you require clearance for a specific territory, please contact us directly on 0800 69 2772 or [pmnz@apra.co.nz](mailto:pmnz@apra.co.nz)  
 ✕ ✕

✕  
 ✕ **ALL** productions are subject to an \$11.00 Processing Fee (per territory, per licence category)  
 ✕ **ALL** figures exclude GST - Rates are shown in \$NZ  
 ✕ **ALL** licenses issued are cleared in perpetuity  
 ✕

## DEFINED TERMS: TV

### All Media:

All media refers collectively to mass media technologies: Television, Film, Radio, Internet, Digital Platforms & Storage media formats (DVD, USB, etc).

## 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:

Regional, plus MORE THAN ONE city chose from Auckland, Wellington, Christchurch and Dunedin.

### World:

Covers all territories worldwide.

## TV PER EPISODE FLAT FEES PAGE 8

For more information contact us on  
 0800 69 2772  
[pmnz@apra.co.nz](mailto:pmnz@apra.co.nz) ✕

# TV & RADIO PROGRAMMES



Per 30 seconds or part thereof (unit)



All rates include clearance for Online & Digital Platforms

LICENCE CATEGORY		LICENCE CODE	REGIONAL	MET LOW	MET HIGH	NATIONAL
Television	Free to Air Television Transmission	PTF	\$17.00	\$27.00	\$28.00	\$30.00
	Pay Television Transmission	PTP	\$16.00	\$24.00	\$25.00	\$27.00
	All Television Transmission (Free to Air and Pay)	PTA	\$24.00	\$40.00	\$41.00	\$44.00

LICENCE CATEGORY		LICENCE CODE	REGIONAL	MET LOW	MET HIGH	NATIONAL
Radio	Free to Air Radio Transmission	PRF	\$11.00	\$14.00	\$15.00	\$18.00

## 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:

Regional, plus MORE THAN ONE city chose from Auckland, Wellington, Christchurch and Dunedin.

### World:

Covers all territories worldwide.

### WWW only:

Covers digital platform transmission.

*Productions on digital platforms may also require a licence to communicate the music. Please contact [online@apra.com.au](mailto:online@apra.com.au) for more information.*

✘ **ALL** productions are subject to an \$11.00 Processing Fee (per territory, per licence category)  
 ✘ **ALL** figures exclude GST - Rates are shown in \$NZ  
 ✘ **ALL** licenses issued are cleared in perpetuity

✘ If you require clearance for a specific territory, please contact us directly on 0800 69 2772 or [pmnz@apra.co.nz](mailto:pmnz@apra.co.nz)

## DEFINED TERMS: TV

### All Media:





All media refers collectively to mass media technologies: Television, Film, Radio, Internet, Digital Platforms & Storage media formats (DVD, USB, etc).















## TV & RADIO PROGRAMMES PAGE 9

For more information contact us on  
 0800 69 2772  
[pmnz@apra.co.nz](mailto:pmnz@apra.co.nz)





# FILMS



-  Per 30 seconds or part thereof (unit)
-  All rates include clearance for Online & Digital Platforms
-  Cleared for All Media, Worldwide unless otherwise specified
-  Clears unlimited use of PM, per film

LICENCE CATEGORY	LICENCE CODE	ROYALTY RATE FOR ALL TERRITORIES		
		PER UNIT 	FLAT FEE 	
Feature Film	Budget up to \$1 million	FC1  	\$350.00	\$4,500.00
	Budget \$1 million - \$5 million	FC2  	\$450.00	\$6,000.00
	Budget \$5 million +	FC3  	\$550.00	\$8,000.00
	Film Festivals Only	FF  	\$250.00	\$2,500.00
Short Films (up to 30 mins) /Competitions	Commerical Release	FSC  	\$250.00	\$2,500.00
	Film Festival	FSF  	\$150.00	\$800.00
			\$38.00 *	
	Online	FD	\$25.00	\$250.00

\* for showing at film festivals only - no additional media

 **ALL** productions are subject to an \$11.00 Processing Fee (per territory, per licence category)

 **ALL** figures exclude GST - Rates are shown in \$NZ

 **ALL** licenses issued are cleared in perpetuity 

## DEFINED TERMS: FILMS & TRAILERS

### All Media:

All media refers collectively to mass media technologies: Television, Film, Radio, Internet, Digital Platforms & Storage media formats (DVD, USB, etc).


### Trailer:

A trailer or preview is an advertisement or a commercial for a feature film that will be exhibited in the future at a cinema.


