

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

TARIFFS 2025

Approved and adopted by the Board of Audiovisual Licensing Alliance (AVLA) Limited (“AVLA”) on 18 November 2024, 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 temporary 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) but, in summary, the licence applies to:

- TVs or screens in bedrooms and in communal 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 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 communal 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 Communal Areas

Standard tariffs: Fixed, banded fee per licensed establishment, based on the total floor area of communal 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.

Discounts are cumulative: in cases where more than one discount or concession is relevant, all relevant reductions will apply.

Duration of the AVLA licence

The AVLA licence runs per calendar year and lasts until the end of the year in which you take it out. For the avoidance of doubt, in this case, it covers the period 1 Jan. to 31 Dec. 2025; it is not 12 months since the date when you take it out. For example, if you take the licence on 1st March, your licence will last until 31st December 2025, not until end Feb. 2026.

Please note that unless terminated in accordance with the licence terms, licences will automatically renew for another calendar year.

Changes in tariffs

Please note that these tariffs apply up to 31 December 2025. 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.

AVLA has not increased its tariffs in 2025. The rates are the same as in 2024. However, tariffs may increase in future years, namely to reflect inflation or in the event of significant changes in AVLA's repertoire of works and rights.

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 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 communal areas of your establishment (such as, for example, at the 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. For further information on how AVLA sets its tariffs, please visit our website (www.avla.uk).

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.