

SUISA'S contracts and copyrights

valid from 1 January 2023

1. GROUP AGREEMENTS, COMMISSION, REIMBURSEMENT

1.1. Consolidated financial statements

The consolidated financial statements are an agreement between the subsidiary of a group and Admeira AG, which can be cumulated with the agreements of other subsidiaries of the same group. Admeira AG is prepared to enter into such agreements so that subsidiaries can benefit from special conditions in certain cases. The prerequisite is that the parent company holds a capital share of more than 50% in its subsidiary. Cooperatives are treated as public limited companies. Thus, they can also benefit from the advantages of a group agreement.

Public corporations and institutions may also conclude a group agreement with Admeira AG for their subsidiaries, provided they hold more than 50 % of their share capital. A parent company that holds an exclusive trademark licence or an exclusive right to distribute a product or service may also conclude a group agreement with Admeira AG, even if it does not hold more than 50 % of the capital of its licensor. The special guidelines for the admission and processing of group agreements as well as corresponding application forms for the conclusion of the agreement can be obtained from Admeira AG.

Charities, communities (authorities such as federal offices) and public institutions which benefit from special conditions with Admeira AG may not conclude group agreements.

1.2. Advisory Commission (AC)

Admeira AG grants all advertising clients a consultancy commission of 15% on the net price, which is customary in the Swiss industry. The media and advertising agencies undertake to pass on the consultancy commission granted by Admeira AG to their clients. Advertising clients who wish to pass on the consultancy commission to their media or advertising agency shall give Admeira AG written instructions to this effect.

1.3. COMPENSATION FOR COPYRIGHTS - SUISA

Anyone wishing to use music in an advertising programme, hereinafter referred to as TV spot, in SRG's programmes must license the recording or reproduction thereof with the Cooperative Society of Authors and Publishers SUISA. The advertising client (or its media or advertising agency or agent) is responsible for the payment of the reproduction rights (tariff "VN"). Admeira AG or SRG is responsible for the payment of the broadcasting rights according to tariff "A".

2. SUISA tariff "VN" (Recording of music on audio-visual carriers)

Each TV spot, with or without copyrighted music, requires a licence in accordance with SUISA's "VN" tariff and is assigned a SUISA number for control purposes. The TV spot is identified exclusively by means of this number. Admeira AG cannot broadcast a TV spot without SUISA authorisation. Please note: Every change of picture and/or sound requires a new SUISA number. Different language versions are awarded the same SUISA number, provided the images, duration, music content and music portion are completely identical.

2.1. SUISA Tariff "A" (Broadcasting of Commercials with Music)

The copyright remuneration for the broadcasting of TV spots in SRG's TV programmes is based on SUISA's tariff "A". This remuneration is included in the Admeira AG insertion rates. The advertising clients (or their media or advertising agency, intermediary) will therefore not receive a separate invoice from SUISA or Admeira AG for the broadcasting rights of a TV spot with copyright-protected music broadcast on SRG programmes.

2.2. SUISA-Tarif «A» (Ausstrahlen von Werbesendungen mit Musik)

Die Urheberrechtsentschädigung für die Ausstrahlung der TV-Spots in den Fernsehprogrammen der SRG richtet sich nach dem SUISA-Tarif «A» der SUISA. Diese Entschädigung ist in den Einschaltpreisen von Admeira AG enthalten. Die Werbeauftraggeber (bzw. ihre Media- oder Werbeagentur, Vermittler) erhalten demnach weder von SUISA noch von Admeira Broadcast AG eine separate Rechnung für die Senderechte eines in den Programmen der SRG ausgestrahlten TV-Spots mit urheberrechtlich geschützter Musik.

2.3. Procedure

All information on how to obtain the SUISA number can be found under the following link:

<https://www.suisa.ch/de/mitglieder/urheber/werk-anmelden.html>

SUISA
Abteilung Film
Avenue du Grammont 11b
CH-1007 Lausanne
Telefon +41 21 614 32 32
advertising@suisa.ch

www.suisa.ch