



UNIVERSAL PRODUCTION MUSIC

## Rate card for Synchronisation Rights 2025 | Germany

This rate card applies exclusively to the repertoire offered on [www.universalproductionmusic.com](http://www.universalproductionmusic.com).

The right of use for the usage of music in audiovisual productions (synchronisation right) is generally granted for an unlimited period of time according to this rate card and includes an unlimited number of copies. In general, **all titles are subject to GEMA**. Rights held by collecting societies (e.g. GEMA, GVL) are not covered by this rate card.

Please contact us by **mail** or **phone** if you are interested in individual (package) prices or lump-sum contracts.

### 1. ADVERTISING: COMMERCIALS

#### ABOVE-THE-LINE:

Trailers & conventional advertising, which is usually perceived by consumers as advertising or promoted with a media budget.

#### Blanket Prices per Production / Type of use

License territory	TV incl. Internet	Cinema or Radio	Internet	All Media
Local	100,00 €	100,00 €	---	---
Regional	300,00 €	300,00 €	---	---
Nationwide	2.500,00 €	750,00 €	1.000,00 €	6.000,00 €
Europewide	5.000,00 €	1.500,00 €	2.000,00 €	10.000,00 €
Worldwide	7.500,00 €	2.000,00 €	2.500,00 €	15.000,00 €

- CTV/ATV and online Audio (Spotify etc) are each **surcharged with 20%**
- Second use / Follow-up spots / cutdowns: 50% surcharge each
- For **All Media** all follow-up spots / cutdowns are covered by the price
- Short term usage (< 1 month) comes with a discount
- 50 % discount for film and series trailers, 75% for arthouse & low-budget trailers

### 2. CORPORATE MEDIA: ECONOMY-FILMS

#### BELOW-THE-LINE:

Audiovisual presentation of a company, brand, product or person that is perceived by the target group as informative rather than advertising. The rates do not apply to conventional advertising (see section 1).

#### Blanket prices per Production / Type of use

Length of use	Corporate Film (B2C)	Corporate Film (B2B)	Branded Content
up to 2 min	€ 500,00	€ 250,00	€ 125,00
up to 5 min	€ 1.000,00	€ 500,00	€ 250,00
up to 10 min	€ 1.800,00	€ 900,00	

- License territory: Worldwide incl. use on the **Internet, fairs / events and POS**
- **All Media usage** rights can be purchased for **50% surcharge** (Cutdowns included)
- Branded Content: Focus is not on the product, but on informative value of the film
- 50% discount for films of small and medium-sized enterprises

### 3. ENTERTAINMENT: FEATURE FILMS AND SERIES

#### Blanket prices per Title

License scope	up to 1 minute	over 1 minute
D / A / CH	€ 200,00	€ 400,00
Worldwide	€ 400,00	€ 800,00

- Includes **All Media** (i.e. use in cinema, TV, Internet and on DVD, ...)
- The rates do not apply to conventional advertising (see section 1)

### 4. PODCASTS

#### Blanket prices per Podcast / year

Single Track	Multi Track
€ 250,00	€ 500,00

- The tariffs include any number of episodes of a podcast per year
- "Single track" means recurring use of a music title, e.g. as a theme tune, title melody or musical binder between episodes
- "Multi track" allows the use of any number of music titles

## 5. SOCIAL MEDIA SUBSCRIPTION

Subscription model for all audiovisual productions that are published solely on social media platforms (YouTube, Facebook, Instagram, ...). Can be cancelled on a monthly basis. The rates do not apply to conventional advertising (see section 1).

