



**Bild
Kunst**

TARIFFS from

2017

Publisher and responsible for the content:
Board of VG BILD-KUNST, Weberstraße 61, 53113 Bonn, Germany
Phone: +49 228 915 34-0, Fax: +49 228 915 34-59
E-Mail: info@bildkunst.de
Internet: <http://www.bildkunst.de>

© 2017

08/2017

Content

General Terms and Conditions for Licensing	5
Newspapers – Print media	6
Magazines – Print media	7
Newspapers/Magazines – Digital Products*	8
Books / Brochures / E-Books / CD-ROM / DVD	9
Calendars / Diaries.....	11
Placards / Posters	12
Postcards / Greeting Cards / E-Cards	12
Digital Master Copies for Projection	13
Advertising Brochures / Advertising Material / Image Brochures / Business Reports	14
Advertisements.....	15
Reproductions for the Purposes of Advertising and Decoration	16
Merchandising	16
Loyalty Cards / Cash Cards	16
Postage Stamps	16
Packaging.....	17
Labels.....	17
Display on Screens	17
Lending of Original Works.....	17
Presentation of Works in Films	18
Television Broadcasts	19
Films	20
Video	21
Internet.....	22
Full Text Online Search	22

General Terms and Conditions of VG BILD-KUNST (Rights of Reproduction)

Preliminary Note

The collecting society VG BILD-KUNST is the German collecting society for the administration of the copyrights of fine art artists, photographers and other pictorial authors. It operates in accordance with the provisions of the Directive 2014/26/EU, German Act on the collective management of copyright and related rights and multi-territorial licensing of rights in musical works for online use in the internal market as well as amending the procedure referring to the remuneration of device and storage media (Gesetz über die kollektive Wahrnehmung von Urheberrechten und verwandten Schutzrechten und die Vergabe von Mehrgebietslizenzen für Rechte an Musikwerken für die Online-Nutzung im Binnenmarkt sowie zur Änderung des Verfahrens betreffend die Geräte- und Speichermedienvergütung) as of 24 May 2016 (BGBl (Federal Law Gazette). 2016 Part I, No. 24, page 1190 et seq. German Act on the Management of Copyright and Related Rights by Collecting Societies (VGG) in the respective version in force, available online at www.gesetze-im-internet.de, → VGG)).

As well as representing copyright authors from the Federal Republic of Germany, the collecting society VG BILD-KUNST also represents international authors on the basis of reciprocal contracts with the collecting societies of other countries. The names of its members can be researched online at www.bildkunst.de.

Further information about memberships are available at the Bonn office:

VG BILD-KUNST, Weberstraße 61, 53113 Bonn, Germany
Phone: +49 228 91534-0, Fax: +49 228 91534-59, E-Mail: info@bildkunst.de

Any and all use of works of fine art and of photography, whose authors are represented by VG BILD-KUNST, requires the prior consent of VG BILD-KUNST. Reproduction licences are granted, and invoices are issued, by the Bonn office.

The royalties depend on the economic importance of the reproduction. They are fixed in the tariffs or in separate agreements, which are relevant for the respective use and can be downloaded online. The applicable tariffs have all been announced by VG BILD-KUNST on their web page in accordance with Paragraph 56(1) No. 4 German Act on the Management of Copyright and Related Rights by Collecting Societies (VGG) and have been published additionally in the online version of the Bundesanzeiger (German Federal Gazette).

The tariffs are only binding for the licence granted by VG BILD-KUNST with respect to rights of reproduction and rights of distribution that have been granted to it by the authors. They are in principle not binding for agreements entered into by authors and/or other rights holders with the users directly.

The grant of any usage rights by VG BILD-KUNST does not include any agency-type services such as, for example, confirming location or providing master copies for printing.

If VG BILD-KUNST grants the user any usage rights, said rights are always only non-exclusive usage rights for the territory of the Federal Republic of Germany. The user is not entitled to re-assign these usage rights or to grant further licences to use said usage rights.

