

# GUIDE TO COMPLETING APRA JINGLE REPORTING FORMS



## You should complete a Jingle Reporting Form (JRF) if:

- You write music or lyrics for jingles used in commercial television or radio advertisements or community service announcements,

### and

- These jingles are broadcast in Australia and/or New Zealand.

If your jingle is broadcast overseas, you will need to complete an online Overseas Jingle Reporting Form.

## You don't need to complete a Jingle Reporting Form if:

- Your jingles are broadcast on ABC TV, SBS TV, SBS radio, community/public radio or community/public television
- Your jingles are screened in a cinema, on pay TV (Sky TV NZ is allowed) or made available online

Please contact your local APRA|AMCOS office for information on claiming royalties for jingles used in the above ways.

## GUIDELINES FOR COMPLETING THE JINGLE REPORTING FORM

### SECTION 1: DECLARATION OF ACCURACY

- This section must be signed by you or by the person completing this form on behalf of a publishing company.
- This section also asks you to provide the name and contact details of a person who can confirm that this jingle was actually broadcast as specified on this form. This can be a person from the advertising agency, the broadcast station or from the client. If you are claiming for a local broadcast you personally heard on the local radio, you don't need to give us contact details, it's enough to give us a note confirming the broadcast.

### SECTION 2: GENERAL INFORMATION

- Fill in the box after 1 July to tell us in which financial year your jingle was broadcast. Enter the year as four digits. The end date will be automatically completed.
- Tell us if this jingle was included in APRA's distribution for the previous financial year.

### SECTION 3: JINGLE DETAILS

In this section, you tell us:

- The Client name of the product being promoted. e.g. Goodman Fielder
- The product title. e.g. Tip Top
- The Product Description. e.g. High loaf
- Name of Advertising agency
- The duration (in the format: mm:ss. E.g. 30 seconds should be entered as 00:30)
- The JG/GW number, if known.
- The key number, if known.
- The Usage type (corporate jingle or product jingle)

Music publishers also need to complete the last question in this section (original writers/original publishers) if the jingle was based on or used an original piece of music that was licensed for advertising use. We need the name of the original music (Title of music) and the names of the original writers and the original publisher. If the original lyrics of the work have been replaced by agency lyrics, please write this in against the title of the music.

Publishers, please note: Do not use this form to lodge a claim for the use of mood library works in commercials. APRA has a separate system for analysing and paying for the use of library works.

## SECTION 4: JINGLE OWNERSHIP DETAILS

- List all the writers/composers who contributed to creating the jingle.
  - » Provide SURNAMES and GIVEN NAMES.
  - » In the third column, tell us what the writer's contribution was. Did they compose the music (code C), or write the lyrics (A) or were they both the composer and the author (CA)?
  - » In the fourth column, write in the percentage share of royalties that each writer is entitled to receive. The total of all the shares must be 100%.
  - » In the last column, provide the IPI numbers of all the writers involved (if they are APRA members). Writers who are not members can apply for APRA membership via our website ([www.apra-amcos.com.au](http://www.apra-amcos.com.au))

If the lyrics were written by the advertising agency, simply select 'Yes' in 'agency lyrics', similarly for Tags.

## SECTION 5: COVERAGE IN AUSTRALIA

### 5A: RADIO BROADCASTS

1. Was your jingle broadcast on radio in Australia?  
**No:** Go to question section 5B, television broadcasts,  
**Yes:** Go to question 2
2. Was the jingle broadcast nationally on commercial radio?  
**No:** Continue onto question 3  
**Yes:** Go to section 5B
3. Was your jingle broadcast on radio state-wide?  
**No:** Go to question 4.  
**Yes:** Tick the states in which your jingle was broadcast state wide.
4. Was your jingle broadcast on Capital City radio stations?  
**No:** Go to question 5.  
**Yes:** Select the capital cities in which the jingle was broadcast and specify the number of stations that broadcast the jingle. (Please note: you cannot select a capital city if you chose the state wide option above in questions 3.)
5. Was your jingle broadcast on Regional (country) radio stations?  
**No:** Go to 5B  
**Yes:** Please tick the regional areas where your jingle was broadcast and specify the number of stations that broadcast the jingle.

### 5B: TELEVISION BROADCASTS

1. Was your jingle broadcast on television in Australia?  
**No:** Go to section 6  
**Yes:** Go to question 2
2. Was the jingle broadcast nationally on commercial Television?  
**No:** Continue onto question 3  
**Yes:** Go to section 6
3. Was your jingle broadcast on Television state-wide?  
**No:** Go to question 4.  
**Yes:** Tick the states in which your jingle was broadcast state wide.
4. Was your jingle broadcast on Capital City TV stations?  
**No:** Go to question 5.  
**Yes:** Select the capital cities which the jingle was broadcast and specify the number of stations that broadcast the jingle. (Please note: you cannot select a capital city if you chose the state wide option above in questions 3.)
5. Was your jingle broadcast on Regional (country) TV stations?  
**No:** Go to 6  
**Yes:** Please tick the regional areas where your jingle was broadcast and specify the number of stations that broadcast the jingle.

## SECTION 6: COVERAGE IN NEW ZEALAND

### 6A: NEW ZEALAND RADIO BROADCASTS

1. Was your jingle broadcast on New Zealand radio?  
**No:** Go straight to section 6B  
**Yes:** Please tick the territories and stations that broadcast your jingle.

