



RATE CARD 2018 - 2019



**Brand & Viral Campaigns | Tv & Radio Advertisments | Website & Podcasts | Corporate & Promo Videos
Online | Mobile | Feature Films**

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1. INTRODUCTION

EMI Pakistan has been in existence since 1948. Earlier known as The Gramophone Company of Pakistan, it was renamed in 1972.

EMI Pakistan owns the largest musical archive of Pakistan, consisting of a variety of genres; ranging from Ghazals, Pop, Qawwalis, Instrumental to Pure Classical, Film Soundtracks and many more, accumulating to more than 6000 hours of musical journey.

Versatile and affordable EMI Pakistan represents quality. It's archives can be used for synchronisation or dubbing into audio and audiovisual productions; from TV or radio adverts to feature films, TV Programmes, Shows, website and even viral marketing campaigns.

Clearing the music rights you need is a straight forward process.

Quick, affordable access to the music you need, when you need it.

- Over 60,000 top-quality tracks
- Pre-cleared for any type of usage
- Worldwide rights in perpetuity



*** Royalty Fees Paid to a Resident Company does not fall within the Ambit of income Tax with Holding Regime.**

2. APPLYING FOR A LICENCE



BROWSE

1. Browse complete list of our music from the archives of EMI Pakistan covered by our licences and available at

www.emipakistan.com



CHOOSE

Select the track/music that best suit your needs.
Keep note of the following details:

- Track title(s)
- Catalogue number(s)
- Artist name
- Songwriter/composer(s)



SUBMIT YOUR REQUEST

Request the license via the License Request Form (LRF) on our website www.emipakistan.com or send us a query at: info@emipakistan.com



MAKE THE PAYMENT

The relevant royalty and licencing fees must be paid before the production is used in any way.



Our Licences offer:

Pre-clearance for any type of usage

Worldwide rights

Note: EMI Pakistan will supply you with the music on CD, if required.

All rights are granted for one year except where otherwise individually negotiated.

OBTAIN THE NOC

The No Objection Certificate (NOC) issued by EMI Pakistan cover all the rights normally required.

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3. ADVERTISING



DEFINED TERMS

PER 30 SECONDS – clears a 30 second unit (or part thereof) for use within a single advertisement.

TRACKS – an entire song including rights in the musical work and sound recording.

PER TRACK – clears a Track for use within a single advertisement allowing unlimited revisions, cut-downs and tag ending changes.

REVISION – a minor cosmetic change to an advertisement, largely unnoticeable to the viewer.

CUT-DOWN – a shortened version of an advert where no new content is added.

TAG ENDING CHANGES – minor changes to the message at the end of an advertisement (e.g changing from “sale starts Monday” to “sale starts tomorrow”)

ALL MEDIA – clears the relevant unit – either per 30 second unit (or part thereof) or per track – for use within all media including but not limited to TV, radio, online, physical product, theatrical performance or publication.

The rights in each advertisement are cleared in perpetuity, except where specified as part of a negotiated agreement.

		Per 30 Seconds (or part thereof)		Per Track	
		PKR	USD	PKR	USD
ALL MEDIA	All Media- Worldwide	Rs. 1,000,000/-	\$ 10,000/-	Rs. 1,200,000/-	\$ 12,000/-
TV ADS/ SPONSORSHIP IDENTS	Cable, Satellite or Regional, Terrestrial Channel, All form of Television (Pakistan or any single country)	Rs. 400,000/-	\$ 4,000/-	Rs. 600,000/-	\$ 6,000/-
	Worldwide	Rs. 600,000/-	\$ 6,000/-	Rs. 800,000/-	\$ 8,000/-
RADIO ADS	National, Regional, Capital Radio, Metro Radio, Campus Radio, online Radio, All form of Radio (Pakistan or any single country)	Rs. 250,000/-	\$ 2,500/-	Rs. 400,000/-	\$ 4,000/-
	Worldwide	Rs. 400,000/-	\$ 4,000/-	Rs. 600,000/-	\$ 6,000/-
ONLINE	All sites (Stream) – Worldwide	Rs. 350,000/-	\$ 3,500/-	Rs. 500,000/-	\$ 5,000/-
	All sites (Download/Viral Campaign/Stream) – Worldwide	Rs. 500,000/-	\$ 5,000/-	Rs. 600,000/-	\$ 6,000/-
OTHER ADS	Cinema or DVD Advertising- Worldwide	Rs. 600,000/-	\$ 6,000/-	Rs. 600,000/-	\$ 6,000/-
	Audio Visual Public Location- Worldwide	Rs. 200,000/-	\$ 2,000/-	Rs. 300,000/-	\$ 3,000/-
	Audio Only Public Location – Worldwide	Rs. 200,000/-	\$ 2,000/-	Rs. 300,000/-	\$ 3,000/-

