

# M.A.K. TARIFFS (NOVEMBER 2019)

All rates are in EUR

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# 1. Reproduction, publication, public performance

## 1.1. Printed newspapers

Circulation (up to)	Image area per page (up to)			
	1/4	1/2	1/1	2/1
1000	16,00	19,00	24,00	35,00
3000	18,00	22,00	28,00	41,00
5000	20,00	24,00	33,00	48,00
10000	23,00	27,00	37,00	57,00
100000	50,00	61,00	88,00	93,00
for each additional 100 000	22,00	36,00	50,00	64,00

- The above tariff (basic) is the price for using one artwork inside the newspaper.
- Tariff for using artwork on front or back cover will be basic tariff x 2.
- If the cover image is used repeatedly and unaltered inside the newspaper, the tariff will be basic tariff x 0,5.
- Tariff for using artwork for advertising will be basic tariff x 2.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.
- Tariff for using the newspaper for educational purposes will be basic tariff x 0,5.

## 1.2. Printed magazines

Circulation (up to)	Image area per page (up to)			
	1/4	1/2	1/1	2/1
1000	20,00	25,00	34,00	41,00
2000	21,00	27,00	37,00	46,00
6000	24,00	31,00	41,00	55,00
10000	26,00	35,00	44,00	63,00
100000	50,00	60,00	77,00	166,00
for each additional 100 000	22,00	47,00	60,00	65,00

- The above tariff (basic) is the price for using one work inside the magazine.
- Tariff for using artwork on front or back cover will be basic tariff x 2.
- If the cover image is used repeatedly and unaltered inside the magazine, the tariff will be basic tariff x 0,5.
- Tariff for using artwork for advertising will be basic tariff x 2.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.
- Tariff for using the magazine for educational purposes will be basic tariff x 0,5.

### 1.3. Digital newspapers, magazines

Downloads (up to)	Tariff
500	8,00
1000	10,00
2000	12,00
3000	13,00
5000	17,00
10000	23,00
20000	27,00
30000	30,00
50000	33,00
75000	37,00
100000	40,00
for each additional 50 000	14,00

- The above tariff (basic) is the price for using one work inside the newspaper or magazine.
- Tariff for using artwork on front or back cover will be basic tariff x 2.
- If the cover image is used repeatedly and unaltered inside a magazine or newspaper, the tariff will be basic tariff x 0,5.
- Tariff for using a magazine or newspaper for advertising will be basic tariff x 2.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.

### 1.4. Printed books, brochures

Circulation (up to)	Image area per page (up to)			
	1/4	1/2	1/1	2/1
500	18,00	21,00	25,00	29,00
1000	22,00	25,00	30,00	35,00
1500	26,00	30,00	36,00	42,00
2000	29,00	34,00	41,00	48,00
3000	32,00	37,00	42,00	50,00
5000	34,00	39,00	45,00	54,00
7500	37,00	42,00	50,00	58,00
10000	43,00	47,00	55,00	63,00
for each additional 500	6,00	7,00	9,00	11,00

- The above tariff (basic) is the price for using one work inside the book.
- Tariff for using artwork on front or back cover will be basic tariff x 2.
- If the cover image is used repeatedly and unaltered inside the book, the tariff will be basic tariff x 0,5.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.
- Tariff for using artwork in textbooks, encyclopedias, exhibition catalogs or art books will be basic tariff x 0,7.

## 1.5. Digital books, brochures

Downloads (up to)	Tariff
500	11,00
1000	13,00
2000	16,00
3000	21,00
5000	30,00
7500	42,00
10000	48,00
15000	53,00
20000	57,00
30000	63,00
50000	82,00
80000	100,00
for each additional 10 000	11,00

- The above tariff (basic) is the price for using one work inside the book.
- Tariff for using artwork on front cover will be basic tariff x 2.
- If the cover image is used repeatedly and unaltered inside the book, the tariff will be basic tariff x 0,5.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.
- Tariff for using artwork in textbooks, encyclopedias, exhibition catalogs or art books will be basic tariff x 0,7.