### Blanket prices per month

<b>Creator Subscription</b> Target group: YouTuber, Influencers, ...	<b>Single Brand Subscription</b> Target group: Advertising agencies, film producers, brands, ...	<b>Multi Brand Subscription</b> Target group: Advertising agencies, film producers, brands, ...
Unlimited music use on one social media channel per <b>platform for one creator</b>	Unlimited music use on all social media channels of <b>one brand</b>	Unlimited music use on all social media channels of <b>up to 5 brands</b>
€ 49,00	€ 125,00	€ 250,00

- A subscription needs to be in place at the time of content publication
- Single / Multi Brand Subscription: Incl. branded / influencer content
- Individual subscriptions on request

Valid as of 01.10.2024 - All license prices stated on the rate card are in euros and do not include the statutory VAT of 7%. The General Terms and Conditions (GTCs) of Universal Production Music GmbH apply, which can be viewed at any time at [www.universalproductionmusic.com](http://www.universalproductionmusic.com) in the currently valid version.

### GRANTING OF USAGE RIGHTS

Unless expressly agreed otherwise, we grant solely a **simple right of use, unlimited in time**, for the use of the musical works and musical recordings listed on the licence application in the specified audiovisual production. As soon as the registered production is edited or already licensed musical works and music recordings are used for other productions, a new licence has to be obtained.

### COMMERCIAL RELEASE AUDIO

The use of music in the form of **audio tracks** (e.g. compilation, soundtrack to cinema film) via "traditional outlets" (physical, digital download, streaming) is only possible after approval on request and will be charged pro rata.

### LANGUAGE VERSIONS

Additional **language versions** are included in the licence fee stated on the price list and are not charged extra.

### IT VERSIONS

Productions made in other countries, as well as domestic productions whose uses are intended for foreign countries, often have to be re-scored with music for licensing reasons. For the use of music in so-called **IT versions**, a simple right of use also needs to be acquired from us. In this regard, we offer you individual package prices.

### SECONDARY USE

For the **secondary use** of **TV productions** or **radio programmes** (e.g. radio plays) on video carriers (DVD/BD) or digital service platforms (DSP), a simple right of use needs to be acquired from us.

### CINEMA TRAILERS, TV TRAILERS, STATION SELF-PROMOTION AND ADVERTISING BUMPERS

**Movie trailers** shown in cinemas are considered normal cinema commercials, while movie trailers shown on TV are charged as normal TV commercials.

For **TV trailers**, **station's commercials** and **commercial bumpers** produced by TV stations for their own programme purposes, there are no licence fees for the synchronisation right (only GEMA notification by the TV station is required).

### TV COMMISSIONED PRODUCTIONS

The use of music in **TV service productions** is usually fully covered by contracts between GEMA and GVL with the TV broadcasters. This means that it is not necessary to obtain a licence for the synchronisation right in such a case. However, the producer is legally obliged to provide the TV broadcaster with complete information about the music used in order to ensure correct music reporting by the TV broadcaster to the collecting societies (e.g. GEMA/GVL). **TV commercials** (product advertising, sponsoring/presenter,...), **co-productions** and **free TV productions** are never commissioned productions.

### COLLECTING SOCIETIES

Rights administered by the collecting societies (GEMA, GVL, ...) (in particular **performance rights** and **reproduction rights**) cannot be acquired from us. The tariffs, registration forms and contact persons can be found at [www.gema.de](http://www.gema.de) or [www.gvl.de](http://www.gvl.de).

For the use of music on TV, radio or in cinemas, the producer usually does not incur any costs regarding the rights administered by the collecting societies GEMA and GVL, as the **broadcasters** or the respective **cinema operator** have usually concluded **framework agreements** with the collecting societies.

### SOCIAL MEDIA SUBSCRIPTION

The **Creator Subscription** can only be used by **individuals** and is limited to one channel / account per social media platform. The **Single Brand Subscription** is intended for **companies** that produce content for their own social media platforms or on behalf of third parties. However, this is limited to the use for **one brand** (possibly also on several channels / accounts). The **Multi Brand Subscription**, on the other hand, removes this restriction and allows use for **up to 5 brands**.

GEMA considers the respective operator of a social media platform obligated to obtain a licence. Therefore, the music user/uploader does not incur any costs on behalf of GEMA if the use is **exclusively** on social media platforms (e.g. YouTube, Facebook, Instagram, ...) (incl. "embedding" on one's own website).