General Terms and Conditions for Licensing

1. VG BILD-KUNST only grants reproduction licences on the basis of written requests by the user prior to the respective use. Belated requests do not exempt the user from claims for damages that exceed the tariffs.
Unless otherwise agreed, the term of a licence is in any event limited to 5 years as of the date of issue. If it is not used within 12 months, its validity shall expire and an administrative charge of EUR 50 per publication shall apply.
If it is foreseeable that a request will involve a considerable amount of work, the further processing of it can be made subject to the payment of an administrative charge of up to EUR 1,000. If the project, which was the subject of the request, is realised, said administrative charge is offset against the sums payable according to the tariffs. In addition to the user, the person who makes the request is jointly and severally liable for payment of the invoice.
The grant of a licence will only take effect upon receipt of the usage remuneration by VG BILD-KUNST.
2. VG BILD-KUNST's reproduction licences encompass only the rights of the authors and works expressly stipulated in the licence.
The rights to photographs, which reproduce works of art, must be obtained separately. If VG BILD-KUNST represents the rights of the photographer as well as the rights of the author/artist of the work pictured, the grant of the photographer's usage rights must also be remunerated in accordance with VG BILD-KUNST's respective applicable tariffs.
3. Usage rights are generally granted for a one-off use only, which is expressly designated in the licence; rights for any types of use beyond that must be granted to the user by VG BILD-KUNST separately.
4. If the use extends to the selling of books outside the scope of the customary book trade, a separate licence shall be required from VG BILD-KUNST.
5. Uses, which affect an author's moral rights, as well as the use of a title, always require an express licence, which VG BILD-KUNST obtains from the rights holders.
This is particularly valid in the case of adaptations and image details as well as in the case of imprints and overprints and in the case of
 - reproductions in a three-dimensional form,
 - reproductions on special carrier material such as textiles, glass, ceramic etc.
 - reproductions, which directly link a protected work with a product, an event, a commercial service or a company (advertising).The rights holders shall be reserved the right to submit remunerations deviating from the VG BILD-KUNST's tariffs.
If the rights holders refuse to give their consent, VG BILD-KUNST cannot grant the licence.
6. With every use the user is obliged to name the author and the title of the work in a suitable place and to print the copyright notice determined by VG BILD-KUNST. An accreditation to the respective work must also be made in the case of collective notices.
If the author is not named and/or is named incorrectly, or if a copyright notice is not given and/or is given incorrectly, the damage incurred by reason of the breach shall be charged as liquidated damages (a flat rate) with a 100% surcharge on the royalty according to the tariff unless the user proves that no damage whatsoever was incurred or that the damage incurred was considerably less than the above-mentioned liquidated damages (flat rate).
7. Unauthorized reproductions and unauthorized subsequent print runs constitute a copyright infringement. The damage thereby incurred shall be charged as liquidated damages (a flat rate) with a 100% surcharge on the royalty according to the tariff unless the user proves that no damage whatsoever was incurred or that the damage incurred was considerably less than the above-mentioned liquidated damages (flat rate). The discounts stipulated in the tariffs only apply if a proper licence has been granted by VG BILD-KUNST prior to the use.
8. The user must deliver at least two complete specimen copies of every publication, in which use is made, to VG BILD-KUNST and must do so upon publication and at the user's own cost. A different agreement can be reached in justified exceptional cases.
With electronic products the user must enable VG BILD-KUNST to download the product free of charge; otherwise any costs incurred will be passed on to the user.
9. VG BILD-KUNST and the author(s) of the works used can purchase the work from the user at the lowest selling price. VG BILD-KUNST may not resale said copies.
10. The print runs stipulated in the individual tariffs relate to the print run produced or the print run intended for production.
11. The minimum price for the grant of a licence is EUR 50 per publication.
12. Reprints, which exceed the licensed print run, require a renewed licence, which, in the case of books, may only be refused for good cause. For uses not covered by the licence, the provisions on the obligation to pay damages regulated under Clause 7 shall apply.
13. The page sizes stipulated in the individual tariffs relate to the page size (sheet size) of the respective publication.
If the pages are relative page sizes (up to 1/n page), this means that the image can be shown at least n times on a page without changing the size or direction. For example, an image has a size of up to 1/8 if, unchanged, there is room for it at least 8 times on a page.
In the case of absolute sizes (e.g. up to DIN A3, DIN A4) the smallest DIN size, which can completely cover the image, applies.
14. Every time a licence is granted on the basis of the tariffs, VG BILD-KUNST shall check whether there is a possibility of agreeing on special provisions if it appears necessary that due regard be had for the religious, cultural and social needs of the user pursuant to Paragraph 39(3) German Act on the Management of Copyright and Related Rights by Collecting Societies (VGG).
15. Images in scientific works with a predominant amount of text and a maximum print run of 500 copies are not counted if the works are described and analysed in detail in the text and not printed larger than necessary for the understanding of the text. The rights to the image master copy remain unaffected. Images on the front cover and back cover are always subject to a licence and require a fee.
16. Upon request by VG BILD-KUNST the user is obliged to allow VG BILD-KUNST or an auditor, tax adviser or certified accountant appointed by VG BILD-KUNST to inspect the books and documents to check that the user's statements are correct. The costs of this shall be borne by the user if the values reported by the user for the royalty statement deviate by more than 5% to the detriment of VG BILD-KUNST from the values determined by the auditor.
17. Additionally, the terms and conditions published with the respective individual tariffs apply.
18. All tariffs are stated net EUR plus applicable VAT (Mehrwertsteuer) (currently 7%).

Newspapers – Print media

Royalties for prints of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) in newspapers (net EUR per print, plus VAT (Mehrwertsteuer)).