## 1.6. Calendars, planners, diaries

### 1.6.1. Not intended for sale

Circulation (up to)	Image size (up to)			
	A5	A4	A3	larger than A3
500	36,00	38,00	45,00	52,00
1000	37,00	40,00	48,00	55,00
2000	39,00	47,00	55,00	64,00
3000	42,00	53,00	62,00	73,00
5000	45,00	60,00	71,00	82,00
7500	51,00	67,00	79,00	91,00
10000	56,00	73,00	85,00	99,00
25000	62,00	78,00	93,00	108,00
50000	73,00	97,00	114,00	130,00
for each additional 10 000	5,00	8,00	8,00	9,00

- The above tariff (basic) is the price for using one work inside the calendar, planner or diary.
- Tariff for using artwork on front cover will be basic tariff x 2.
- If the cover image is used repeatedly and unaltered inside a calendar, planner or diary, the tariff will be basic tariff x 0,5.
- Tariff for using a calendar, planner or diary for advertising will be basic tariff x 2.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.

### 1.6.2. For sale

- If calendars, planners or diaries are intended for sale, the price is set at 10% of the retail price, but will be at least twice as high as the tariff specified in clause 1.6.1.

## 1.7. Posters, billboards

### 1.7.1. Not intended for sale

Circulation (up to)	Image size (up to)					
	A4	A3	A2	A1	A0	2 m <sup>2</sup>
100	18,00	27,00	39,00	62,00	86,00	110,00
250	28,00	40,00	58,00	90,00	124,00	160,00
500	45,00	67,00	86,00	131,00	185,00	235,00
1000	61,00	93,00	111,00	162,00	225,00	277,00
2000	88,00	139,00	139,00	209,00	273,00	319,00
3000	118,00	177,00	188,00	291,00	380,00	433,00
for each additional 1000	18,00	27,00	40,00	63,00	103,00	164,00

- Tariff for using a poster or billboard for advertising will be basic tariff x 2.
- Tariff for advertising a cultural event with a poster or billboard will be basic tariff x 0,6.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.
- If the size of the poster exceeds 2 m<sup>2</sup>, the large format reproductions and decorations tariffs apply (paragraph 1.12).

### 1.7.2. For sale

- If a poster or billboard is intended for sale, the price is set at 15% of the retail price, but it will be at least twice as high as the tariff specified in the clause 1.7.1.

## 1.8. Postcards, greeting cards

### 1.8.1. Not intended for sale

Circulation (up to)	Image size (up to)	
	A6	A5
500	25,00	26,00
1000	49,00	52,00
2000	66,00	69,00
3000	94,00	97,00
5000	139,00	145,00
for each additional 1000	20,00	23,00

- Tariff for artwork printed on the card will be basic tariff x 1,5.
- Tariff for using the card for advertising will be basic tariff x 1,5.
- If the size of the card exceeds 2 m<sup>2</sup>, the posters and billboards tariffs apply (paragraph 1.7).
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.

### 1.8.2. For sale

- If the card is intended for sale, the price is set at 15% of the retail price, but it will be at least twice as high as the tariff specified in the clause 1.8.1.

## 1.9. Slides, scanners

Circulation (up to)	Tariff
100	27,00
250	47,00
500	80,00
1000	134,00
2000	214,00
3000	242,00
5000	338,00
for each additional 1000	34,00

- Tariff for using artwork for educational purposes will be basic tariff x 0,6.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.

## 1.10. DVD, CD, other data carriers

Circulation (up to)	Tariff
500	7,00
1000	14,00
3000	27,00
5000	37,00
7500	43,00
10000	48,00
15000	51,00
20000	54,00
for each additional 20 000	6,00

- Tariff for using artwork for advertising will be basic tariff x 1,5.
- Tariff for using artwork for educational purposes will be basic tariff x 0,75.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.

## 1.11. Data carrier covers

Circulation (up to)	Tariff
500	23,00
1000	42,00
2000	79,00
5000	152,00
7500	229,00
10000	307,00
for each additional 1000	12,00

- The above tariff (basic) is the price for using one work inside the data carrier.
- Tariff for using artwork on front of data carrier cover will be basic tariff x 2.
- Tariff for using artwork on back page of data carrier cover will be basic tariff x 1,5.
- Tariff for using artwork on front and back page of data carrier cover will be basic tariff x 2,5.
- Tariff for using artwork for advertising will be basic tariff x 2.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.

### 1.12. Large format reproductions, decorations

Circulation (up to)	Image size (up to)				
	1 m <sup>2</sup>	3 m <sup>2</sup>	5 m <sup>2</sup>	10 m <sup>2</sup>	larger than 10 m <sup>2</sup>
1	117,00	165,00	254,00	469,00	548,00
10	175,00	246,00	378,00	699,00	815,00
50	273,00	385,00	593,00	1095,00	1277,00
for each additional 10	20,00	28,00	43,00	79,00	92,00

- Tariff for using artwork for advertising will be basic tariff x 2.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.

