



## MCPS-PRS General Entertainment On Demand (GEOD) Information Supply Form

### MCPS-PRS Alliance – Broadcast and Online Licensing

Please return for the attention of:

The information in this form will be treated in the strictest confidence and will only be used by MCPS-PRS Alliance to process your application

### General Information

Name of Licensee

Registered Company number  
(provide the licensee's status if not  
registered e.g. Sole Trader, Partnership  
etc.)

Address

Contact Name

Phone Number

Fax Number

Email Address

Date of launch of service

Date of termination of the service  
(if service is due to cease trading during  
2008)

### Service Information

URL for the service

Please outline the nature of the service  
(e.g. video on-demand service, IPTV,  
podcast, audio visual download service)

Please tell us about your business model

(e.g. is content made available to customers free of charge, on a subscription basis, ad-revenue supported, paid per use or in any other way including combinations of the above?)

If subscription, what is your estimated number of subscribers?

Estimated revenue from the service, and on what basis (e.g. how much per download or per month etc.)

Please describe the content that will be made available (e.g. sports, comedy, feature films, TV programmes)

Will the consumer be able to retain any downloads permanently, or is all content either streamed or set to time out after a certain period (download to own or temporary/rental)

**Streaming/Rental**

Where the consumer does not keep a download permanently (e.g. streaming or temporary download which 'times out' within 30 days)

**Download to Own**

Where the consumer keeps a download permanently (e.g. electronic sell-through or unrestricted download)

How many pieces of content do you expect to be viewed in 2008, or how many total hours of viewing do you expect?

Average duration of a piece of content

Price points (if applicable)

Average music duration as a percentage of whole duration of content

For how much of this music have you secured a 'buy out' for all mechanical rights for on-demand usage?

Where are you sourcing your content - is it acquired/pre-existing, or are you creating new material?

If applicable, as a percentage, approximately how much of total content is newly created?

Please supply any relevant further information (such as list of content or programming, business plan, usage projections etc.) that may assist us in understanding the type and scale of service you are proposing

Please ensure the information contained within this document is accurate to the best of your knowledge

Please note that no licence, whether express or implied, shall be taken to have been granted by MCPS-PRS Alliance Ltd. or their respective members merely by completion of this application form.