One-off print Print run up to	Page size up to					
	1/16	1/8	1/4	1/2	1/1	2/1
10,000	51	60	68	85	102	143
30,000	65	79	90	109	136	190
50,000	79	96	104	125	158	221
100,000	87	104	125	151	189	265
175,000	105	126	151	181	227	318
250,000	119	143	167	202	254	355
375,000	164	197	232	281	351	491
500,000	198	240	290	350	435	609
625,000	238	288	346	415	520	728
750,000	269	326	383	460	574	803
1 m.	327	396	486	583	727	1,017
Over and above	446	541	676	815	1,015	1,421

Digital products: see tariff 'Newspapers/Magazines – Digital Products'

Surcharges / Discounts

1. Images on front covers are subject to a surcharge of 100%.
2. A general discount of 40% of the price for 1/8 page is granted for images with a surface area of up to 24 cm², however, at least EUR 51 plus VAT (Mehrwertsteuer) will be charged per work.
3. A discount of 25% is granted for images in art and church newspapers as well as in newspapers for schools or educational use.
4. In the case of repetitions in the same medium a discount of 25% is granted.

Conditions

The tariff for magazines is to be applied for publications of works in magazine supplements.

See also: **General Terms and Conditions for Licensing**

Magazines – Print media

Royalties for prints of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) in magazines (net EUR per print, plus VAT (Mehrwertsteuer)).

One-off print Print run up to	Page size up to				
	1/8	1/4	1/2	1/1	2/1
2,000	57	57	57	64	89
10,000	57	64	68	88	121
20,000	57	73	88	112	159
30,000	63	83	112	139	198
50,000	83	116	172	240	329
100,000	101	143	235	337	468
175,000	117	165	271	387	538
250,000	128	181	307	414	580
375,000	148	207	358	482	675
500,000	160	223	391	528	739
625,000	185	259	451	610	857
750,000	208	290	506	685	956
1 m.	254	357	622	841	1,176
1.5 m.	337	471	821	1,110	1,555
2 m.	396	555	970	1,311	1,834
Over and above	475	666	1,164	1,573	2,201

Digital products: see tariff 'Newspapers/Magazines – Digital Products'

Surcharges / Discounts

1. Images on the front cover and back cover are subject to a surcharge of 100%.
2. A surcharge of 100% is charged for images in customer magazines or other magazines, which are published for a company's image or advertising purposes.
3. A general discount of 40% of the price for 1/8 page is granted for images with a surface area of up to 24 cm², however, at least EUR 57 plus VAT (Mehrwertsteuer) will be charged per work.
4. A discount of 25% is granted for images in art and church magazines as well as in magazines for schools and educational use.
5. A general discount of 25% is granted for publications in magazines with a format no larger than DIN A5. However, at least EUR 57 plus VAT (Mehrwertsteuer) will be charged per work.
6. In the case of repetitions in the same medium a discount of 25% is granted.

See also: **General Terms and Conditions for Licensing**

Newspapers/Magazines – Digital Products*

Royalties for use of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) exclusively in online publications of newspapers and magazines (net EUR per print, plus VAT (Mehrwertsteuer)).

Downloads / Access up to	Royalty
500	25
1,000	30
2,000	36
3,000	39
5,000	50
10,000	70
20,000	80
30,000	90
50,000	100
75,000	112
100,000	120
per every additionally started	
50,000	43

* Changes, animations or share functions require a separate agreement.
HTML usage: see tariff 'Internet'

Surcharges / Discounts

1. Images on front covers are subject to a surcharge of 100%.
2. A surcharge of 100% is charged for images in customer newspapers/magazines or other newspapers/magazines, which are published for a company's image or advertising purposes.
3. A discount of 25% is granted for images in art and church newspapers/magazines as well as in newspapers/magazines for schools or educational use.
4. In the case of repetitions in the same medium a discount of 25% is granted.

Conditions

1. Video clips: The tariffs apply for every single shown work of fine art per started 30 seconds of use. The maximum charge is the triple rate. Special provisions are required for sequences from three minutes of use and more.
2. If layout identical print and digital versions of newspapers or magazines are published simultaneously (ePaper, eMag, app, with the exception of HTML usage), all editions are added up and billed according to the print tariff for newspapers or magazines. If the share of digital prints is 5 percent or more of the total print run, a surcharge of 20% will be charged. The user needs to provide proof of the respective number of copies or downloads.

See also: **General Terms and Conditions for Licensing**

Books / Brochures / E-Books / CD-ROM / DVD

Royalties for prints of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) in books, brochures and booklets, on CD covers or CD-ROM (net EUR per print, plus VAT (Mehrwertsteuer)).

Print media					
One-off print	Page size up to				
Print run up to	1/8	1/4	1/2	1/1	2/1
250	4	6	8	10	15
500	8	12	16	20	30
1,000	14	19	25	31	45
1,500	21	27	36	45	56
1,750	24	31	40	50	63
3,000	41	51	64	80	100
5,000	57	71	89	111	140
7,500	80	100	125	156	195
10,000	92	116	145	181	226
15,000	101	126	158	198	246
20,000	109	137	171	213	267
30,000	122	152	190	239	297
50,000	158	197	246	307	384
80,000	192	240	300	375	469
per every additional					
10,000	21	26	35	45	55

Title and back cover design: see II.1 below

Digital Products (e.g. E-Books, CD-ROM, DVD) *	
Downloads / Access up to	Royalty
250	8
500	16
1,000	25
1,500	36
1,750	40
3,000	64
5,000	89
7,500	125
10,000	145
15,000	158
20,000	171
30,000	190
50,000	246
80,000	300
per every additional 10,000	33

* Changes, animations or share functions require a separate agreement.

