

The Nordic Model for Synchronization TV (incl. online)		
Production type	Definition	Synchronization fee
<b>Live On Tape</b>	TV shows with a studio audience.	ISK 112 per music second
<b>TV Dramas</b> only for broadcast in the Nordic and Baltic countries	TV Drama made for TV with a fictional script, only broadcast within the Nordic and the Baltic countries. If non-Nordic/Baltic broadcasting agreements are in place at the time of the first broadcast, all clearance is to go through the rights holders directly.	Up to 30 seconds: ISK 56 000 (per song) ----- 30-60 seconds: An additional ISK 28 000 (per song) ----- After 60 seconds: An additional ISK 14 000 per 30 seconds (per song)
<b>TV Dramas</b> for broadcast outside the Nordic and Baltic countries (Worldwide)	TV Drama made for TV with a fictional script, for broadcast outside of the Nordic and Baltic countries. If broadcasting agreements outside of the Nordic and/or Baltic countries are in place at the time of original license clearance, all clearance is to go through the rights holders directly.	Contact the rights holder directly
<b>Concert recordings</b>	Concerts, revues and shows not originally made for TV (live or pre-recorded). Does not include operas or musicals, as these are considered grand rights.	ISK 87 per music second
<b>Other TV productions</b>	All other TV productions incl. local TV, docu-soaps, etc.	ISK 250 per music second
<b>Signature and bumper</b>	Signature: music that acts as an intro and/or ending credit of a TV production. Also called theme or lead song. Bumper: Music that acts as a transition to or from commercial break.	Contact the rights holder directly
<b>TV trailers</b>	A short preview of one or more TV productions.	Contact the rights holder directly
<b>TV Commercials/ TV Promos</b>	Productions with a sales promotion purpose; about a costumer's brand, product or service. Includes promotion for TV channels (channel ID)	Contact the rights holder directly

**Additional fees for productions exhibited outside the Nordic and Baltic countries (Nordic/ Baltic repertoire only). Does not apply to TV drama, or the categories under individual administration.**

The synchronization fees above are only for exhibitors in the Nordic and Baltic countries.

Territory	Additional fee in percent	Additional fee
Per individual country	+15%	Existing fee multiplied by 1,15
Europe	+100%	Existing fee multiplied by 2
USA + Canada	+100%	Existing fee multiplied by 2
Worldwide	+200%	Existing fee multiplied by 3

**Synchronization fee**

As new copies are made of the recording or if it is being used for purposes other than its original purpose, a new synchronization fee has to be paid.

**Master rights**

Remember to clear the master rights with the master owner (usually a record label or the artist) if you are using an existing recording.

**Minimum fee:**

The minimum fee for synchronization is ISK 3000.

nob  
nordisk  
copyright  
bureau

## The Nordic Model for Synchronization - AV-productions (incl. online)

Production type	Definition	Synchronization fee
<b>Commercials/promos</b>	Productions with a promotional purpose; centering around a costumer's brand, product or service.	Contact the rights holder directly for license
<b>Feature films + trailers</b>	Feature films; film production generally made for cinema.	Contact the rights holder directly for license
<b>Short films + trailers</b> for theatrical release	Fictional film with a duration under 60 minutes. Intended for theatrical release.	Contact the rights holder directly for license
<b>Short films</b> for broadcast, film festivals and other non-theatrical use	Fictional film with a duration under 60 minutes. Not intended for theatrical release.	ISK 250 per music second
<b>Documentaries + trailers</b> for theatrical release	A production which portraits real life, without a script. Intended for theatrical release.	Contact the rights holder directly for license
<b>Documentaries</b> for broadcast, film festivals and other non-theatrical use	A production which portraits real life, without a script. Not intended for theatrical release.	ISK 250 per music second
<b>Educational productions</b>	Production with an educational purpose, to be shown in schools and non-commercial institutions.	ISK 74 per music second
<b>School assignments</b>	School projects done by pupils (not film schools or similar, semi-professional productions)	ISK 43 per music second
<b>Industrial presentations</b>	Productions produced by or for a company to be presented for customers or possible customers. Including but not limited to trade show presentations etc.	Contact the rights holder directly for license
<b>Internal corporate presentations</b>	Productions by or for a company for internal use only. Examples: internal meeting material, intranet productions, etc. The license lasts for 1 year.	ISK 25 000 per song per production
<b>Other productions</b>	Other small-scale productions. Only applicable to non-commercial productions. Examples: dance recitals, art projects, workout videos.	ISK 125 per music second

## Tariffs for physical copies for private use – such as, but not limited to, DVD use

Production type	Definition	Mechanicals	Synchronization fee
<b>Audio-visual productions</b>	Feature films, TV series, short films, documentaries and stand-up shows. Also applies to revues with less than 50% music content.	2.5725 % of the wholesale price (excl. VAT) 3.25 % of the price to consumer (excl. VAT) Minimum fee: ISK 12,5/copy	ISK 74 per music second
<b>Concerts/music DVD</b>	Audio-visual productions in which music is the primary content and purpose	7.2% of the wholesale price (excl. VAT) 5.91% of the retail price (excl. VAT) Minimum fee: ISK 68/copy (If the music share is less than 100% of the production's total duration, the fee will also decrease proportionally)	Incl. in the mechanical fee
<b>Other audio-visual productions</b>	Audio-visual productions which are not concert/music DVD - like musicals, operas, and music documentaries. Also applies to revues with more than 50% music content.	9.009% of the price to seller / store (excl. VAT) 7.4% of the price to consumers (excl. VAT) Minimum fee: ISK 76/copy (If the music share is less than 100% of the production's total duration, the fee percentage will also decrease proportionally)	ISK 74 per music second

**Additional fees for productions exhibited outside the Nordic and Baltic countries (Nordic/Baltic repertoire only). Does not apply to the categories under individual administration.**

The synchronization fees above are only for exhibitor in the Nordic and Baltic countries.

Territory	Additional fee in percent	Additional fee
Per individual country	+15%	Existing fee multiplied by 1,15
Europe	+100%	Existing fee multiplied by 2
USA + Canada	+100%	Existing fee multiplied by 2
Worldwide	+200%	Existing fee multiplied by 3

### Synchronization fee - New purpose

As new copies are made of the recording or if it is being used for purposes other than its original purpose, a new synchronization fee has to be paid.

### Master rights

Remember to clear the master rights with IFPI, if you use an existing recording.

### Minimum fee

The minimum fee for synchronization is ISK 3000.



nordisk  
copyright  
bureau