NOTES:

- 15% publishing will be claim on reproduced and synced usage as original copyright and derivative copyrights holds.
- + ‘Per Track’ rates allow unlimited revisions, cut-downs and tag ending changes.
- Region specific TV advertising must be specify on License Request Form (LRF).
- A glossary of terms and acronyms can be found at the back of this rate card.



*** Royalty Fees Paid to a Resident Company does not fall with in the Ambit of income Tax with Holding Regime.**

All rates are exclusive of 8% Withholding Tax (WHT) and 10% Sindh Sales Tax (SST) on services

For campaigns, or blanket deals: negotiable rates are available call us at +92 (331) 2273529



4. TELEVISION & INDEPENDENT PRODUCTION COMPANY (IPC)

The Television & Independent Production Company Blanket License is available to all Cable, Satellite, Terrestrial and Independent Production Companies (IPCs) and Producers making programmes for primary broadcast in Pakistan whereby the music is not covered by an existing Broadcasters Blanket Agreement.

EMI Pakistan provides the following benefits:

60,000 premium quality music tracks to choose from, to ensure your production stands out

Unlimited transmissions in perpetuity

INDEPENDENT PRODUCTION COMPANY (IPC) - DEFINED TERMS

The per 30 seconds cue rate and per-programme rate includes the right to use music at no additional charge.

Per-programme are capped when ten x 'per 30 second cues are used.

Aggregation is also applied to the use of the same track within a production.

How to Apply for a Licence?

1. Choose an option from the given table
2. Select the music from our music libraries
3. Email your cue sheet to info@emipakistan.com before your production finishes
4. Your NOC will be sent to you after submitting the licensing fee



NUMBER OF EPISODES Per 30 Second Unit (or part thereof)	PAKISTAN		WORLDWIDE	
	PKR	USD	PKR	USD
Per Episode	RS. 400,000/-	\$ 4,000/-	Rs. 600,000/-	\$ 6,000/-
Per series- 4 episodes	RS. 300,000/-	\$ 3,000/-	Rs. 500,000/-	\$ 5,000/-
Per series- 6 episodes	RS. 250,000/-	\$ 2,500/-	Rs. 400,000/-	\$ 4,000/-
Per series- 8 episodes	RS. 200,000/-	\$ 2,000/-	Rs. 300,000/-	\$ 3,000/-
Per series- 10 episodes	RS. 150,000/-	\$ 1,5000/-	Rs. 250,000/-	\$ 2,500/-
Per series- 12 episodes	RS. 100,000/-	\$ 1,000/-	Rs. 200,000/-	\$ 2,000/-
Annual Deals	Rates on request	Rates on request	Rates on request	Rates on request

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All rights are cleared in perpetuity.

All rates are exclusive of 8% Withholding Tax (WHT) and 10% Sindh Sales Tax (SST) on services

5. CORPORATE



Corporate rates cover, but are not limited to:

- staff information, training or educational videos
- music on hold
- exhibitions and show reels
- productions documenting sponsorship initiatives
- internal promotional videos for staff.

Corporate use does not cover:

- distinct product placement, price points and/or special offers
- productions where the main focus is to promote the sale of goods or services to the general public.

Please refer to our [advertising rates](#) if your production does not fit with in these guidelines.

