

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 seeking to resolve and regularize past or existing infringement, violation, or breach(s) of the Society's rights and licenses or license terms (including but not limited to failure to adhere to agreement(s) terms, unauthorized use, or vexatious litigation) may be subject to a higher royalty rate [(i.e., existing tariff plus a minimum of 50% of the existing tariff ("additional fee/royalty")), at the Society's discretion. The additional fee/royalty quantum may be assessed by the Society in its sole discretion depending on the nature and/or extent and/or duration and/or egregious nature of the (past or existing) infringement, violation, or breach(s) of the Society's rights and licenses or license terms as being higher than 50% of the existing tariff.

- 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.