

THE INDIAN PERFORMING RIGHT SOCIETY LIMITED

TARIFF: - SNC: MUSIC IN COMMERCIALS/ ADVERTISEMENTS/ PROMOS/ CORPORATE VIDEOS/AUDIOS

1. SCOPE OF TARIFF

This Tariff applies to utilization of musical works and literary works in Commercials, Advertisements, Promos, & Corporate Videos/Audios by way of Synchronization on Television, Radio, Internet/Website or any other medium.

2. GENERAL CONDITIONS

This Tariff is subject to the Society's General Conditions applicable to Tariffs and Licenses.

3. ROYALTY/ LICENSE FEE RATES

The following Royalty/License Fee Rates shall apply for Broadcast/ Communication to the Public/ the Performance of Music by way of Synchronization on different medium per language in-

- a. Television Commercials (TVC)/ Advertisements (Ads)/ Promo, shall be ₹45,000/- per 30 second for all the TV Channels/ Satellite Channels, per annum
- b. Radio Jingles/ Radio Advertisement shall be ₹25,000/- per 30 second for all FM/AIR Radio Stations, per annum
- c. Advertisement on Internet/website shall be ₹30,000/- per 30 second, per annum.
- d. Commercials/Advertisement in digital Out of Home (OOH) shall be ₹20,000/- per 30 second, per city, per segment, per annum.
- e. Corporate Videos/Audio (for corporate communications, training initiatives and educational videos/audios), the Royalty/License Fee shall be ₹20,000/- per 30 second, per annum
- f. **The Minimum Royalty/License Fee under this tariff shall be ₹20,000/-.**

4. SPECIFIC CONDITIONS

This tariff is subject to the Licensee's obtaining the "Synchronization License" with regards the work and/or sound recordings from the copyright holders.

5. APPLICABILITY OF TARIFF

- a. This Tariff comes into force from the 01-April-2018 and applies to all Royalties/License fee falling due on or after that date.
- b. Non-Compliant Licensees who seek to regularize past infringements / violations / breach of Society's rights and licenses (including non-compliance with agreements, usage without license, vexatious litigation, etc.), a penalty of 30% over the existing tariff shall be applied at the discretion of Society.
- c. Royalty/License Fee rate shall be adjusted to reflect the increase, if any, in the general price level (inflation), as measured by the Consumer Price Index. Such adjustment in royalty/license fee rate can be yearly or cumulative over a period of time.
- d. All Royalties/License fee are exclusive of all applicable GST/ taxes / levies.