

## Rates for the use of music in audio-visual productions

all rates effective from 1 January 2010  
the rates are adjusted annually on 1 January with the change in  
the index of net retail prices



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## 1 • Production types/usage – definitions

– production types/usage mentioned in this rate card are all based on the following definitions:

#### Cinematographic films

All productions made with a view to being shown in cinemas.

#### Signature tunes

A piece of music used to make identification of a TV programme, e.g. an intro or outro.

#### National TV/Commissioned productions

A TV production made by a third party under a special agreement for a TV station. The right of exploitation of the production lies only with the TV station.

#### National TV/Other TV productions

TV productions where the right of exploitation lies with the producer alone or is shared between more parties.

#### Live on tape

TV programme which is not broadcast live, but it is a studio recording with a live audience. The difference of time from recording till broadcast shall not exceed one week, and no more than two screenings of the programme can be made within one week.

#### Advertising

The production has a promotional purpose and is about the products or services of the customer in question. It also includes sponsor sections in e.g. TV programmes.

#### Corporate video productions

A production made by or for a commercial business with a view to in-house viewing. The production does not have a commercial purpose as it does not intend to promote the sale of a specific product or service – otherwise it should be categorised as “advertising”.

#### Education & training

A production with an educational purpose for use in schools and non-commercial institutions.

#### Other audio-visual productions

A production which is neither a cinematographic film, a TV production, advertising, a corporate video production nor an educational programme according to NCB's definitions.

## 2 • Minimum charge

Irrespective of production type the minimum charge on any NCB invoice is DKK 500.00.

### 3 • Rates: Existing music in audio-visual productions – non-private use

#### – the use of existing music in productions made for non-private use

Production type	Type of usage	Type of music	Synchronisation fee	Mechanical fee
Advertising	associated with products, companies, services, etc.	all types of music	subject to individual negotiation with rights owner	included in the synch fee
Cinematographic films	productions made with a view to being shown in cinemas	all types of music	subject to individual negotiation with rights owner	DKK 0.15 per second per copy
National TV Commissioned productions	live on tape	all types of music	DKK 3.60 per second *)	DKK 0.15 per second per copy
	signature tune	all types of music	DKK 1,525.00 per episode	DKK 0.15 per second per copy
	other usage	all types of music	DKK 14.46 per second *)	DKK 0.15 per second per copy
National TV Other TV productions	signature tune	all types of music	DKK 1,525.00 per episode	DKK 0.15 per second per copy
	other usage	Nordic/Baltic music	DKK 14.46 per second *)	
		non-Nordic/Baltic music	subject to individual negotiation with rights owner *)	
Local TV	signature tune	all types of music	DKK 1,525.00 per episode	DKK 0.05 per second per copy
	other usage	Nordic/Baltic music	DKK 9.03 per second *)	
		non-Nordic/Baltic music	subject to individual negotiation with rights owner*)	
Other audio-visual productions	any usage of the music	Nordic/Baltic music	DKK 9.03 per second *)	DKK 0.05 per second per copy
	any usage of the music	non-Nordic/Baltic music	subject to individual negotiation with rights owner *)	

\*) The minimum charge for synchronisation corresponds to 15 seconds per piece of music in these productions.

**Note!** Although the rates for Nordic/Baltic music are fixed, there are cases where the music is subject to individual rights management – in such cases the price must be negotiated directly with the rights owners.

Production type	Type of usage	Type of music	No. of copies	Synchronisation & mechanical fee (minutes of music)				
				1 minute	2 minutes	3 minutes	4 minutes	5 minutes
Education & training	in-house use with an educational purpose in schools and other non-commercial institutions	Nordic/Baltic music	1-10	DKK 220.00	DKK 440.00	DKK 660.00	DKK 880.00	DKK 1,100.00
			11-100	DKK 470.00	DKK 940.00	DKK 1,410.00	DKK 1,880.00	DKK 2,350.00
			101-200	DKK 720.00	DKK 1,440.00	DKK 2,160.00	DKK 2,880.00	DKK 3,600.00
		non-Nordic/Baltic music		subject to individual negotiation with rights owner				
Corporate video productions	in-house use in commercial businesses	Nordic/Baltic music	1-10	DKK 500.00	DKK 1,000.00	DKK 1,500.00	DKK 2,000.00	DKK 2,500.00
			11-100	DKK 800.00	DKK 1,600.00	DKK 2,400.00	DKK 3,200.00	DKK 4,000.00
			101-200	DKK 1,100.00	DKK 2,200.00	DKK 3,300.00	DKK 4,400.00	DKK 5,500.00
		non-Nordic/Baltic music		subject to individual negotiation with rights owner				

Please contact NCB for information on what will be charged if your production exceeds 5 minutes of music or if you have more than 200 copies manufactured.

