

What is direct Licensing ?

There may be projects requiring a song that is "royalty free" in a sense that broadcast royalties occur. This is particularly the case for Japan, where the brand has to pay eg. broadcast royalties for TV ads (which in most other countries is paid by the TV station out of the advertising money generated).

As a solution to this there are some PROs that allow direct licensing.

Usually a songwriter is member of a PRO. As part of that membership he assigns the task to collect broadcast royalties to the PRO, so an indirect way of receiving money (while he/she is still doing synch licenses directly himself/herself).

Some PROs allow direct license, meaning they allow their members to also directly negotiate the broadcast royalties with the user for selected uses and songs.

That way it is possible to include the broadcast royalties upfront in the license payment through a flat fee.