



OnLineArt

Internet Tariff

(in Euros)

2018

DOWNLOADING

For digitized downloaded publications (images + text such as PDF files) free and pay access: refer to the usual fee-scale for similar paper uses through contacting the national society concerned

Image file: The licence fee for websites in the downloading system is 12% of the retail price to the public (without taxes and charges) collected for the use of protected works. A guaranteed minimum fee will be collected.

NB: Downloading is defined as "The electronic transfer of information from one computer to a client terminal"

The amount of 12% must be considered as a minimum rate when the work is the principal object of the download and when the downloading action can be individually quantified.

PAY PER VIEW

The licence fee for pay-per-view websites is 12% of the retail price to the public (without taxes and charges) collected for the use of protected works. The amounts in the category for-profit websites – for-profit organisations must be considered as guaranteed minimum fees to be collected in a pay-per-view context. The percentage must be proportional to the numbers of works used in the website.

The amount of 12% must be considered as a minimum rate when the work is the principal object of the viewing and when the access action can be individually quantified.

WEBSITES / SOCIAL MEDIA

Guidelines:

The following fees (in Euros) are per month Audience Units. For more than 100,000 AU (Audience Units), an extra fee of 10% for each additional 100,000 PVPM is due (AU = Pages viewed per month for websites, Likes or Followers for social media).

100 % increase for homepage use

Concerning webmobile version of websites (access by tablets or cellphone) PVPM are cumulated with the PVPM of the website.

Per social Network : applying of internet feescale + additional fees of 12% for remuneration of the first-level sharing allowance on each social network. Limitation of the image size (thumbnail images only).

FOR-PROFIT WEBSITES AND FOR-PROFIT ORGANISATIONS

This category concerns all web content published by for-profit organisation or for-profit individual as well as any website producing incomes especially but not solely through pay-access pages or pay per view (ex : the trading of web content and or artwork via websites).

A percentage will be collected on the incomes from the website. The following amounts are minimum guarantee fees.

Content publishers (including press, magazines)

A percentage will be collected on the incomes from the website. The following amounts are minimum guarantee fees.

SCHEDULE 1

Number of works	Fees (per month)
1 work	30
From 2 to 3	40
From 4 to 6	46
From 7 to 10	50
From 11 to 20	74
From 21 to 30	101
From 31 to 40	115
From 41 to 50	145
From 51 to 60	173
From 61 to 70	202
From 71 to 80	230
From 81 to 90	260
From 91 to 100	288
From 101 to 200	438
From 201 to 300	563
From 301 to 400	688
From 401 to 500	813
From 501 to 1 000	1148
From 1 001 to 2 000	1418
From 2 001 to 3 000	1688
From 3 001 to 4 000	1958
From 4 001 to 5 000	2393
From 5 001 to 10 000	2973
From 10 001 to 20 000	3553
From 20 0001 to 30 000	4133

- Galleries and Art fairs will obtain a 50% discount when works are proposed for sales
- 25% rebate for archive use.
- 50% rebate for archive use of press and magazines.

These rebates are not cumulative.

Artworks collections of for-profit organisations

SCHEDULE 2

Number of works	Fees (per month)
1 work	60
From 2 to 3	80
From 4 to 6	89
From 7 to 10	101
From 11 to 20	151
From 21 to 30	202
From 31 to 40	230
From 41 to 50	290
From 50 to 60	346
From 61 to 70	404
From 71 to 80	460
From 81 to 90	520
From 91 to 100	576
From 101 to 200	876
From 201 to 300	1126
From 301 to 400	1376
From 401 to 500	1626

Institutional use

This tariff concerns works displayed permanently on the institutional website of for profit organisation for promotional use (for instance in the historical review of the company). This tariff excludes all advertising campaign concerning the products/services/activities of the company and home page use. The project must concern a period of 6 months at least.

SCHEDULE 3

Number of works	Fees per month
1 work	90
From 2 to 3	120
From 4 to 6	138
From 7 to 10	150
From 11 to 20	222
From 21 to 30	303
From 31 to 40	345
From 41 to 50	435

Auctioneers/Art sellers – promotional use of sales

SCHEDULE 4

This category concerns the promotion of auction sales/sales organised by auctioneers or professional art sellers before and during the event (sales).

Seller website : € 166 per work / per month

Banners on other websites (purchase of advertising space) : € 1 000 / per month

Image bank display

Remuneration for online display of works on image bank website.

SCHEDULE 5

Number of works	Fees per year	
	First year	Second year (and further)
Up to 500	4	3,50
From 501 to 2 000	3,45	3
From 2 001 to 5 000	2,90	2,50
From 5 001 to 10 000	2,30	2
From 10 001 to 20 000	1,70	1,50
From 20 001 to 50 000	1,15	1

Advertising use

Advertising use means use by for-profit organisation or for-profit individual in the promotion of its activities and or products and or services (including banners etc.) with a view to increasing sales or profit.

SCHEDULE 6

Duration	Fees (per work, per month, per website)
1st month	500
2nd month	375
3rd month	375
4th up to 12th month (per month)	250

NON-PROFIT WEBSITES OF CULTURAL AND EDUCATIONAL ORGANISATIONS

Cultural and educational internet contents

This tariff concerns non-profit or cultural or educational institutions publishing cultural and or educational contents.

Cultural uses means all cultural contents published without commercial or for-profit aims by non-profit- cultural organisations (e.g. museums) in relation to the exhibition or representation of works to the public for cultural purposes.

Educational uses are all educational contents published by establishments for the purposes of educating and teaching (private schools, high schools, universities, public schools, religious education).