Title cover design: see II.1 below

Projection rights and the right to feed into digital networks need to be obtained separately.

Video clips

The tariffs apply for every single shown work of fine art per started 30 seconds of use. The maximum charge is the triple rate. Special provisions are required for sequences from three minutes of use and more.

See also: General and Special Terms and Conditions for Licensing

Special Terms and Conditions for Licensing for Books and Brochures (in supplement to the General Terms and Conditions)

I. Reprints

1. The licence of VG BILD-KUNST extends only to the publication stipulated by the publishing house and the print run stipulated. For every non-authorized print run, VG BILD-KUNST charges a 100% surcharge for media monitoring in addition to the royalties according to the basic tariff without any discount.
2. If, after the reproduction licence has been granted for a particular print run, additional copies are reprinted or printed off unchanged within 24 months of publication of the work, this shall be deemed to have been authorized if VG BILD-KUNST was notified of the increase in advance and the differential amount within the print run bracket has been paid. This also applies to foreign-language editions with the same publisher.
3. Cooperation transactions with particular forms of distribution require an individual agreement.

II. Surcharges / Discounts

Only one of the discounts within categories 3-5 may be claimed.

1. **Cover Pictures or Dust Covers**
The use of an illustration for the front cover or back cover gives rise to a surcharge of 200% on the price for use on the inside, however, the fee shall be a minimum of EUR 250 plus VAT (Mehrwertsteuer) for printed products and CD/DVD covers, or EUR 150 plus VAT (Mehrwertsteuer) for e-books. If the publisher promotes an e-book with the title design of the print version, but the e-book itself does not contain this image file, a fee of EUR 150 plus VAT (Mehrwertsteuer) will be charged.
2. If the invoice recipient is a full member of the German Publishers and Book Traders Association (Deutscher Börsenverein), a discount of 10% on the tariffs is granted. This discount can be combined with other discounts.
3. Brochures, which are not merchandise and do not bear an ISBN (e.g. the brochures of publishing houses), can be consolidated if the printed and digital versions are published at the same time. The print runs are added up and a surcharge of 10% is charged on top of the tariff for the total print run. Images in publishing brochures are not counted if the works have been licensed for the advertised publications and are shown in full and unchanged on the inside of the brochure. Images on the front cover and back cover as well as altered images (cut, overprint etc.) on the inside are subject to a licence and require a fee.
A 25% discount is granted for programme brochures of cultural institutions.
4. **School Books**
A discount of 25% is granted on all school books.
If a school book is offered on electronic storage media (CD/DVD/USB/Blu-ray etc.) or on the Internet for downloading (subject to a charge) in a version which is unchanged compared to the printed book (unchanged page layout, PDF or similar format, image files not individually integrated), said electronic derivatives may be consolidated into a single print run together with the printed edition. A download is thereby counted as a copy of the printed edition. A prerequisite is that the precise split of the print run into the individual media is designated when the request is made. A surcharge of 30% is charged on top of the tariff for the total print run.
5. **Paperback Books**
A discount of 25% of the tariff applicable to books is granted in the case of illustrations in paperback books, which have a width of no more than 17 cm and a height of no more than 24 cm. If the format is negligibly exceeded (up to 10% of the above-mentioned dimensions) the discount is 15%.

III. Special Provisions

1. **Monographs**
In the case of books, which are predominantly illustrated by a single author, it is possible to pay a percentage of the fee claims based on the retail price instead of the above tariffs. A special agreement is required for this.
2. **Exhibition Catalogues**
 - a. The previous regulation in a) was overridden by the entry into force of the Copyright Knowledge Society Act (UrhWissG) with retroactive effect from 1 March 2018.
 - b. The prior written consent of VG BILD-KUNST is required if catalogues are to be sold by the exhibiting institution after the exhibition or presentation of the collection has ended or are to be sold on the market during and after the exhibition.
 - c. The previous regulation in c) was overridden by the entry into force of the Copyright Knowledge Society Act (UrhWissG) with retroactive effect from 1 March 2018.
 - d. In the case of print runs of exhibition catalogues for the book trade a special discount can be granted if the total charge for fees charged by VG BILD-KUNST exceeds 10% of the net retail price.
3. **Printed works of an advertising nature**
Image brochures, business reports, commemorative volumes for or by companies and similar publications, which do not serve to advertise the publishing house itself and which contain a high proportion of advertising, are charged according to the tariff for advertising brochures.

See also: General Terms and Conditions for Licensing

Calendars / Diaries

Royalties for prints of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) in calendars/diaries (net EUR per print, plus VAT (Mehrwertsteuer)).

