

THE INDIAN PERFORMING RIGHT SOCIETY LIMITED

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 RATES

The following Royalty 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 shall be ₹20,000/- per 30 second, per annum
- f. **The Minimum Royalty under this tariff shall be ₹20,000/-.**

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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 1st April 2018 and applies to all Royalties 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 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 rate can be yearly or cumulative over a period of time.
- d. All Royalties are exclusive of all applicable GST/ taxes / levies.