### 1.13. Booklets, catalogs, event programs, annual reports

Circulation (up to)	Image size (up to)		
	A6	A5	larger than A5
250	19,00	27,00	34,00
500	27,00	34,00	41,00
750	34,00	44,00	56,00
1000	41,00	56,00	72,00
2000	47,00	67,00	89,00
for each additional 500	16,00	18,00	20,00

- The above tariff (basic) is the price for using one work inside a booklet, catalog, event program or annual report.
- Tariff for using artwork on front and back page of a booklet, catalog, event program or annual report will be basic tariff x 2.
- If the cover image is used repeatedly and unaltered inside a booklet, catalog, event program or annual report, the tariff will be basic tariff x 0,5.
- Tariff for using artwork for advertising will be basic tariff x 2.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.

### 1.14. Stamps

Circulation (up to)	Tariff
25000	145,00
50000	175,00
100000	215,00
200000	255,00
500000	295,00
1000000	395,00
more than 1000000	445,00

### 1.15. Smart cards — prepaid cards, payment cards, e-tickets, electronic tickets, loyalty cards, customer cards, etc.

- Tariff for reproduction on one smart card will be EUR 0.20.
- Tariff for reproduction for advertising will be basic tariff x 2.

### 1.16. Packaging

Circulation (up to)	Tariff
1000	214,00
2000	257,00
3000	301,00
5000	344,00
7500	386,00
10000	429,00
15000	515,00
25000	643,00
50000	965,00
100000	1287,00
for each additional 10 000	43,00

- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.

### 1.17. Audiovisual works, films, TV series

Number of works (up to)	The nature of the reproduction of visual work		
	as a props, background	as an image	in the central role
4	49,00	121,00	170,00
14	36,00	97,00	135,00
29	30,00	83,00	115,00
49	25,00	66,00	93,00
50 and more	21,00	58,00	81,00

The work will be used in television series or television shows:

Number of episodes (up to)	Coefficient applicable to the basic tariff
4	1
9	2
50	3
more than 50	5

- The basic tariff is a reproduction of audiovisual work.
- Tariffs are indicated for a license for a period of up to 5 years for one artwork.
- Tariff for use up to 10 years will be basic tariff x 1,5.
- Tariff for use up to 25 years will be basic tariff x 2,5.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.
- Tariff for non-profit cultural and educational projects x 0,7.



## **1.18. Reproductions on other objects**

This category includes objects such as puzzles, dishes, t-shirts, playing cards, souvenirs, etc., without an advertising function, only the author or name of the work is indicated.

### **1.18.1. Not intended for sale**

- Tariff is applied according to the clause 1.7.1 (Posters and billboards).
- Tariff for using artwork for advertising will be basic tariff x 2.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.

### **1.18.2. For sale**

- If the indicated objects are intended for sale, the price is set at 10% of the retail price, but will be at least twice as high as the tariff specified in clause 1.18.1.

## **2. Lease and rent of the original works**

- Royalties for rent and hire of author's work is 10% of the rent.

## **3. Transformation (arrangement, dramatization, screening, etc.)**

- Royalties are determined individually by agreement with the author of the work.

## **4. Translation (translation of the works of art experts)**

- Royalties are determined individually by agreement with the author of the work.

## 5. Publication

### 5.1. Internet, intranet

Number of artworks	Tariff
1	8,00
2-5	12,00
6-10	16,00
11-20	25,00
21-30	37,00
31-40	45,00
41-50	55,00
51-60	64,00
61-70	74,00
71-80	84,00
81-90	93,00
91-100	103,00
101-200	148,00
201-300	179,00
301-400	210,00
401-500	241,00
501-1000	383,00
1001-2000	473,00
2001-3000	564,00
3001-4000	654,00
4001-5000	799,00
5001-10000	993,00
10001-20000	1186,00
20001-30000	1380,00

- The above tariff (basic) applies to the use of works by one author for illustrative purposes for up to 1 month. If the period of use exceeds 1 month, the cost of each additional month (including incomplete months) will be basic tariff x 0,7.
- Tariff for using artwork for advertising will be basic tariff x 2.
- If the work is exhibited for sale, tariff for galleries and sellers of works of art will be basic tariff x 0,5.
- Tariff for press archives, museums, libraries will be basic tariff x 0,5.
- Tariff for publishing on the intranet will be basic tariff x 0,5.
- Publication of the work on the author's personal website is free.

