



IPR and Cultural Assets Advice Sheet 6

January 2011

## REPRODUCTION FEES FOR MUSEUMS' IMAGES, INCLUDING FILMING LOCATION FEES

- **What is this advice sheet about?**

Most museums charge for the use of the cultural assets (e.g. images of collection objects or other works like paintings or photographs) for which they are responsible. Any release for use by a third party is usually on the basis of an agreement or contract with terms and conditions and the requirement for a fee to be paid to the museum by the user.

The museum may decide to waive fees for specific types of use e.g. non-commercial or academic, which fit with the museum's own aims and objectives but this is usually limited to a specific usage and for a limited time period.

- **Why is this information useful?**

Museums setting up fee rates for the first time often need some basic guidance on the amounts which are often charged for image use etc. This advice sheet provides some guidance in this area.

These charges are indicative of the levels of fees and the variation in fees between different types of use.

**Museums are encouraged to use these figures only as a guide. Museums should calculate their own rates based upon their own internal costs encountered in servicing particular requests, the in-house recognised "value" of the assets licensed as well as other considerations. They may also find it useful to liaise with other peer institutions to gauge the market and/or test any proposed fee rates. They should also review them on a regular basis, at least every two or three years.**

**Museums should also be aware the possible negative effects an unrealistic estimation of the "value" of the material which they hold and of over-charging a user.**

Please use with reference to ***Advice Sheet 8: Template Licence and Terms and Conditions for the Commercial Supply of Images.***

<b>BOOK and MAGAZINE RATES</b> (up to 10,000 copies)	COLOUR INSIDE USE		COLOUR COVER USE	
	< full page	full page	front	back / spine
<b>SINGLE LANGUAGE</b>				
1 country (EC counts as 1 country)	£48	£55	£108	£66
North America only	£69	£80	£157	£96
World excluding North America	£75	£84	£168	£104
World	£96	£108	£216	£132
<b>MULTIPLE LANGUAGES</b>				
EC	£69	£80	£157	£96
World	£144	£162	£324	£200

#### Suggested discounted or premium rates

- Subtract 60% for educational / non-commercial uses
- Subtract 25% for black & white use
- Add 50% for highly commercial / corporate uses
- Add 10% per additional 10,000 copies

<b>TV RATES</b>	1 <sup>ST</sup> FLASH, 1 <sup>ST</sup> TRANSMISSION <sup>1</sup>	PER REPEAT FLASH	PER REPEAT TRANSMISSION	UNLIMITED FLASHES / TRANSMISSIONS
Local / regional	£40	£20	£20	£150
UK / EC	£56	£28	£28	£280
USA / Canada	£56	£28	£28	£280
Australia / New Zealand	£56	£28	£28	£240
World	£96	£48	£48	£480

<sup>1</sup> 1<sup>st</sup> Flash = first time the image is shown in a TV programme (potentially, an image could be shown more than once in any one transmission). 1<sup>st</sup> transmission = the first time the programme shown (i.e. each repeat would be chargeable)

This resource has been developed by Naomi Korn Copyright Consultancy on behalf of Renaissance Yorkshire's funded project *Effective Management of Intellectual Property Rights (IPR) and Cultural Assets in Museums*. To the best of the authors' knowledge (Bernard Horrocks and Naomi Korn), all information supplied within this advice sheet is accurate at the date at which the resource was written. The authors accept no liability for any consequences arising from the misuse or misinterpretation of any of this information. None of the information contained within this advice sheet should be construed as legal guidance or legal advice. In the event that such advice is required, legal counsel – preferably the advice of a specialist intellectual property rights lawyer – should always be sought.

## Suggested discounted or premium rates

- Subtract 10% for public service broadcasters
- Subtract 10% for black & white use

<b>CD-ROM / VIDEO / DVD RATES</b> (up to 10,000 copies)	COLOUR USE INSIDE THE PRODUCT	COLOUR USE ON THE PACKAGING OF THE PRODUCT
Single language	£36	£175
Multiple languages	£55	£260

## Suggested discounted or volume rates

- Add 25% per additional 10,000 copies
- Subtract 10% for black & white use

<b>WEBSITE RATES</b>	HOME PAGE		INSIDE PAGE		BANNER
	Main	Minor	Main	Minor	
<i>NEWSPAPERS, MAGAZINES &amp; BOOKS</i>					
Cover period only	£80	£56	£56	£40	£40
Up to 3 years	£100	£72	£72	£52	£52
Permanent	£120	£88	£88	£64	£64
<i>CORPORATE / ADVERTORIAL</i>					
Up to 1 year	£160	£100	£100	£80	£80
Up to 3 years	£320	£200	£200	£160	£160
<i>ACADEMIC</i>					
Up to 1 year	£48	£36	£36	£28	£36
Permanent	£96	£72	£72	£56	£72
<i>DOMESTIC</i>					
Up to 3 years	£25				

This resource has been developed by Naomi Korn Copyright Consultancy on behalf of Renaissance Yorkshire's funded project *Effective Management of Intellectual Property Rights (IPR) and Cultural Assets in Museums*. To the best of the authors' knowledge (Bernard Horrocks and Naomi Korn), all information supplied within this advice sheet is accurate at the date at which the resource was written. The authors accept no liability for any consequences arising from the misuse or misinterpretation of any of this information. None of the information contained within this advice sheet should be construed as legal guidance or legal advice. In the event that such advice is required, legal counsel – preferably the advice of a specialist intellectual property rights lawyer – should always be sought.

<b>MERCHANDISE</b> (up to 3000 copies)	SINGLE COUNTRY (or EC)	WORLD
Calendars	£180	£250
Greetings cards / postcards	£180	£250
Wrapping paper	£190	£265
Fine art posters (up to A2 size)	£200	£280
Small non-paper products (e.g. mugs, plates, spoons)	£230	£320
Large non-paper products (e.g. tee shirts, bags, tablecloths)	£250	£350

Suggested discounted or volume rates

- Add 10% per extra 1000 copies

<b>FILMING</b> (location fees)	First hour (or part thereof)	Subsequent hours (or part thereof)
	£750	£300

**Note: When producing a list of charges for your museum please indicate whether your fees include or exclude VAT at 20%. (i.e. If copyright provided as a service and the museum (or the organisation of which it is part) delivering is VAT registered.)**

This resource has been developed by Naomi Korn Copyright Consultancy on behalf of Renaissance Yorkshire's funded project *Effective Management of Intellectual Property Rights (IPR) and Cultural Assets in Museums*. To the best of the authors' knowledge (Bernard Horrocks and Naomi Korn), all information supplied within this advice sheet is accurate at the date at which the resource was written. The authors accept no liability for any consequences arising from the misuse or misinterpretation of any of this information. None of the information contained within this advice sheet should be construed as legal guidance or legal advice. In the event that such advice is required, legal counsel – preferably the advice of a specialist intellectual property rights lawyer – should always be sought.