## 6B: NEW ZEALAND TELEVISION BROADCASTS

1. Was your jingle broadcast on New Zealand television?

**No:** Go straight to the end and submit

**Yes:** Please tick the territories and stations that broadcast your jingle.

**Press submit**

## HELPFUL HINTS

The jingle reporting form fields are protected, and you need to complete each section before the next section will become available for editing.

- Use a separate jingle form for each jingle you wish to claim.
- A copy of each jingle reporting form will be sent to your email address for your records
- This jingle reporting form both registers the work with APRA as well as submits a claim for royalty payments for their broadcast/s. You do not need to register this work separately.
- Within a given campaign, or in respect of a particular product, there may be a number of discrete commercials. A commercial will be considered to be discrete if it contains either different visuals, or a different soundtrack, from other commercials within a campaign. However, where the visuals or sound-track are merely an edited or shortened version of another commercial, the commercial is not to be treated as discrete.
- Check that your jingle was actually broadcast during the period covered by your claim. You will need to give us the name and contact details for a person who can confirm that the jingle was actually aired during the period covered by your claim.
- You must submit your jingle claim forms to APRA no later than the 31 July each year for all broadcasts during the preceding 1 July- 30 June financial year period. Royalties for jingles are paid in November each year.
- A new jingle form must be submitted for each year the jingle is broadcast.
- Contact the relevant advertising agency or client and get details about where the advertisement was broadcast (was its coverage national, state by state or local?). And how was it broadcast (radio, TV or both). If it was part of a state by state campaign, you need to tell us which states for both TV and radio. If it was a local campaign, you'll need to know the number of stations that broadcast the jingle.
- If your jingle is broadcast in both Australia and New Zealand, make sure you complete both sections 5 and 6 of the form.

## DEFINITIONS

When processing jingles, APRA uses the following definitions:

- **Product campaign** means a particular promotion for an identifiable branded product or service, or an event, for the same advertiser, if broadcast for a period longer than one month.
- **Corporate campaign** means a particular promotion directed towards increasing awareness of a corporation, without reference to a branded product, service or event. Short term campaigns form part of an advertiser's corporate campaign.
- **Short term campaign** means a particular promotion where commercials are broadcast for a period of one month or less. Campaigns associated with sales, religious holidays, Mothers' Day, Fathers' Day, and Valentines Day are all short term campaigns. All commercials, including commercials for branded products, are regarded as short term if broadcast for one month or less.

APRA understands that in any campaign, there may be a number of commercials. You can claim up to 6 commercials for each product campaign and a *total of 6 commercials for corporate and/or short campaigns* in each financial year, provided that:

- Each commercial must have different visuals or a different soundtrack (whether music or voice-over)
- Each short term campaign commercial is counted towards the 6 allowable claims for any given corporate campaign.

Please note that you cannot claim separately for a shortened or cut-down version of a commercial (e.g. 30" and 60" versions). In cases where multiple writers are claiming the same campaign, a limit of 6 claims will be enforced for the campaign.

- **Agency Lyrics:** Pre-existing lyrics or lyrics provided by the advertising agency which, although incorporated into a commercial, have not been written by the composer submitting the jingle claim. eg. Australian Tourist Commission.

- **Tags:** Short pre-existing melodies or lyrics which may regularly feature in particular company brands and have not been written by the composer submitting the jingle claim. They're usually appended to the end of all other commissioned jingles for that advertiser.
  - » eg. David Jones: 'There's not other store like David Jones'
  - » eg. Toyota: 'Oh What A Feeling'
- **Corporate Jingle:** These are jingles in which:
  - The advertiser **IS** the product
  - eg. McDonald's promoting their charity work. Telstra promoting their network.
  - OR** generic products/services are advertised with no reference to specific brands.
  - eg. Hardware Store advertising ladders, paints or drills. Car retailer stating that they sell cars.
  - OR** that run for a limited time, specifically one (1) month or less:
  - eg. Mothers Day, Valentines Day, Christmas sales etc.
 Corporate jingles are **limited to six (6) versions**, provided that each version has:
  - » A different soundtrack or
  - » Different visuals

Separate forms may not be submitted for different durations.

- **Product Jingle:** These are jingles in which:
  - A specific labelled product is advertised.
  - eg. Hardware Store promoting Dulux paints, McDonald's promoting Big Mac Meal Deals, Car retailer promoting Toyota Hilux vehicles.**Six (6) forms may be submitted for each named product commercial**, provided that each version has:
  - » A different soundtrack or
  - » Different visuals

Separate forms may not be submitted for different durations.

## SUMMARY

Category	Submission type	Short definition	Number of submissions per Category	Number of commercials per submission
1	Product	A particular promotion for an identifiable branded product or service, or an event, for the same advertiser, if broadcast for a period longer than one month. Eg Big Mac	Unlimited number of products	6 commercials can be submitted per product
2	Corporate	A particular promotion directed towards increasing awareness of a corporation, without reference to a branded product, service or event. Short term campaigns form part of an advertiser's corporate campaign. EG advertisements for McDonalds the brand.	6 Submissions in total. This can be either 6 corporate or 6 Short term campaign submissions or a mix of both totalling 6.  For example: if 6 corporate submissions were made, no Short Term campaigns would be allowed to be claimed.  Or if 3 Corporate submissions were made, a maximum of 3 Short term campaigns could be claimed.	None
	Short term Campaign	A particular promotion where commercials are broadcast for a period of one month or less. Campaigns associated with sales, religious holidays, Mothers' Day, Fathers' Day, and Valentines Day are all short term campaigns. All commercials, including commercials for branded products, are regarded as short term if broadcast for one month or less.		

If you need any assistance in completing your Jingle Reporting Form, please contact your local Writer Services Representative.