Diaries for retail

One-off print Print run up to	up to DIN A5	Image format		
		up to DIN A4	up to DIN A3	larger than DIN A3
1,000	179	230	275	318
2,000	200	254	306	354
3,000	221	277	331	388
5,000	241	307	369	426
7,500	257	315	382	438
10,000	277	333	405	475
25,000	372	467	557	647
50,000	439	580	682	780
per every additionally started 10,000	27	45	49	53

Advertising calendars

One-off print Print run up to	up to DIN A5	Image format		
		up to DIN A4	up to DIN A3	larger than DIN A3
1,000	269	345	412	479
2,000	300	382	458	531
3,000	331	416	497	581
5,000	362	459	553	639
7,500	388	473	574	658
10,000	416	500	607	714
25,000	558	700	834	972
50,000	659	871	1,023	1,170
per every additionally started 10,000	41	67	75	80

Surcharges / Discounts

1. Illustrations on front covers are subject to a surcharge of 100%. If a cover page illustration is reused on the inside, a discount of 50% is granted for the use on the inside.
2. If the invoice recipient is a full member of the German Publishers and Book Traders Association (Deutscher Börsenverein), a discount of 10% on the tariffs is granted.
3. A discount of 20% of the above-mentioned tariffs is granted for daily calendars/diaries (1 page per day); a discount of 10% of the above-mentioned tariffs is granted for weekly calendars/diaries (1 page per week).
4. If the format of the calendar/diary is such that the height and width are each less than 30 cm, a discount of 20% is granted.

Conditions

1. The reproduction of works in calendars/diaries with an advertising imprint shall in each individual case require the consent of the rights holders. Therefore, any intended use of the calendar/diary for advertising purposes must expressly be mentioned in the request.
2. It is mandatory to name the author and to print a copyright notice in accordance with VG BILD-KUNST's specifications on each and every page of the calendar/diary.
3. Calendars/diaries with exchangeable calendars or calendars/diaries with a perpetual calendar are charged according to the tariffs for individual prints.

See also: **General Terms and Conditions for Licensing**

Placards / Posters

Royalties for prints of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) as one-off prints (placards, posters, art prints etc.) (net EUR per print, plus VAT (Mehrwertsteuer)).

One-off print Print run up to	Image format					
	up to DIN A4	up to DIN A3	up to DIN A2	up to DIN A1	up to DIN A0	over and above (up to 2 m ²) *
100	70	119	202	344	585	996
250	148	252	429	731	1,245	2,116
500	214	365	621	1,057	1,799	3,058
1,000	310	528	897	1,527	2,599	4,419
2,000	381	648	1,102	1,876	3,193	5,428
3,000	486	826	1,405	2,392	4,071	6,921
per every additional 1,000	162	275	468	797	1,357	2,307

* For larger placards see the tariffs for "Reproductions for the Purposes of Advertising and Decoration"

Surcharges / Discounts

1. A surcharge of 100% is charged for promotional use.
2. If the cultural event is advertised by a cultural institution (theatre, museum etc.), the surcharge according to 1. does not apply and a discount of 25% is granted instead.

Conditions

It is mandatory to name the author and to print a copyright notice in accordance with VG BILD-KUNST's specifications on each and every print.

See also: **General Terms and Conditions for Licensing**

Postcards / Greeting Cards / E-Cards

Royalties for the usage of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) on postcards, greeting cards, e-cards (net EUR per image, plus VAT (Mehrwertsteuer)).

Prints / Downloads / Access up to	up to DIN A6	up to DIN A5
500	88	132
1,000	129	193
2,000	176	264
3,000	223	335
5,000	316	474
7,500	432	648
10,000	550	825
15,000	784	1,176
25,000	1,251	1,876
50,000	2,416	3,623
100,000	4,748	7,121
150,000	7,079	10,618
per every additionally started 10,000	466	700

Surcharges / Discounts

1. If the image format is larger than DIN A5, the poster tariff applies. The <DIN A5 tariff applies to e-cards.
2. A surcharge of 50% is charged for folding cards.
3. A surcharge of 50% is charged for advertising imprints on the total sum until then.
4. Digital products which are identical to the printed product are charged by consolidation with the printed print run if they are published simultaneously. The print runs are added up and a surcharge of 10% is charged on top of the tariff for the total print run.

See also: **General Terms and Conditions for Licensing**

Digital Master Copies for Projection

Royalties for the reproduction of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) on master copies for projection, e.g. on slides, transparencies for overhead projectors, for whiteboards etc. (net EUR per image, plus VAT (Mehrwertsteuer)).

Print run up to	Royalty
100	80
250	140
500	240
1,000	400
2,000	642
3,000	725
5,000	1,011
per every additionally started 1,000	101

Surcharges / Discounts

A discount of 60% is granted for products that are exclusively used for school or church purposes.