## TRAILERS

 Cleared for All Media, Worldwide unless otherwise specified

**Trailer rates are per track (not per unit)**




LICENCE CATEGORY	LICENCE CODE	NEW ZEALAND	NEW ZEALAND + AUSTRALIA	WORLD
Film Trailer	All Media AAT 	\$1,030.00	\$1,545.00	\$3,090.00
	Cinema Only AOT	\$309.00	\$412.00	\$1,030.00
	Online Only AOTD			\$206.00








FILM & TRAILERS  
PAGE 10







For more information contact us on  
0800 69 2772  
pmnz@apra.co.nz 

# AUDIO VISUAL

Please see over for defined terms.

-  Per 30 seconds or part thereof (unit)
-  All rates include clearance for Online & Digital Platforms
-  Clears unlimited use of PM, per production - Storage media formats (DVD, USB, etc)

NON-RETAIL		DIGITAL/ ONLINE ONLY 	HARD COPY 	HARD COPY 
Non Promotional	Licence Code	VND	VNH 	VNF 
	Unlimited Copies	\$20.00	\$26.00	\$390.00
Promotional	Licence Code	VPD	VPH 	VPF 
	Unlimited Copies	\$25.00	\$33.00	\$495.00

RETAIL SALE	PER UNIT 	FLAT FEE 		
		1/2 HOUR	1 HOUR	90 MINS
Licence Code	RVH 	RV3 	RV6 	RV9 
Unlimited Copies	\$40.00	\$500.00	\$900.00	\$1,300.00

PREMIUM	UP TO 1,000 	1,001 TO 10,000 	10,001 TO 50,000 	50,001+ 
Licence Code	VM 	VM 	VM 	VM 
Royalty Rate per number of copies for all territories	\$126.00	\$230.00	\$346.00	\$520.00




## Looping Production Music

The royalty rates per unit of music listed in this Rate Book generally apply unless the music is looped. 'Infinitely Looped' music is charged at FOUR TIMES the relevant royalty rate. 'Finitely Looped' production music is charged at 50% the standard rate. See Definitions for more information on Looping.




- ▶ Advertisements on Video/DVD for Sale/Rental - must be licensed using the licence code AOV and the advertising rates specified on the Advertisements Royalty Rates (Page 6).
- ▶ In-flight Video - productions made specifically for broadcast as In-flight entertainment must be licensed under the code VIA. Rates are the same as the PTF rates listed on the Television and Radio Programmes Royalty Rates (Page 9).

# GAMING & APPS

Please see over for defined terms.

LICENCE CATEGORY	LICENCE CODE	ROYALTY RATE	FLAT FEE 
Online and Apps	VGD 	\$50.00 	\$550.00
Video (Console) Games	VGH	\$200.00*	\$10,000.00

\*Rate is per finished minute

-  Per 30 seconds or part thereof (unit)
-  All rates include clearance for Online & Digital Platforms
-  Clears unlimited use of PM, per Production - Game, Portable Applications & Software

- » **ALL** productions are subject to an \$11.00 Processing Fee (per territory, per licence category)
- » **ALL** figures exclude GST - Rates are shown in \$NZ
- » **ALL** licenses issued are cleared in perpetuity

For more information contact us on  
0800 69 2772  
pmnz@apra.co.nz

## 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:

Regional, plus MORE THAN ONE city chose from Auckland, Wellington, Christchurch and Dunedin.

### World:

Covers all territories worldwide.

### WWW only:

Covers digital platform transmission.

*Productions on digital platforms may also require a licence to communicate the music. Please contact [online@apra.com.au](mailto:online@apra.com.au) for more information.*

## ADVERTISING

Advertising is a one-way communication, the purpose of which is to inform potential customers about products and services and how to obtain them.

Primarily used to introduce new products into the marketplace and show consumers the benefits of these new products, as well as infuse life into existing products by reminding consumers of the need to replace an item that is old or worn out.

Advertising is any method used to attract consumer attention to products and services.

Common forms of Advertising which include the use of Production Music: Broadcast -Television Commercials, Infomercials, Radio Ads, Digital Platforms / Internet (Websites, Banners, Social media, etc)

**Please refer to page 6 for Advertising Rates**

## DEFINED TERMS: AUDIO VISUAL/AUDIO

### Audio Visual Production:

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

### Audio Production:

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

### 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.

### Intranet:

An interconnected network of computers, similar to but separate from the Internet, belonging to an organisation, usually a corporation, accessible only by the organisation's members, employees or others with authorisation.

### 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:

For the purpose of drawing the attention of the public or a segment thereof, to a product, service, person, organisation or line of conduct, in a manner which intends to promote or oppose that product, service, person, organisation or line of conduct.

# VS

## PROMOTIONAL

Promotion involves disseminating information about a product, product line, brand, or company. Best used with special events or big-ticket consumer items.

Goods with an established market and consumer demand benefit from sales promotions because they give consumers motivation to purchase items now rather than later.

Common forms of Promotional material which include the use of Production Music: Corporate Promotional Videos, Branded content which includes long form promotional material, campaigns/events for public forums, Non-Broadcast branded mini programmes.