## 5.2. Video demonstration, digital projection

Prevalence	Time and frequency of use			
	1 time		up to 1 month	
	Surface diagonal size in cm (up to)			
	100	over 100	100	over 100
up to 50	4,00	8,00	12,00	23,00
up to 100	8,00	15,00	23,00	46,00
for every 50 pieces over 100	3,00	6,00	4,00	9,00

- If the period of demonstration exceeds 1 month, the cost of each additional month (including incomplete months) will be basic tariff x 0,7.
- Tariff for demonstration for advertising will be basic tariff x 2.
- Tariff for using artwork outside the EU or EFTA countries will be basic tariff x 2.

## 5.3. TV broadcasting

Time of use (up to)	Tariff
up to 30 seconds	28,00
up to 1 minute	39,00
for each additional minute, starting from the second minute	30,00

- The above tariff (basic) applies to the use of work for one-time broadcasting.
- Tariff for broadcasting for advertising will be basic tariff x 2.
- Tariff for broadcasting outside the EU or EFTA countries will be basic tariff x 2.

## 5.4. Exhibitions, public display

### 5.4.1. Work screening for free

Type of visual work	Time / frequency of use	Tariff
installation	up to 1 month	18,00
sculptures, paintings, tapestries, watercolors, drawings, graphics, monotypes, photographs	up to 1 month	9,00
medals	up to 1 month	3,00
performance	1 time	36,00

- The above tariff (basic) applies to the screening of one visual work. If the period of screening exceeds 1 month, the cost of each additional month (including incomplete months) will be basic tariff x 0,7.
- Tariff for screening for advertising will be basic tariff x 2.
- Tariff for screening for further sale will be basic tariff x 0,5.

### 5.4.2. Work screening for money (ticket sales)

- If these objects are intended for sale, the cost is set at 10% of the entrance fee (ticket sales), but will not be lower than the amount specified in clause 5.4.1.

## **Economic justification for the visual works of art and photographic works**

**General provisions** are based on the Section 32 of the Copyright Collective Management Law.

### **The exclusive rights of authors of visual works of art, the right to remuneration**

The exclusive rights of authors of visual works of art are governed by the Berne Convention for the Protection of Literary and Artistic Works and by the laws and regulations in force in the Republic of Latvia. Paragraph first of the Section 15 of the Copyright Law defines the following exclusive rights for authors of visual arts:

- to communicate the work to the public;
- to publish the work;
- to publicly perform the work;
- to distribute the work;
- to broadcast the work;
- to retransmit the work;
- to make the work available to the public by wire or by other means, so that it is accessible in an individually selected location and at an individually selected time;
- to lease, rent or to publicly lend originals or copies of a work, except for three-dimensional architectural works and works of applied art;
- directly or indirectly, temporarily or permanently reproduce the work;
- to translate a work;
- to arrange, to adapt for stage or screen, or to otherwise transform a work.

According to the fourth paragraph of the Section 15 of the Copyright Law, the author has the right to use his or her work in any manner, to permit or prohibit its use, receive remuneration for permission to use his or her work and for the use of the work [..].

### **Tariff principles**

The author of a visual work has the right to receive remuneration for permission to use his or her work and for the use of the work (Section 15 of the Copyright Law, paragraph four). While establishing the tariffs, M.A.K. has been guided by the criteria set out in Section 32 (2) and (3) of the Copyright Collective Management Law, with some exceptions.

As a collective management organization, M.A.K. cannot assess the financial and other resources invested by the author in his or her creation: in each case they will differ, therefore this criterion is not taken into account.

Tariffs are indicated both as a fixed amount and as a percentage of revenue. The amount of the tariff depends on the type of use of the work, its duration, prevalence, purpose of use and other criteria.

While establishing the tariffs, M.A.K. also took into account the practice of collective management organizations in other countries. Considering that the author's remuneration cannot be viewed in isolation from the economic situation in Latvia, including the purchasing power of the population, M.A.K analyzed the tariffs of collective management organizations in Lithuania, where the economy is similar to the Latvian economy, as well as in Finland, Germany, Canada and other countries that significantly exceed Latvia in terms of economic development. The tariffs were adjusted taking into account the economy of a particular country and the economy of Latvia; therefore ensuring that M.A.K. tariffs are comparable with the economic situation in Latvia.