See also: [General Terms and Conditions for Licensing](#)

Advertising Brochures / Advertising Material / Image Brochures / Business Reports

Royalties for prints of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) (net EUR per print, plus VAT (Mehrwertsteuer)).

Print media					
One-off print Print run up to	Page size up to				
	1/8	1/4	1/2	1/1	2/1
1,000	229	287	358	430	668
2,000	365	458	570	686	1,066
5,000	595	744	927	1,117	1,735
10,000	655	818	1,020	1,229	1,909
30,000	943	1,178	1,469	1,769	2,748
50,000	989	1,238	1,542	1,858	2,885
100,000	1,185	1,482	1,849	2,228	3,462
250,000	2,124	2,660	3,315	3,995	6,207
500,000	2,943	3,682	4,589	5,531	8,590
1 m.	3,269	4,091	5,101	6,147	9,548
per every additionally started 100,000	262	327	408	493	763

Digital Products	
Downloads / Access up to	Royalty
1,000	358
2,000	570
5,000	927
10,000	1,020
30,000	1,469
50,000	1,542
100,000	1,849
250,000	3,315
500,000	4,589
1 m.	5,101
per every additionally started 100,000	408

Surcharges / Discounts

Images on the front cover or back cover are subject to a surcharge of 100%.

Conditions

Digital products which are identical to the printed product are charged by consolidation with the printed print run if they are published simultaneously. The print runs are added up and a surcharge of 10% is charged on top of the tariff for the total print run.

See also: General Terms and Conditions for Licensing

Advertisements

Royalties for prints of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) in advertisements (net EUR per print, plus VAT (Mehrwertsteuer)).

Print media				
One-off print	Page size up to			
Print run up to	1/4	1/2	1/1	2/1
10,000	411	518	619	806
50,000	722	1,239	1,784	2,319
100,000	1,035	1,784	2,486	3,233
250,000	1,361	2,272	3,095	4,023
500,000	1,654	2,908	3,941	5,124
1 m.	2,720	4,360	6,192	8,050
per every additionally started 500,000	1,063	1,423	2,016	2,621

Digital Products	
Downloads / Access up to	Royalty
10,000	518
50,000	1,239
100,000	1,784
250,000	2,272
500,000	2,908
1 m.	4,360
per every additionally started 500,000	1,423

Surcharges / Discounts

1. The use on the front cover or back cover of a publication is subject to a surcharge of 50%.
2. Multiple insertions of the same advertisement in various print media are consolidated into one print run. A surcharge of 30% is charged for an insertion in 2 to 5 print media; a surcharge of 50% is charged for an insertion in more than 5 print media.

See also: **General Terms and Conditions for Licensing**

Reproductions for the Purposes of Advertising and Decoration

Royalties for prints of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) on a large format for trade fairs, display windows, hoardings etc. (net EUR per print, plus VAT (Mehrwertsteuer)).

No. of units	Format of image area up to m ²				
	1	3	5	10	30
1	386	545	838	1,547	1,804
10	575	811	1,245	2,303	2,685
50	901	1,268	1,953	3,608	4,208
per every additionally started 10	66	91	141	260	305

Surcharges / Discounts

Cultural institutions will be granted a discount of 60% to apply for art exhibitions.

Conditions

1. This tariff applies for a maximum period of usage of 1 year.
2. A special agreement is required for image formats larger than 30 m².

See also: **General Terms and Conditions for Licensing**

Merchandising

Royalties for prints of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) on textiles, leather, ceramics, watches, jewellery etc. (net EUR per print, plus VAT (Mehrwertsteuer)).

The royalties must be agreed with the rights holders in each individual case taking into account the sales price and the circulation of the print run. They are usually 15% of the net retail price, however at least 25% of the producer's selling price.

See also: **General Terms and Conditions for Licensing**

Loyalty Cards / Cash Cards

Royalties for prints of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) on loyalty cards, cash cards or other cards (net EUR per print, plus VAT (Mehrwertsteuer)).

The minimum tariff per card is EUR 0.75. A surcharge of 100% is charged for advertising imprints.

See also: **General Terms and Conditions for Licensing**

Postage Stamps

Royalties for prints of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) on postage stamps (net EUR, plus VAT (Mehrwertsteuer)).

The royalty for use on a postage stamp or similar, is as follows:	
For a print run of up to 25,000,000 stamps	10,000
Over and above	13,000

See also: **General Terms and Conditions for Licensing**

Packaging

Royalties for the reproduction of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) on packaging (net EUR per print, plus VAT (Mehrwertsteuer)).

Print run up to	Royalty
1,000	706
2,000	848
3,000	991
5,000	1,132
7,500	1,271
10,000	1,412
15,000	1,695
25,000	2,119
50,000	3,180
100,000	4,239
per every additionally started 10,000	141

See also: [General Terms and Conditions for Licensing](#)

Labels

Royalties for the reproduction of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) on labels (net EUR per print, plus VAT (Mehrwertsteuer)).

