



ON-Demand Agreement

Tribe FM Incorporated

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When do want your audio sunshine?

Right now!

ON DEMAND BACKGROUND

On Demand is an audio service that audio program broadcasters can offer from their website. In community radio and in Tribe FM’s case this means that programs that are recorded on our system can be shifted to the website for a period of up to 14 days for listeners to hear the program at their leisure. This allows promotion of the station and feedback to sponsors on another method of engaging with listeners.

ON DEMAND LICENSING

On Demand is not Podcasting in that audio is not made available to download and can only be played from the licensed website. If music is included in the program rather than being edited out an addition to the music licencing agreements for the station are required. Radio Station music licencing is arranged with two separate organisations in Australia. For APRA/AMCOS this is covered under our simulcast section, for the PCCA this is an addition to the licence with a fee and additional requirements.

ON DEMAND PROGRAM REQUIREMENTS

The Tribe FM Presenter are required to agree to the conditions below with particular reference to section (vi) No back to back songs. Insertion of sweepers or brief ID’s between songs will remedy this.

- (i) the Programs that you Stream as part of the Service must have previously been Broadcast by you.
- (ii) you must ensure that all PCCA Sound Recordings Streamed by you under the Licence were Cleared at the time the relevant Program was first produced; **(we have a licence for this)**
- (iii) you may only offer the Service from your Website;
- (iv) you are only authorised to reproduce or store PCCA Sound Recordings on, Servers that are located in the Territory and under your control (either because you own the Servers or because you have a contract with a third party service provider relating to the operation and maintenance of the Servers);
- (v) before a User accesses any Program embodying PCCA Sound Recordings, you must procure that User’s agreement that they will only use Programs Streamed via the Service for their personal and non-commercial purposes; **(this is a website text addition)**
- (vi) a Program may not contain “back to back” PCCA Sound Recordings, however a one time occurrence of no more than three PCCA Sound Recordings in a row within any one Program is allowed; (sweepers or ID’s between songs will remedy this)**
- (vii) in the case of a Program that is less than 20 minutes in total duration, the Program may only contain excerpts of PCCA Sound Recordings that are no longer than 60 seconds in duration or 50% of the total duration of the relevant PCCA Sound Recording, whichever is the lesser; **(our programs are over 20 minutes)**
- (viii) a User is not permitted to request the Stream or transmission of a particular PCCA Sound Recording; **(website function – tested OK)**
- (ix) you must not make available via the Service any Program that is made in order to sell, advertise or promote particular products or services other than PCCA Sound Recordings; **(we do not do this in any case)**
- (x) you are only permitted to make each individual Program available to Users for the duration of the Streaming Period; and
- (xi) you must comply with the Operating Conditions set out in the agreement. **(14 days)**

Breach of the above is subject to removal of the program from the Tribe FM ON DEMAND Service Lineup

DECLARATION:

I (lead presenter) of (program name) have read and fully understand this document and agree to abide by the Tribe FM ON-Demand Agreement.

Signature: _____ Date: _____ / _____ /20_____

OFFICE USE ONLY

** Form to be sent to programming@tribefm.org.au

** Form to be sent to secretary@tribefm.org.au

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IN SUMMARY

On Demand is available to Tribe FM under licence from the music licensors APRA / AMCOS and the PPCA.

For the 2018 / 2019 financial year the licence has been funded by a CBF grant. The grant covers all our programs however special mention has been made of "Tribe Live" and "Youth Programs"

All presenters are welcome to **apply to programming@tribefm.org.au** to have their program onto the **Tribe FM On Demand Service**.

We are bound by the licensees with regards to some areas and these area have been discussed at length with the PPCA in particular. The PPCA have also given us a special intro rate for the first year.

Basic Rules with regard to the licensing.

No back to back music tracks, all that is required is an ID or sweeper between tracks, this can occur over the music at the cue in point if required.

Music List required, with each program. As most programs are planned the running sheet might be all that is needed.

Series Generic On Demand Intro. An audio intro is required to allow us to put in front of the On Demand program to allow listeners to be retained as most programs will start with a music or theme lead-in to allow for

Series Generic On Demand Outro. Is optional, as the presenter might want to spruik the next live broadcast or thank the listener for using the On Demand Service.

Program Title, This would be the program name, possibly with the inclusion of an episode title to engage the listener of the website on demand service.

Episode Information, This is further information to engage the listener of the website on demand service and contributes to our search engine data to attract website visitors and listeners on a first time basis.

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