

## AUDIOVISUAL LICENSING ALLIANCE (AVLA) LIMITED (“AVLA”)

### TARIFFS 2024

*Approved and adopted by the Members of Audiovisual Licensing Alliance (AVLA) Limited (“AVLA”) on 30 October 2023, coming into effect on the same date.*

#### What is the AVLA licence and what does it cover?

The AVLA licence relates to the distribution of audiovisual content via TV channels within all types of establishments offering paid-for overnight accommodation such as hotels, bed and breakfasts, motels or other serviced accommodation. For a fuller description of the scope and terms check the Licence Agreement (available at AVLA’s website: [www.avla.uk](http://www.avla.uk)) but, in summary, the licence applies to:

- TVs or screens in bedrooms and public areas within an establishment.
- The distribution (other than via pay-per-view, subscription VOD or other paid-for on-demand services) of audiovisual content in respect of which AVLA administers rights. Further details regarding the extent of the licensed repertoire can be found at AVLA’s website.
- The duration of the calendar year in which you take out the licence.

#### How much does the AVLA Licence cost?

The cost of an AVLA licence depends mainly on the number of bedrooms with TVs or screens within the establishment and, where applicable, the total floor area of those public areas of the establishment that have TV sets or other screens.

The licence has two separate options and you can select either or both, depending on where audiovisual content is distributed within your establishment. This calculates the standard tariff to which any applicable discounts or concessions will be applied to arrive at your licence fee.

#### **Option 1 – Licence for Bedrooms**

**Standard tariff:** Fixed fee of £10 + VAT per bedroom, per year

## **Option 2 – Licence for Public Areas**

**Standard tariffs:** Fixed, banded fee per licensed establishment, based on the total floor area of public areas with TVs or other screens (for example, the floor area of the restaurant and the gym if there are TV screens there):

- Up to 500 sqm: £120 + VAT per year
- 501 to 750 sqm: £180 + VAT per year
- 751 to 1,000 sqm: £240 + VAT per year
- Over 1,001 sqm: £280 + VAT per year

## **Discounts and Concessions to the Standard Tariff**

**Seasonal concessions:** Pro-rata reduction depending on the number of months of operation (e.g. if an establishment is open for only 4 months of the year, then the customer pays 4/12 of the annual cost).

**Discount for:** The rate is reduced by 20% for customers who operate just one establishment  
**small establishments:** with up to 15 bedrooms.

**Early Bird Discount:** Customers registering and paying for their licence before 30<sup>th</sup> June 2024 at 12.00 pm GMT will receive a 10% discount on their AVLA licence for 2024 (but not for subsequent renewals).

In cases where more than one discount or concession is relevant, the full amount of each will apply.

Please note that these tariffs apply up to 31 December 2024. If there are published changes to the tariffs, they will apply to the licence renewal and you will be informed no less than one month in advance of their application.

The licence lasts for the duration of the calendar year in which you take it out. For example, if your licence begins on the 1<sup>st</sup> March, the licence will cover 1<sup>st</sup> March to 31<sup>st</sup> December. Please note that if not terminated in accordance with the licence terms, licences will automatically renew for further periods of twelve months.

### **Can I get a licence for more than one hotel?**

Yes, you can. Once you fill the data for the first establishment, you will see the option to add more. You will then get a separate licence for each establishment under the same umbrella account.

If your licence is for TVs or screens in bedrooms, you will need to calculate the total number of relevant bedrooms for each establishment.

If your licence is also for TVs or screens in the public areas of your establishment (such as, for example, any restaurant, bar, lobby, fitness area etc.), you will need to calculate the total floor area of the public areas for each establishment.

### **How do I get an AVLA licence?**

Simply click on “Get your licence” on AVLA’s website and follow the instructions. It just takes a few clicks and less than 5 minutes to complete the online form. Once you have paid the applicable licence fee, your licence will be electronically delivered to you.

### **How does AVLA set its tariffs?**

AVLA strives to implement a customer-friendly commercial approach by setting reasonable tariffs that provide a fair remuneration for the different groups of rightsholders it represents without imposing an undue burden for operators in the hospitality sector. Our tariffs have been devised after conducting an extensive assessment to ensure they are fair, reasonable and non-discriminatory.

Transparency and fairness are fundamental values for AVLA. Consequently, tariffs will always be based on objective and non-discriminatory criteria. Any changes in the tariffs will be announced at least one month before implementation.

As a collective rights management organisation, AVLA is subject to statutory regulation administered and overseen by the UK Intellectual Property Office.