	PKR	USD
Per 30 Second Unit (or part thereof)	Rs. 200,000/-	\$ 2,000/-
Per Production (includes interactive/ looped usage)	Rs. 300,000/-	\$ 3,000/-

CORPORATE GIVE AWAY CD UP TO (10 TRACKS)

Use as much music as you want in a single production for just Rs. 300,000/- or US\$ 3,000/-

The above given quote is valid for Tracks Licensing fee and does not cover the cost of CD & Packaging

All rates are exclusive of 8% Withholding Tax (WHT) and 10% Sindh Sales Tax (SST) on services

Premium/Sponsored Products refers to music in CDs, CD-ROMs and DVDs (or other formats) used as incentives to sell other goods or services, or as a generic marketing promotion to the public to build brand loyalty.

- Production & Packaging cost should be quoted separately depending on quantity and packaging.

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6. FILM

FILM	WORLDWIDE	
	PER TRACK	
	PKR	USD
Feature Film Buyout (excluding trailers): Film budget under Rs. 30 million	Rs. 800,000/-	\$ 8,000/-
Feature Film Buyout (excluding trailers): Film budget up to Rs. 30 million	Rs. 1600,000	\$ 16,000/-

	PER 30 SECOND UNIT (OR PART THEREOF)		Per Track	
	PKR	USD	PKR	USD
Public Exhibitions (Paying Audience) or Short Films	Rs. 150,000/-	\$ 1,500/-	Rs. 200,000/-	\$ 2,000/-
Student Films	Rs. 25,000/-	\$ 2,500/-	Rs. 30,000/-	\$ 300/-

All rates are exclusive of 8% Withholding Tax (WHT) and 10% Sindh Sales Tax (SST) on services

NOTE: 25% will be charge additional if song is being used in trailers

ALL MEDIA – refers to but is not limited to TV, radio, online, physical product, theatrical performances or public location.

FEATURE FILM BUYOUT – this rate clears the unit for use in perpetuity within all media, including but not limited to TV, radio, online, physical product, theatrical performances or public location, but excluding feature film trailers.

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7. GLOSSARY

Terms in the production music rate card are defined according to the below:

Aggregation – various music cues added together to produce a cumulative total. Only applicable to per 30 second rates.

All media – clears the relevant unit for use within all media including but not limited to TV, online and physical product. Radio, public location and theatrical use is also included except under IPC rates, where these uses are excluded.

Apps – downloadable retail computer or mobile phone programmes designed to perform a specific task for a user or other application.

Campaign – clears a track for use within all related advertisements of a similar or developing theme for a single product, allowing unlimited production variations, revisions, cut-downs and tag ending changes. Restricted to the relevant medium (all media, TV ads/sponsorship ident, radio ads, online or other ads) for a term of up to 12 months duration. A new licence is required to continue making new advertisements using the same track after the term has expired.

Covermounts – A physical product or download containing audio and/or audiovisual content available with a magazine or other publication at the point of purchase.

Cue – 30 second unit or part thereof.

Cut-down – a shortened version of an advert/production where no new content is added.

DAB – Digital Audio Broadcasting.

Dubbing – Synchronisation of audio recording/musical work into a single production.

Feature film buyout – clears the unit for use in perpetuity within all media, including but not limited to TV, radio, online, physical product, theatrical, or public location. The rate excludes feature film trailers.

Feature film trailers – ‘out of context’ trailers made up of a clips montage using production music. All feature film trailer licences include unlimited tag endings and unlimited cut-downs.

ILR – Independent Local Radio.

In perpetuity – permanent/forever.

Looped/interactive use – unlimited continuous repetition of a single music cue in a production or allows the user to interact with the music within a production – i.e. play, pause, skip. Looped and interactive use is charged at double the per 30 seconds rate.

‘Making of’ – a production documenting the making of an advertisement.

On demand – interactive content where the user can play, pause and skip.

Per 30 second unit – clears use for 30 seconds of music, or part thereof (i.e. 1-30 seconds = 1 unit; 31-60 seconds = 2 units etc.) except where aggregation is allowed.

Per production – allows unlimited production music use within a single production. Per track – clears an entire track for use within a single production. Advertising per track rates allow unlimited revisions, cut-downs and tag ending changes.

Per trailer – allows unlimited production music use within a single trailer.

Permanent download – a permanent copy is retained by the end user as a download. Including, but not limited to, interactive web or mobile games, online or TV programmes made available on the internet, ringtones, podcasts, vodcasts and audio only/audiovisual content that is downloaded to a computer in a viral marketing email.