SCHEDULE 7

Number of works	Fees (per month)
1 work	15
From 2 to 3	20
From 4 to 6	23
From 7 to 10	25
From 11 to 20	31
From 21 to 30	44
From 31 to 40	50
From 41 to 50	63
From 51 to 60	75
From 61 to 70	88
From 71 to 80	100
From 81 to 90	113
From 91 to 100	125
From 101 to 200	175
From 201 to 300	225
From 301 to 400	275
From 401 to 500	325
From 501 to 1 000	425
From 1 001 to 2 000	525
From 2 001 to 3 000	625
From 3 001 to 4 000	725
From 4 001 to 5 000	825
From 5 001 to 10 000	1025
From 10 001 to 20 000	1225
From 20001 to 30000	1425
From 30001 to 40000	1625
From 40001 to 50000	1825

The works used for temporary exhibitions are invoiced separately on the same basis.

Cultural Archives

This tariff is applying for non-profit archives of non-profit- institutions.

SCHEDULE 8

Archives

This tariff concerns the works of their own collection as well as the art works of any other touring exhibitions scheduled by the institution and whose images are archived and permanently posted on the site.

<i>Number of works</i>	<i>Fees (per month)</i>
<i>1 work</i>	7
<i>From 2 to 3</i>	9
<i>From 4 to 6</i>	11
<i>From 7 to 10</i>	13
<i>From 11 to 20</i>	16
<i>From 21 to 30</i>	20
<i>From 31 to 40</i>	25
<i>From 41 to 50</i>	32
<i>From 51 to 60</i>	38
<i>From 61 to 70</i>	44
<i>From 71 to 80</i>	50
<i>From 81 to 90</i>	57
<i>From 91 to 100</i>	63

SCHEDULE 9

Database collection and mass archives

This scale concerns mass uses of works by non-profit institutions when these works are permanently posted on their website (database, collection or exhibition archives)

<i>Number of works</i>	<i>Fees (per month)</i>
<i>From 101 to 200</i>	88
<i>From 201 to 300</i>	113
<i>From 301 to 400</i>	138
<i>From 401 to 500</i>	163
<i>From 501 to 1 000</i>	191
<i>From 1 001 to 2 000</i>	236
<i>From 2 001 to 3 000</i>	281
<i>From 3 001 to 4 000</i>	326
<i>From 4 001 to 5 000</i>	371
<i>From 5 001 to 10 000</i>	461
<i>From 10 001 to 20 000</i>	551
<i>From 20001 to 30 000</i>	641
<i>From 30001 to 40 000</i>	731
<i>From 400001 to 50000</i>	821

Promotional use

This tariff concerns use by a non-profit or cultural and or education organisation for the promotion of their activity (eg. home page of school, theatre company etc... or promotion of museum collection through a third party platform of for profit organisation.

SCHEDULE 10

Number of works	Fees (per month)
1 work	23
From 2 to 3	30
From 4 to 6	25
From 7 to 10	38
From 11 to 20	56
From 21 to 30	76
From 31 to 40	86
From 41 to 50	109
From 51 to 60	130
From 61 to 70	152
From 71 to 80	173
From 81 to 90	195
From 91 to 100	216
From 101 to 200	329
From 201 to 300	422
From 301 to 400	516
From 401 to 500	610
From 501 to 1 000	861
From 1 001 to 2 000	1064
From 2 001 to 3 000	1266
From 3 001 to 4 000	1469
From 4 001 to 5 000	1795

PRIVATE USERS

This refers to a web site that belongs to an individual person that does not make a profit. This web site must not derive any income either directly or indirectly.

SCHEDULE 11

Number of works	Fees (per month)
From 1 to 10	2
From 11 to 50 (maximum)	10

GLOSSARY OF TERMS

Advertising	Any public announcement designed to promote a good or service with a view to increasing sales.
Affiliation	A business relationship where two or more parties are closely related.
Archive use (cultural use - not profit-organisations or activity)	This tariff concerns non-profit archives of museums. The works concerned are the works of his own collection as well as the art works of any other touring exhibitions scheduled by the institution and whose images are archived and permanently posted on the site
Art galleries website :	catalogue of works proposed for sales or past sales of the gallery
Audience Units	Audience measurement for websites and social media
First share level :	re-posting of the Work by a user of the Online Service on his profile on the same social media website. Subsequent shares are excluded from the agreement.
For-profit organizations	The term for-profit organization is general and applies to any group(s) with a particular set of skills, priorities, strategies and resources that organize to collectively achieve the "specific aim" of making a profit. Ultimately, the first concern of for-profit organizations is to make a profit for the owner, shareholders, or both, by providing products and services.
Exchange	Of or relating to a reciprocal arrangement between a number of institutions or groups (2 or more) where a commercial or for profit advantage may result for one or all parties
Homepage :	The principal point of entry or index page of a website
Income :	any income, money, receipts or sales collected or resulting from the website; more particularly, advertising, sponsoring, exchange, partnership, affiliation, subscription.

Image bank display	Remuneration for internet display on image bank website only (remuneration for downloaded images is not included)
Newspapers :	illustration of articles concerning past or current events displayed on newspapers websites or on-line magazine except publicity
Non profit organisation	A corporation or an association that conducts business for the benefit of the general public without a profit motive.
Partnership	An association of two or more persons or entities that conduct a business for profit as co-owners
Use of Art Works collection by For Profit organisation	This means use by a for-profit organisation of their art works collection, purchased in patronage context, on their institutional webpages devoted to the sole promotion of their art works collection and on their own website. The images are permanently posted on the site. Images should not be linked or connected in any way to the others activities of the company.
PVPM :	Pages viewed per month
Sponsoring	The financing of a project or an event by another party other than the owner of the project or event, especially by a business enterprise, that pays for web-disseminated activities in return for advertising time
Subscription	The payment for access to electronic or digitized materials and or resources and or services