Print run up to	Royalty
1,000	70
2,000	127
3,000	185
5,000	296
7,500	403
10,000	508
15,000	685
25,000	1,040
50,000	1,745
100,000	2,806
150,000	3,867
per every additionally started 10,000	141

See also: [General Terms and Conditions for Licensing](#)

Display on Screens

Royalty for the visualisation of electronically stored works of fine art and photography within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) on publicly accessible screens is as follows per started year and per screen (net EUR per visualisation, plus VAT (Mehrwertsteuer)).

For a screen diagonal of	up to 35 cm	up to 100 cm	up to 500 cm	Over and above
	33	70	211	355

See also: [General Terms and Conditions for Licensing](#)

Lending of Original Works

Royalty for the lending of originals or copies of a work of fine art and photographs within the meaning of Paragraph 27(2) German Copyright Act (UrhG) (net EUR per work, plus VAT (Mehrwertsteuer)).

The tariff fee is 10% of the remuneration earned from the lending not including VAT (Mehrwertsteuer) or of the value of any payment in kind or service rendered in lieu of any remuneration for the lending, but at least EUR 55 per item on loan and started period of 60 days.

See also: [General Terms and Conditions for Licensing](#)

Presentation of Works in Films

Royalties for the showing of art films, TV films or other productions showing works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) during trade fairs or in cinemas, museums and other institutions (net EUR, plus VAT (Mehrwertsteuer)).

1. Single Showings (Tariffs are per showing)

Number of possible seats per showing	up to 50	up to 100	per 50 more
	32	64	14

Surcharges / Discounts

- In the case of more than 5 showings a discount of 15% is granted.
In the case of more than 10 showings a discount of 25% is granted.
In the case of more than 20 showings a discount of 50% is granted.
- 50% of the tariff is charged for films for institutions of higher education if the following restrictions apply:
 - A maximum of 20 showings
 - A maximum period of usage of 24 months
 - Solely non-commercial usage or showings at festivals.When included in commercial distribution or when broadcast by a television channel, the film tariff shall apply, whereby the payments already made shall be offset.

Conditions

- In individual cases, a flat-rate payment of fees for a limited time with any number of showings is possible.
- Showings for advertising or image purposes require a separate agreement.

2. Repeated showings in connection with art exhibitions

Number of works shown in the film	Daily frequency of showings within the first 12 weeks of an exhibition	
	up to twice	more often
up to 4	70	106
5 to 10	141	211
11 to 50	283	425
over and above / monographic film	425	636

Surcharges / Discounts

If extended by up to 4 additionally started weeks, a supplementary 25% of the above-mentioned tariff will be charged. Thereafter, 15% of the above-mentioned tariff is charged for each additionally started period of 4 weeks.

3. Repeated showings for advertising or image purposes, e.g. at trade fairs (Tariffs are per work)

Period of usage	1 to 5 days	6 to 10 days	11 to 365 days
	50	75	100

Surcharges / Discounts

In the case of more than 5 works a discount of 25% is granted.
In the case of more than 15 works a discount of 50% is granted.

Conditions

Periods of usage over 1 year require a separate agreement.

See also: **General Terms and Conditions for Licensing**

Television Broadcasts

Royalties for the use of works of fine art and photographs in a television programme, which is broadcast in the Federal Republic of Germany, within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) in television programmes (net EUR per work per 30 seconds, plus VAT (Mehrwertsteuer)).

Compensation, if the average all-German market share of the television broadcasting transmitter per year is	
Less than 2%	25
From 2% to 8%	125
More than 8%	200

Surcharges / Discounts

1. If repeated on the same channel within one week, 20% of the tariff will be charged.
2. For a 7-Day-Catch-Up in the media library, 20% of the television tariff is charged. Beyond that, the film tariff applies.

Conditions

1. The usage licence expires ten years after having been granted, unless explicitly renewed.
2. The market share is determined on the basis of the figures according to AGF/GfK television research.

See also: General Terms and Conditions for Licensing

Films

Royalties for the use of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) in feature films and documentary films (net EUR, plus VAT (Mehrwertsteuer)).

The tariff is limited until 31 Dec 2017. Thereafter, the tariffs available at www.bildkunst.de apply.

1. Feature Films

Scope of Rights	Term		
	up to 5 years	up to 10 years	up to 15 years
German-speaking countries			
Basic cinema tariff	366	549	731
in addition, video (VHS, DVD etc.)	146	220	292
in addition, online*	102	153	205
Europe			
Basic cinema tariff	549	731	914
in addition, video (VHS, DVD etc.)	220	292	366
in addition, online*	153	205	256
Worldwide			
Basic cinema tariff	731	914	1,097
in addition, video (VHS, DVD etc.)	292	366	439
in addition, online*	205	256	307

* A separate licence is required for payable online services.

