



Music Licensing Price List

Commercials

Classic advertising that is generally perceived as advertising by consumers or is promoted with a media budget.

License area	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
Europe-wide	€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

- The prices for cinema and radio advertising include all extensions
- Second-use / follow-up spots / cut downs 50% surcharge
- All follow-up spots / cut downs for all media are included in the price
- TV presenter / sponsor mentions, raffle trailers and direct response commercials (e.g., book for TV series) are charged at a 50% discount.
- Pre-roll or mid-roll ads on ad-supported streaming platforms (e.g., YouTube, Spotify, Instagram, ...) are charged at a 50% discount.

Social Media

Audiovisual productions that are published exclusively on a dedicated account on social media platforms (YouTube, Facebook, Instagram, ...) and are not run as ads.

Usage	Flat rate per song per production
Creator	€250.00
Brand	€550.00

- Classic advertising productions and product placements are excluded from this category and require a commercial license unless they are published on the creator's account.
- "Creator": Individuals who use social media for self-promotion, for example YouTubers and influencers.
- "Brand": Companies that use social media for marketing purposes.

Podcasts

Usage	Flat rate per podcast per year
Single Track	€300.00

Multi Track	€600.00
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- The prices include an unlimited number of episodes of a podcast per year.
- "Single Track": Recurring use of a music track, e.g. as a theme song, intro or outro between episodes
- "Multi Track": Recurring use of any number of music tracks, e.g. as a theme song, intro or outro between episodes

Important Information

Individual price agreements are possible upon request.

All licenses require attribution of the author. Without attribution of the author, only with their consent, and double the license fee is charged.

The price list does not apply to our entire catalog. Please contact us to check whether your desired music track can be licensed.

You will receive a non-exclusive, perpetual right of use to use the music in an audiovisual production (synchronization right) with an unlimited number of copies.

We are a GEMA member; our titles are therefore subject to GEMA fees. Rights that are exercised by collecting societies such as GEMA or GVL are not covered by this price list. This applies in particular to performance and reproduction rights. GEMA has concluded license agreements with the platforms YouTube, TikTok, Facebook and Instagram, which also cover the public playback by users of the services of the repertoire represented by GEMA. More information can be found here. If you have any questions about GEMA tariffs, please contact GEMA directly at 030-58858-999, kontakt@gema.de. We are also a GVL member.