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## **DIRECT LICENSING POLICY (Public performance and transmission rights)**

## **Our direct licensing guidelines:**

- These are the direct licensing guidelines of Mayflower Music Corp. This document contains information about licensing our sound recordings. It sets out the procedure to be followed when you are making an enquiry about direct licensing for public performance or transmission.
- An alternative to licensing the sound recording directly from us if you are in Australia is to obtain a blanket licence from the Phonographic Performance Company of Australia (**PPCA**). If you obtain the PPCA blanket licence then you will not require a licence from us because the blanket licence gives you permission, within the terms of the licence, to play any recording from the PPCA catalogue which covers over 5,000 recording labels including our sound recordings and music videos. Go to www.ppca.com.au or call PPCA on (02) 8569 1111 to find out more.

## Types of licences offered for sound recordings:

- We only provide non-exclusive licences. This means we can offer the same licences to other people. For example, if we licence your restaurant to play our sound recordings, we can also licence any other businesses (including other restaurants) that wish to play our sound recordings.
- These licences are separate from any licence required in respect of the underlying copyright in the music and lyrics on the sound recording or music video. Unless the underlying musical works are no longer protected by copyright, you will also need to obtain permission to use the underlying musical works (including any lyrics). We can assist you further with this. In Australia, permission to use musical works can be sought from the Australasian Performing Rights Association (**APRA**) and the Australasian Mechanical Copyright Owners Society (**AMCOS**). These two organisations operate from the same office and have responsibility for different types of licensing. See <u>www.apra.com.au</u> or call 1300 852 388.

## What is the process for direct licensing?

To enquire about directly licensing any of our sound recordings or music videos, please contact Eckart Rahn at rahn@harmonies.com

We require the following information:

your business name;

your contact details;

a brief description of your business (e.g. radio station, film festival);

the title of each sound recording you wish to use (if you wish to use the entire album please indicate this);

a brief description of how you will be using the sound recording;

how long you require the licence (for example, is it for a one-off event or do you require it for a longer period, such as 12 months?).

- Once you have provided us with this information we will get in touch with you to discuss whether a direct licence is likely to be appropriate in the circumstances. Please be patient, we are a small business and due to our limited resources it may take several days for us to respond to your valued enquiry.
- After speaking with you, we may require additional information. Once you have provided us with any additional information we require we will provide you with a quote for the licence fee. Licence fees vary depending on the type of use you are making of the sound recording. Please note that we do not provide any licences free of charge.

If you accept our licence fee you must notify us in writing of your acceptance. We will then prepare an invoice for the license fee which will serve as the agreement.

Once you have paid the licence fee you are able to use the sound recording in accordance with the terms and conditions of the licence.