Podcast – a downloadable, audio only programme subject to the following restrictions:

- programme is provided in its entirety, not as individual tracks or separate portions
- music is interspersed throughout speech
- does not contain flags or markers which enable segmentation or disaggregation of tracks.

Revision – a minor cosmetic change to an advertisement, largely unnoticeable to the viewer.

Single country – Pakistan or any other single country. Sponsorship ident – short advertisement shown at the beginning and/or end of a programme segment to credit a sponsor of the programme.

Streamed programming – audio only/ audiovisual content specifically made available online in a ‘play-only’ format where no permanent copy is retained. Including, but not limited to, online TV or radio programmes that are made specifically for the internet, corporate videos, interactive web or streamed mobile games.

Tag ending changes – minor changes to the message at the end of an advertisement/film trailer (e.g. change from ‘sale starts Monday’ to ‘sale starts tomorrow’ or from ‘released Monday’ to ‘released tomorrow’). Track – a musical work/composition and sound recording.

Webcasting – see streamed programming.



8. ADDITIONAL INFORMATION

- If you want to use a significant number of tracks or cues within a single production or are intending to produce a number of productions that will include archives music, ask info@emipakistan.com about rates and blanket deals.

- For Television Programming Rates, contact:

Mr. Zeeshan Chaudhry

Tel: +92 (331) 2273529

- An administration fee of Rs. 25,000/- will be charged for each licence/NOC issued. All fees are exclusive of applicable taxes.

- A licence is not valid and the NOC will not be issued until the payment has been received by EMI Pakistan. EMI Pakistan reserves the right to request a copy of any completed production for verification purposes.

Top Up Licenses/NOC

Where it is necessary to extend the scope (e.g. further territories, media or copies), or add new categories to a licence for a particular production, a 'top up licence' may be available. The extra amount payable will relate only to the additional use required (subject to the production not being altered in ANY way).

9. RATE CARD NOTES

1. The rates referred to in this rate card are for the copying of the musical work and/or the sound recording and where appropriate, distribution of copies only. All other relevant acts (for example:

broadcasting and communication to the public) generally require separate licenses, both in relation to the musical work and the sound recording.

2. The royalties and other fees referred to in this rate card apply only to the archived music: library musical works and sound recordings, the copyrights of which are administered by EMI Pakistan. Making an enquiry to EMI Pakistan and arranging a licence in advance of recording is essential in the case of any other type of copyright music. In these cases, if the copyright owner is willing to grant a licence, the details of royalties, other fees and terms and conditions will be quoted for the various categories and territories.

3. Where the Terms & Conditions have not been agreed to, and/or a valid licence is not obtained at the correct time, EMI Pakistan reserve all their rights. If it is considered appropriate, retrospective licences may be granted, but these are likely to be subject to significantly higher royalty fees than those referred to in this rate card.

4. In using the EMI Pakistan library recording as the source from which a musical work is reproduced, a dubbing fee is payable. However, all rates expressed are inclusive of dubbing fees.

5. Productions which have been altered in any way are considered to be separate productions, and require a separate licence and fee to be paid. This refers to all rates except 'per track' advertisements, and 'per trailer' film trailers.

6. The standard terms on which licences are granted for the use of EMI Pakistan works are printed on the invoice issued, in addition to those contained within this rate card.

7. Provided the necessary territorial clearance has been obtained, productions varying only in language translation will not require a separate licence to be issued and additional fees paid.

8. Please see www.emipakistan.com for full terms and conditions, in addition to those contained within this rate card.

9. Rates are effective from 1st January 2014. This rate card is reviewed annually.

10. COPYRIGHT WARNING



Copyright is infringed not only by anyone who reproduces a work without a licence but also by anyone who authorises that reproduction or procures that the reproduction take place. Facility houses, production companies and their clients may therefore all be liable for any such infringement where a valid licence has not been issued.

Any authorisation for reproduction prior to obtaining a licence and paying the royalty and other fees (whether expressed or implied) is subject to the fundamental condition that a licence is obtained and the fees paid as referred to in the Rate Card Notes. If this is not done, any such authorisation is deemed never to have had effect.

No authorisation to reproduce is granted by the supply of production music discs.