## ADDITIONAL SYNCH FEE

in general for existing music in audio-visual productions – non-private use

An additional synch fee must always be paid for audio-visual productions that contain Nordic/Baltic music and/or lyrics and are used outside the Nordic/Baltic countries. The additional fees are as follows:

World: 200%  
Entire Europe: 50%  
USA & Canada: 100%  
Other continents – per continent: 25%  
Italy, France, Spain, Germany, UK  
– per country: 15%  
Japan: 25%  
Other countries – per country: 5%

An additional synch fee is not payable by default for cinematographic films, advertising or music where the licence and price has been negotiated individually. In these cases it is assumed that the right to distribution and exploitation outside the Nordic/Baltic area was cleared with the rights owners in connection with the original synchronisation licence.

## ADDITIONAL SYNCH FEE

for new exploitation

If your production – at a later time – is used for another purpose than the one for which it was originally licensed and the synch fee for this other purpose exceeds the synch fee originally paid, you will have to notify NCB and make an extra payment corresponding to the difference between the two fees.

This only applies, however, if the rights are administered by NCB.



## 4 • Rates: Music in audio-visual productions – private use

### – the use of music in productions sold/rented out/distributed through retailers or direct to private consumers

Production type	Synchronisation fee	Mechanical fee	Mechanical fee – minimum fee
Cinematographic films	assumed to have been paid at the time of production	2.1% of price to retail outlets	DKK 0.55 per copy
Concert DVD	the synchronisation fee is included in the mechanical fee	sale through retailers: 7.2% of price to retail outlets exclusive of VAT  sale direct to consumers: 5.91% of price to consumers exclusive of VAT	DKK 4.48 per copy
Other audio-visual productions	DKK 3.60 per second	sale through retailers: 9.009% of price to retail outlets exclusive of VAT  sale direct to consumers: 7.4% of price to consumers exclusive of VAT  in both cases calculated as the playing time of the music in proportion to the total playing time of the production	DKK 5.97 per copy

If a feature film is produced for private consumers only without prior cinematographic release, the synch fee is subject to individual negotiation.

For some TV drama productions transferred to DVD or other media for private use the synch fee is subject to individual negotiations with the rights owners.

### ADDITIONAL SYNCH FEE

in general for sale/rental/distribution for private use

Audio-visual productions that are made for sale/rental/distribution for private use are ALWAYS subject to a synchronisation fee of DKK 3.60 per second – irrespective of previous payment of a synch fee for any other usage for which the production was originally licensed.

This does not apply to commissioned music, however, as the synchronisation fee for commissioned music always include the transfer to video master.

### PROMOTIONAL COPIES

»Promotional copies« are not subject to an NCB royalty.

Where you are applying for a first pressing of a new release, up to 250 copies may be licensed as promotional copies provided that certain conditions are observed:

- © The pressing must be of 500 copies or more.
- © Promotional copies must be supplied free of charge to broadcasters, disc jockeys and

critics (accurate records of the recipients must be kept and submitted to NCB on request).

- © Promotional copies must be identical to the release they promote.
- © All promotional copies must be prominently marked with the words "Promotion – Not for Sale" (it is not sufficient to attach a sticker or any label that can be easily removed). You must always submit a copy to NCB.

- © Only NCB approved DVD plants can be used for manufacture.

If you sell your DVDs and want promotional copies for other purposes than the above mentioned, you must pay NCB's minimum fee per copy. The words »Promotion - Not for Sale« must be printed on all such copies.

**5 • Rates: New commissioned music in audio-visual productions – non-private use****– the use of commissioned music in productions made for non-private use**

Production type	Type of usage	Synchronisation fee	Mechanical fee for cinema and TV
Advertising	associated with products, companies, services, etc.	subject to individual negotiation with rights owner	included in the synch fee
Feature films + documentary films	duration above 60 minutes place of exhibition: no restrictions	for exhibition in the EU, Switzerland and Norway: DKK 30,568.00 for exhibition in the entire world: DKK 45,852.00	included in the synch fee
Short film + documentaries	duration below 60 minutes place of exhibition: no restrictions	DKK 5,349.00	included in the synch fee
Long run TV series	productions of more than three episodes place of exhibition: TV	up to six episodes: DKK 30,568.00  more than six episodes: the synchronisation fee is calculated proportionally based on number of episodes	included in the synch fee
Short run TV series	productions of up to three episodes place of exhibition: TV	DKK 5,349.00	included in the synch fee
Single music tracks (not used as a film score)	used as signature tune, intro, outro	for each of the first 20 combinations of image and music: DKK 1,525.00  for each subsequent combination: DKK 763.00  (note that there is an upper limit for the annual amount of synchronisation fees to be paid)	included in the synch fee

**ADDITIONAL SYNCH FEE**

in general for commissioned music in audio-visual productions – non-private use

Feature films containing commissioned music are subject to an additional 50% synch fee of the above rates for distribution outside the Nordic countries, EU and Switzerland.

**Note!** Commissioned music in advertising is subject to direct negotiations between the producer and the rights owners on price and usage.

In such cases NCB does not act as intermediary between the producer and the rights owners.