

## Website background music quick guide

### 1. Licence overview

The licence for the exploitation of background music on websites issued by GVL covers the following:

- Streaming of background music on a website as well as the necessary reproduction for this purpose (e.g. uploading into CMS, other databases or archives)
- The licence shall be valid for one year and must be obtained in advance
- Licence fees are € 37.40 (non-commercial exploitation) or € 75.10, resp. 6.25 % of the annual turnover (commercial exploitation) plus VAT
- The licence fee must be paid up front
- Should the access cases exceed the licence scope set in advance (120,000 per year), an additional licence must be obtained

### 2. Scope of exploitation

The following general scope of exploitation\* shall apply:

- Transmission via streaming on the world wide web
- Automatic start when a website is accessed
- Usage of at least two different music titles and no more than one music title by a specific artist
- Total playtime of all sound recordings less than 15 minutes
- Website shall not contain advertising for third parties and no links to individual tracks
- Only audio formats (no videos, no background music for videos)
- Once the website is accessed, the playback of the titles must be non-interactive (e.g. no skip functions) and the titles must not be downloadable
- No usage in proprietary systems or closed private networks (intranet and/or VPN) or in the form of configurations for mobile telephone networks
- Licensees are private persons or small enterprises (no more than 10 employees and less than € 500.000 gross turnover p.a.)
- 1 licence per licensee (natural person or enterprise)

- \* The complete licence conditions can be found in our operating conditions for website background music.

### **3. Obtaining the licence**

You can apply for a licence for the exploitation of website background music via our website at [www.gvl.de/en/rights-users/additional-forms-rights-exploitation](http://www.gvl.de/en/rights-users/additional-forms-rights-exploitation). If you need further information or have questions on licensing, please contact us on +49 30 48483-600 or via e-mail at [gvl@gvl.de](mailto:gvl@gvl.de).