2. Documentary Films

Scope of Rights	Term		
	up to 5 years	up to 10 years	up to 15 years
German-speaking countries			
Basic cinema tariff	210	315	420
in addition, video (VHS, DVD etc.)	84	126	168
in addition, online*	59	88	118
Europe			
Basic cinema tariff	315	420	526
in addition, video (VHS, DVD etc.)	126	168	210
in addition, online*	88	118	147
Worldwide			
Basic cinema tariff	420	526	631
in addition, video (VHS, DVD etc.)	168	210	252
in addition, online*	118	147	177

* A separate licence is required for payable online services.

3. Monographic Films (Films which deal with the works of one artist only)

Scope of Rights	Length of the film				
	up to 15 minutes	up to 30 minutes	up to 45 minutes	up to 60 minutes	60 minutes and above
German-speaking countries					
Basic cinema tariff	1,892	3,468	4,730	5,675	6,306
in addition, video (VHS, DVD etc.)	757	1,387	1,892	2,270	2,522
in addition, online*	530	971	1,324	1,589	1,766
Europe					
Basic cinema tariff	2,522	4,730	6,621	8,198	9,459
in addition, video (VHS, DVD etc.)	1,009	1,892	2,649	3,279	3,784
in addition, online*	706	1,324	1,854	2,295	2,649
Worldwide					
Basic cinema tariff	3,153	5,991	8,513	10,720	12,612
in addition, video (VHS, DVD etc.)	1,261	2,396	3,405	4,288	5,045
in addition, online*	883	1,677	2,384	3,002	3,531

* A separate licence is required for payable online services.

The licence fee for monographic films is in full settlement of the use for a period of 15 years with effect from the premiere.

Conditions

1. The tariffs apply per work per started 30 seconds of use.
2. The tariff is doubled for feature films if the work of art is part of the film plot.
3. 20% of the tariff is charged for films for institutions of higher education if the following restrictions are complied with:
 - a) A maximum of 25 showings
 - b) A maximum period of usage of 24 months
 - c) Solely non-commercial use or showings at festivals. The full royalty shall become due when included in commercial distribution or when broadcast by a television channel, whereby the payments already made shall be offset.
4. If the licence is extended, the tariff applicable at the time of the extension shall apply.
5. VG BILD-KUNST (or its foreign partner companies) settles the royalties for television broadcasts with the channels directly.
6. Special terms and conditions apply to independent productions of the public television service.
7. If only the rights for video exploitation are to be acquired, the video tariff applies.
8. The licence for German-speaking countries does not authorise the production of versions other than German-language versions.
9. The tariff for works of fine art and of photography in Internet films (films which are published solely on the Internet) is EUR 90 plus VAT (Mehrwertsteuer) per work per annum and per 30 seconds of use of the work.

See also: General Terms and Conditions for Licensing

Video

(Films on AV carriers such as VHS, DVD, Blu-Ray etc.)

Royalties for the use of works of fine art and photographs within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) on audio-visual media carriers. The following minimum tariffs (net, plus VAT (Mehrwertsteuer)) apply per work and per started 30 seconds of use. The tariff is limited until 31 Dec 2017. Thereafter, the tariffs available at www.bildkunst.de apply.

Print run up to	No. of works				
	1-4	5-12	13-25	26-49	> 50
100	23	21	18	15	13
500	46	42	36	29	25
1,000	69	63	54	44	38
per every additional 1,000	53	47	41	34	28

With monographic films, 10% of the net sales price is charged.

Conditions

1. The tariff is doubled for feature films if the work of art is part of the film plot.
2. If the re-licensing is (increase in print runs), the tariff applicable at the time of the re-licensing shall apply.
3. Advertisements and video clips always require a separate agreement.
4. The minimum tariff per TV broadcast is EUR 366 net per started 30 seconds of use.
The minimum tariff per month of national usage in cinemas is EUR 549 net per started 30 seconds of use.
The minimum tariff per month of Europe-wide usage in cinemas is EUR 914 net per started 30 seconds of use.
The minimum tariff per month of worldwide usage in cinemas is EUR 1,280 net per started 30 seconds of use.
The minimum tariff per month for online rights is EUR 708 net per started 30 seconds of use.

See also: General Terms and Conditions for Licensing

Internet

Our current tariffs can be found on our website at <http://www.bildkunst.de/vg-bild-kunst/tarife/tarife.html>.

Publications that can only be viewed after being downloaded by users to their own device, either for a fee or free of charge, are calculated according to the tariffs for digital usage, which are stipulated in the print tariffs.

Full Text Online Search

Royalties for the publication of works of fine art, photographs, graphics, illustrations and other picture material within the meaning of Paragraph 2(1) nos. 4 and 5, Paragraph 72 German Copyright Act (UrhG) as extracts of book publications in full text search programmes (e.g. Libreka, amazon, books.google etc.) (net in EUR, plus VAT (Mehrwertsteuer)).

Number of platforms	Fee per annum and book	
	up to 10 images	more than 10 images
1 platform	0.75	1.50
2 platforms	1.50	3.00
3 platforms	2.25	4.50
Any additional platform	0.50	1.00

No fee is payable for books where only the front cover is illustrated; only the use of images on the inside are accountable.

See also: General Terms and Conditions for Licensing