



AUDIO-VIDEO
LICENSING
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AVLA LICENSING SPREADING THE WORD

AVLA has been spending the past few months implementing an educational program regarding DJ licensing. Discussions with our licensed DJs and DJ associations showed us that there is a need to inform the public about who AVLA is, what we do, and the importance of ensuring that legitimate sources of sound recordings are used for performance to the public. As a result of the feedback we have received we have created three new brochures to educate and inform the public:

- DJ Marketing Information
- Venue Marketing Information
- Bride & Groom Marketing Information

To Come:

- Exhibition / Video Marketing Information

DJ MARKETING INFORMATION

This brochure outlines the licensing requirements for DJ's.

A DJ does not require licensing if he/she is playing LP's/CD's/cassettes that were purchased in a record store.

A DJ requires a license if they are making **reproductions** of sound recordings (on a cassette, mini-disc, CD-R or computer hard drive). When a DJ reproduces sound recordings onto any type of medium without AVLA licensing it is an infringement of copyright laws. **The private copying exemption does not apply to commercial use such as performance to the public, regardless of whether or not compensation is involved.**

AVLA offers DJs two types of licenses:

1. Standard DJ Licence

- Permits a DJ to reproduce sound recordings on up to 100 physical carriers; cassettes, mini-discs, CD-Rs, for \$148.40 (includes G.S.T) per calendar year (\$159.60 if you live in a province that requires the payment of H.S.T). This allows you to reproduce sound recordings for just under \$3.00 a week – a very reasonable cost of doing business.

- If you require more than 100 physical carriers, you'll require an additional license for each 100 compilations you wish to make.

2. Computer Hard Drive DJ Licence

- Permits a DJ to compress sound recordings into an MP3 format and store them on one computer hard drive for \$331.25 (includes G.S.T) per calendar year (\$356.25 if you live in a province that requires the payment of H.S.T). You may reproduce as many sound recordings as you can fit on your hard drive – no limit.
- Storing sound recordings on more than one computer hard drive or making a backup of your hard drive requires an additional licence for each hard drive.

In addition to these two licences provided by AVLA, a DJ also has the option of licensing through an AVLA licensed DJ Association:

- Canadian Disc Jockey Association (CDJA)
www.cdja.org
- Canadian Online Disc Jockey Association (CODJA)
www.codja.com
- Alberta Association of Mobile Entertainers (AAME)
www.aame.ab.ca

Music Supply Services

A DJ can obtain their sound recordings through an AVLA licensed Music Supply Service (MSS). MSS use their programming expertise to provide DJ's and commercial users with compilations of popular sound recordings at industry standard quality. The MSS have AVLA agreements that permit them to reproduce sound recordings on compilation cassettes, CD's or CD-R's. If you use ONLY leased music from an AVLA licensed MSS, you don't require any additional licensing from AVLA.

Important information about AVLA licensed Music Supply Service products:

- Any product that is produced by an AVLA licensed music supply service will indicate on the cassette/CD/CD-R that the sound recordings are licensed by the AVLA.
- **You may not copy this product for any purpose whatsoever.** Prohibition against copying Music Supply Service product is clearly visible on the face of the product and is also stated in the lease agreement.
- It is clearly stated in the lease agreement and it is important to understand that you do not own the product you are receiving; you are leasing it. **This means that you may not sell these compilations under any circumstances.**

AVLA licensed Music Supply Services in Canada include:

- ERG (Entertainment Resource Group)
www.ergmusic.com
- Innovative Entertainment Group (IEG)
www.jukeboxmusic.ca
- MultiMusic
www.multimusic.ca
- PromoOnly
www.promoonlycanada.com
- MacMillan & Wife
www.macmillangroup.com
- iSun Music Services Inc.
www.isun.com

If you receive advertisements for DJ compilations from any company that is not listed above, these are compilations are not licensed for the territory of Canada. If you become aware of any companies offering unlicensed compilations, please let AVLA know so that we may launch an investigation (info@avla.ca). We value our licensees and it is unacceptable that they face unlicensed competitors.

VENUE MARKETING INFORMATION

This brochure AVLA outlines what venue owners should be looking for when hiring a DJ to play at their venue whether it be a bar, night club, or banquet hall, or renting out their venue to events that may be hiring or using a DJ.

The key factors venue owners or managers should look for in order to safeguard an event:

- Make sure the event or catering contract contains the provisions that all music (sound recordings) played on premises is legal.
- Contact AVLA or check our website to find out if a particular DJ is licensed
- A DJ who has purchased a DJ license will receive a display licence from AVLA that will confirm that the reproductions are licensed and in good quality. The quality of the reproductions must be up to industry standards.
- A DJ must display their licence.

The brochure also outlines when a DJ does not require AVLA licensing as well as how to obtain licensing (as stated in the DJ Marketing Information).

It is also important to know that:

- All reproductions of sound recordings must be made from commercially produced product made by record companies.

- All reproductions of sound recordings must be licensed, even if a DJ is not charging money for their services (i.e. doing a favour for a friend).
- **Private copying** – There is a limited right to copy music for **private** use. This does **not** apply to DJ's or commercial establishments.
- An AVLA DJ license does not cover any other licenses or permits relating to music.

AVLA cannot authorize:

- Synchronization (embedding of sound recordings into visual presentations).
- Compiling sound recordings on CDRs to use as "give-aways".

BRIDE AND GROOM MARKETING INFORMATION

A brief information sheet educates brides and grooms on what they should be looking for when hiring a DJ to play at their wedding. The information sheet state when a DJ requires an AVLA licence, when they do not require an AVLA licence as well as advises of the availability of a one-time license if a DJ will not be hired and reproductions of sound recordings will still be used.

Questions to ask prior to hiring a DJ:

1. Is the DJ's business professionally operated?
2. If the DJ is using reproductions (copies) of sound recordings stored on a computer hard drive or copied onto CD-R's, mini-discs or cassettes, does the DJ have an AVLA license, either directly with AVLA or through an AVLA-licensed DJ Association such as CODJA?
3. Does the DJ offer a written agreement?
4. Does the agreement state what time the DJ will start and finish performing and the time the DJ will arrive on site to set up?
5. Is there a "back-up" DJ and equipment if there is a last minute problem?
6. Have you met the DJ who will actually be playing the music at your wedding, prior to the wedding day?

SPREADING THE WORD

AVLA has recently completed a direct mailing campaign to professional DJ's, and a mailing to venues will occur shortly. We have also made our information brochures available to bridal shows and DJ shows, as well as to chapter meetings of DJ Associations. If you are attending a trade event or would like a supply of information brochures to hand out to potential customers, please let us know and we would be happy to provide you with a supply. There's no charge for the information, but we would appreciate knowing which venues you have supplied the information to.