**Please refer to Audio Visual – Promotional (VPD, VPH & VPF) rates on page 10**

**DEFINED TERMS:  
AUDIO VISUAL/AUDIO  
PAGE 12**




For more information contact us on








0800 69 2772

[pmnz@apra.co.nz](mailto:pmnz@apra.co.nz)









# AUDIO

Please see previous page for defined terms

-  Per 30 seconds or part thereof (unit)
-  All rates include clearance for Online & Digital Platforms
-  Clears unlimited use of PM, per production - Storage media formats (DVD, USB, etc)



NON-RETAIL		DIGITAL/ ONLINE ONLY 	HARD COPY 	HARD COPY 
Non Promotional	Licence Category	UND	UNH 	UNF 
	Unlimited Copies	\$12.00	\$15.00	\$225.00
Promotional	Licence Category	UPD	UPH 	UPF 
	Unlimited Copies	\$15.00	\$19.00	\$285.00

PREMIUM	UP TO 1,000 	1,001 TO 10,000 	10,001 TO 50,000 	50,001+ 
Licence Code	UM 	UM 	UM 	UM 
Royalty Rate per number of copies for all territories	\$68.00	\$120.00	\$184.00	\$272.00

- » **ALL** productions are subject to an \$11.00 Processing Fee (per territory, per licence category)
- » **ALL** figures exclude GST - Rates are shown in \$NZ
- » **ALL** licenses issued are cleared in perpetuity

# MUSIC ON HOLD

-  Per 30 seconds or part thereof (unit)
-  All rates include clearance for Online & Digital Platforms

LICENCE CATEGORY	LICENCE CODE	ROYALTY RATE FOR ALL TERRITORIES 
Use of Production Music for Music on Hold	H 	\$12.00

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.apra-amcos.co.nz](http://www.apra-amcos.co.nz) for more information.

To be licensed under these rates, the audio productions that contain production music must consist mostly of spoken words. That is, the use of the production music must be strictly incidental to the overall content of the production eg. a comedy album where the production music is background to skits.

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

For more information contact us on  
0800 69 2772  
[pmnz@apra.co.nz](mailto:pmnz@apra.co.nz)

# PRODUCTION MUSIC ONLINE LICENSING FACILITY

You've got your Rate and your Licence Category Code! Now you need a LICENCE.

Submitting a Licence Application to report the usage can be done by logging on to our **Online Licensing Facility** which requires your **Production Music Client Number (PMCN)**.

[WWW.APRA-AMCOS.CO.NZ/PM](http://www.apra-amcos.co.nz/pm)



- Submit an application on behalf of a client
- Licence a production for multiple clearances
- Search licence applications quickly and easily

APRA's online Production Music system accepts applications for a licence to reproduce Production Music.

To register as a Production Music Client, please go to [www.apra-amcos.co.nz/pm](http://www.apra-amcos.co.nz/pm)

Call us on 0800 69 2772 or email us at [pmnz@apra.co.nz](mailto:pmnz@apra.co.nz) for more information

ONLINE FACILITIES  
PAGE 14

For more information contact us on

0800 69 2772

[pmnz@apra.co.nz](mailto:pmnz@apra.co.nz)

# ABOUT APRA | AMCOS

APRA|AMCOS work to ensure that songwriters, composers and music publishers are rewarded whenever and wherever their musical works are played, performed or reproduced. We also help New Zealand & Australian music consumers get access to the world's musical repertoire.

Australasian Performing Right Association Limited (APRA) was established in 1926 and now administers the performing and communication rights of 66,000+ composer, songwriter and music publisher members in New Zealand and Australia. Public performances of music include music used in pubs, clubs, fitness centres, shops, cinemas, festivals, whether performed live, on CDs or played on the radio or television. Communication of music covers music used for music on hold, music accessed over the internet or used by television or radio broadcasters.

Australasian Mechanical Copyright Owners Society Limited (AMCOS) collects and distributes mechanical royalties for the reproduction of its 9,000+ members' musical works for many different purposes. These include the manufacture of CDs, music videos and DVDs, digital downloads and the sale of mobile phone ringtones, the use of production music and the making of radio and television programmes. Since 1997, APRA has managed the day-to-day operations of the AMCOS business.

## PRODUCTION MUSIC ENQUIRIES

0800 69 2772

[pmnz@apra.co.nz](mailto:pmnz@apra.co.nz)

[www.apra-amcos.co.nz/pm](http://www.apra-amcos.co.nz/pm)

## GENERAL ENQUIRIES

0800 69 2772

[nz@apra.co.nz](mailto:nz@apra.co.nz)

## APRA | AMCOS NZ OFFICE

Unit 113 - Zone 23,  
21-23 Edwin Street, Mt Eden, Auckland 1024

PO Box 6315

Wellesley Street, Auckland 1141

