



# AUDIO FACTORY

Audio Factory Media GmbH  
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## Needle Drop Rate Card

### Categories & Rates for Synchronization Rights

Rates „apply“ per use to all music represented by Audio Factory Media GmbH  
(Production Blanket Rates, Custom Licensing and Definitions on page 2)

Non-Broadcast Use	Rate	Production
	per Use	Blanket
<b>Productions Not For Sale</b> (Includes Audio or Videocassettes, On Hold, CD ROM, DVD & PowerPoint presentations)		
Productions NOT for Resale (up to 2.500 free copies)	€100,00	Blanket #1
Productions NOT for Resale (up to 10.000 free copies)	€150,00	Blanket #2
Productions NOT for Resale (unlimited free copies)		Upon Request
<b>Productions For Sale</b> (Includes Audio or Videocassettes, CD ROM and/or DVD interactive & non-interactive productions on any other saleable media that may be distributed by any means)		
Distribution up to 2.500 copies	€150,00	Blanket #2
Distribution up to 10.000 copies	€200,00	Blanket #3
Distribution up to 50.000 copies	€400,00	Upon Request
Distribution over 50.000 copies		Upon Request
<b>Non-Broadcast Use</b>		
<b>Commercials &amp; Promos</b>		
Local - Radio or TV/Basic Cable or PSA (One Market)	€100,00	Not Available
Regional - Radio or TV/Basic Cable/Satellite (Airing in any 3 markets)	€170,00	Not Available
National - Radio or TV/Basic Cable/Satellite (One Country)	€200,00	Not Available
International - Radio or TV/Basic Cable/Satellite (Worldwide)	€300,00	Not Available
Internet - Promotional Banners or Commercials	€170,00	Not Available
CommercialTags	1/2 Rate of the Original Commercial	Not Available
<b>Progams</b>		
Local / PSA - Radio or TV/Basic Cable/Satellite (One Market)	€150,00	Blanket #2
Regional - Radio or TV/Basic Cable/Satellite (Airing in any 3 markets)	€170,00	Blanket #2
National - Radio or TV/Basic Cable/Satellite (One Country)	€200,00	Blanket #3
International - Radio or TV/Basic Cable/Satellite (Worldwide)	€400,00	Blanket #4
Premium Cable/Satellite - (ShowTime, HBO or Pay-Per-View)	€400,00	Blanket #4
Infomercial or Internet / Online Productions	€200,00	Blanket #3
Common Carrier - (In-Flight, Cruise Ships, etc.)	€150,00	Blanket #2
All Broadcast Rights	€550,00	Upon Request
Includes: Non-Broadcast (up to 2,500 free copies), TV/Basic Cable, Satellite TV, Radio, Premium Cable, Internet, Common Carrier, In Context & DBS		
All Media Rights	€700,00	Upon Request
All Broadcast Rights, Pay-Per-View, DVD/Home Video - unlimited copies. Does not include Theatrical Rights		

Theatrical Productions	Rate per Use	Production Blanket
Trailer or Commercial	€300,00	Upon Request
Trailer or Commercial (All Rights*)	€500,00	Upon Request
Film	€400,00	Upon Request
Film (All Rights*)	€800,00	Upon Request
Film Festival (Limited Release)	€150,00	Blanket #4
LiveTheatre		Upon Request

\*Includes Theatre Release and All Media Rights

Rates in effect as of January 1st, 2017 and are subject to change without notice

## Production Blanket Rates

Rates are based on unlimited music use for one single production, and are based on the total length of the production, not on the duration of music used. Production Blanket Rates are not available for Commercials.

Production Length	Blanket #1	Blanket #2	Blanket #3	Blanket #4
Up to 10 minutes	€200	€200	€300	€550
10+ to 15 minutes	€250	€350	€500	€700
15+ to 20 minutes	€300	€400	€600	€800
20+ to 30 minutes	€400	€500	€700	€1.000
30+ to 45 minutes	€500	€600	€900	€1.200
45+ to 60 minutes	€700	€800	€1.200	€1.600
60+ to 90 minutes	€850	€1.000	€1.500	€2.000
90+ to 120 minutes	€1.000	€1.200	€1.800	€2.500

For productions longer than 120 minutes, contact Audio Factory Media for a quotation

## Custom Licensing

Ringtones, Toys, Products, Games, Talking Books, Computer Software, Apps or any unsynchronized use	Upon Request
Single Theme Annual License	Upon Request
Each Alternative Language Version	1/2 Rate of the Original Production or Production Blanket
Each Edit of a Previously Licensed Production	1/2 Rate of the Original Production or Production Blanket

## Definitions

<b>Non-Broadcast</b>	Audio/Visual, Slide Film, Video, Multimedia, CD ROM, DVD, Audio Cassette, Videocassette, On Hold Messages, Corporate Presentations or In-House use & PowerPoint Presentations. Rates will vary, depending on whether the production is for resale or not.
<b>Broadcast</b>	Programming broadcast to the general public on radio and/or television, including Free TV, Cable TV, Satellite TV, Infomercials, Pay Per View, Common Carrier (In-Flight, Cruise Ships) & the Internet; in local, regional and national markets.
<b>Commercials &amp; Promos</b>	Advertising or promotion of a product, person, service or event on television, radio, the Internet, cable or satellite (does not include infomercials, see "Broadcast").
<b>PSA</b>	Public Service Announcements broadcast on radio and/or television.
<b>Theatrical Productions</b>	Productions exhibited in theatrical venues where a general admission fee is charged or consideration of any kind is exchanged as in the case of feature films, movie trailers and live theatre productions.
<b>Production Blanket</b>	Production Blanket rates are based on unlimited music use for one single production. Rates charged are based on the clearances required and the total length of the production rather than on the duration of the music used. Production Blanket rates are not available for all uses. Where applicable on the rate card, you are referred to the appropriate Production Blanket Rate.
<b>Needle Drop</b>	A single use of an individual Music Cue. The single use may be any length, up to the total length of the longest mix of that Cue, and must be continuous. If only one Music Cue is used in a production, but the Cue is used 3 separate times with gaps in between each use, 3 music uses are counted for licensing purposes. If you loop a Music Cue extra fees may apply. Please contact Westar Music if you are considering looping one or more of our Music Cues
<b>Synchronization Rights</b>	The right granted by the copyright holder by which an end user is authorized to place audio content in timed relation within training or marketing presentations, radio and television presentations or commercials, and any other multimedia, audio-visual or computer generated displays, programs or presentations.