



# Frequently Asked Questions

## THE ICE DIRECT LICENCE

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## ICE DIRECT FAQs

ICE DIRECT provides a streamlined method of acquiring the required music licences for online music services operating within Europe.

Please find below a list of frequently asked questions about the ICE DIRECT licence and the online service. If your query is not answered here, please contact us [here](#).

### The Licence

#### 1. When do I need an ICE Direct licence?

A: If you are operating an online music service you will need to secure permission to use music in the form of a licence. This permission should be secured before use of music takes place, though if your service has already launched and is using music, please do include this information in your application form.

The ICE DIRECT licence is for multi-territory music services (meaning active in at least two of the territories listed below) with annual revenues in these territories of less than €250,000 in total. If your service meets these criteria you can get an ICE DIRECT licence via our online questionnaire. If your service has projected or actual revenues of more than €250,000 per annum, please contact ICE directly [here](#).

#### 2. Does this licence cover single territory music services?

A: No, this licence does not cover single territory music services. If your service is only available in a single territory listed below, please contact your local collection society for a licence. Application forms for the UK, Germany, Sweden and Ireland can be found below –

PRS for the UK: <https://www.prsformusic.com/licences/using-music-online>

GEMA for Germany: <https://online.gema.de/lipo/online>

STIM for Sweden: <https://www.stim.se/en/get-music-license>

IMRO for Ireland: <https://www.imro.ie/music-users/music-licences-for-online-music-use/limited-online-exploitation-licence-loel/>

#### 3. Which territories are covered by the ICE DIRECT licence?

A. ICE DIRECT is a multi-territory licence which covers online music services available in the following territories in the European Economic Area (EEA), Switzerland and Central and Eastern Europe (CEE):

Albania, Andorra, Austria, Belgium, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Gibraltar, Greece, Hungary, Iceland, Ireland, Italy (incl. Vatican City), Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Monaco,



Montenegro, Netherlands, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, and the United Kingdom.

#### **4. Can I get a licence for a territory outside of this territorial scope?**

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A. The ICE DIRECT licence currently only covers use of music in the territories listed above. If you are seeking a licence for territories outside the European Economic Area (EEA), Switzerland and Central and Eastern Europe (CEE), please contact us [here](#).

#### **5. Why can't I get a licence from the respective local society?**

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A. If you are only active in one territory you should still get a licence from the respective local society. If a service is operating on a multi-territory basis in Europe, you will need a licence from ICE. Licensing multi-territory services directly allows services to report usage for multiple territories to one single entity, and improves the flow of royalties to songwriters and publishers when their repertoire is used across multiple territories.

#### **6. How do ICE calculate the licence fee?**

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A. Licence fees are calculated using the usage information provided in the application. Royalty rates are dependent on the particular functionality of the service and our repertoire share is determined using information from similar services as an analogy. This method avoids costly reporting and processing which helps to minimise costs.

#### **7. Does the licence cover music video services?**

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A. The licence scheme covers services providing streaming or downloads of official music videos. If your service includes synchronisation (the initial fixation of musical works with visual images) please contact us directly [here](#).



## The Repertoire and Rights Included

### 8. Which rights are covered by the licence?

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A. The ICE DIRECT licence covers the joint mechanical and performing rights in the ICE Core repertoire that are required to operate an online music service.

### 9. What is the ICE Core repertoire?

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A. The ICE Core repertoire is the repertoire ICE licenses directly on a multi territory basis. In general, this includes the repertoire of PRS, GEMA, STIM, IMRO, MCPS and independent publishers. Through the reciprocal agreements with affiliated collection societies around the world, GEMA, PRS, STIM, IMRO and MCPS are able to offer residual blanket repertoire in their home territories (UK, Ireland, Germany, Sweden, Malta, Cyprus and Gibraltar) which is licensed directly via ICE.

Please see the licence contract (which you will receive once we have processed your application) for a detailed breakdown of the repertoire included in the ICE DIRECT licence as at the date it is entered into.

### 10. What other licences might I need?

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A: An ICE DIRECT licence grants the right to the underlying musical works (or compositions) of the repertoire ICE represents. There will be additional licensors of these rights in different repertoire for which you will need to secure a licence. There are also likely to be rights relating to e.g. the use of sound recordings, synchronisation rights and/or adverts for which you will also need a licence.

If you need any further advice on this please get in [contact](#) with us.



## The Application Form

### 11. What do the different Service Type Functionalities mean?

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A. Full definitions will be included within the terms and conditions of the licence contract you will receive upon processing of your application form, but the following summary may help with completion of the application form.

On Demand Streaming – users can select a specific song and pause, skip and rewind.

Interactive Streaming – limited interactivity (including skipping or pausing is possible) but users cannot choose specific works to play.

Webcasting – a pure linear stream of music (for example a radio station) where users cannot interact (no pausing, skipping, or rewinding).

Downloads – permanent downloads of songs (please select the maximum resolution applicable to your store).

Caching – temporary download and storage of music for offline access as part of a subscription service.

### 12. What do the different business models mean?

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A: Pay-as-you-go – applies to a service where users pay for each individual song or compilation. This is typically applicable to download services where users purchase individual tracks or albums.

Ad-Supported – a service that appears free to users but is monetised via the sales of advertisements.

Subscription – where users pay a recurring fee for access to the service. If they stop paying this fee, access to the service is no longer granted.

### 13. What do the various repertoire types mean?

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A. Where services specialise in offering only dance/electronic, karaoke, or classical music, please select these options. If the service offers a combination of these or any other repertoire types, please select “Standard”.

### 14. Can I make preview clips available on my download store?

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A. Preview clips of up to 30 seconds can be made available as part of a download store.



## 15. How do I report the usage information once I am licensed?

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A. Please provide usage information for all retrospective periods and at the end of each licence term in the specification set out in your licence contract (a simple excel spreadsheet).

## 16. Do I need to tell you which music is played/artist etc?

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A. To avoid the administrative burden of providing track-by-track usage information, and reduce costs, we do not currently require this information for ICE DIRECT licences. Licences are calculated based upon our repertoire share on similar services and royalties will be distributed to songwriters and publishers by analogy to a similar service.

## 17. What about usage outside of these territories?

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A. ICE DIRECT is only currently available in the territories stated above. For usage in territories beyond this scope, please contact ICE ([here](#)) or the respective local collection society.

## 18. My service is no longer active, what now?

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A. The ICE DIRECT licence covers retrospective usage (if required) and a forward-facing term of 1 year. If the service is no longer active the licence will simply run out at the end of term and won't be renewed.

## 19. How do I renew a licence?

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A. Please contact us ([here](#)) in advance of the expiration of your existing licence.

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