



GUIDELINES **FOR COMMERCIAL AND PROMO PERFORMANCES**

Prior to the first performance of your musical works in commercials, station promotions, station IDs and/or public service announcements, ASCAP needs specific information as outlined below. Please send appropriate materials to CommPromoReg@ascap.com or send to ASCAP Commercial & Promo Music/Repertory along with the “ASCAP Commercial & Promo Checklist” (“Checklist”).

1. **NEW WORKS.** Your works must be registered with ASCAP to be credited for royalty distribution. You may register your works on-line at <https://www.ascap.com/cwrreg/>.
2. **EXISTING WORKS.** If you are arranging or using works already registered at ASCAP, you need to complete the Checklist. Only arrangements of public domain works are payable.
3. **MUSIC RIGHTS AGREEMENTS.** If the composition was created specifically as a “work-for-hire”, ASCAP must receive a copy of the music rights agreement, reserving the performing rights for licensing through ASCAP. The language “the non-dramatic public performance rights will be reserved to the composer and/or the publisher for licensing through ASCAP” must be on the “work-for-hire” music agreement or performing rights rider and must be signed by the advertising agency representative and/or client and composer. The consideration paid to you for your own work, of course, need not be disclosed.
4. **PERFORMANCE INFORMATION.** The Checklist and work registration outlines specific information required to credit surveyed performances of your work(s). Below is an explanation of the ASCAP survey of commercial and promo performances and the information required.

Census Surveys. ASCAP conducts a census survey of Network TV (ABC, CBS, NBC) commercials and promos, Secondary Network TV (Fox, CW, My Network) promos and HBO/Cinemax promos.

Commercials. ASCAP obtains performance information from Competitrack for national commercials airing on network TV. In order to match your commercial to Competitrack performance data, ASCAP must have complete product information and all voice-overs or written voice-over scripts, and/or the lead sheets for the

work, if it contains lyrics, or an MP3 of the music, if there are no lyrics. In addition to voice-overs and the music, ASCAP uses Competitrack ad-codes to match each version of a commercial. If you have already registered your work and have additional voice-overs, ISCI#, Ad-ID or Competitrack Ad Codes, you can send a revised checklist or you can send a revision to your online work registration. Please do not send an online revision to a work that was not registered online.

Promos, movie trailers, and public service announcements (PSA).

Performance logs are required for promos, movie trailers and PSA's. Only electronic reports (Excel/Access) will be processed.

Reports should contain the following information (see "Performance Template"):

- ✓ Station (ABC, CBS, NBC)
- ✓ Individual air dates and start times (date ranges not acceptable)
- ✓ Programs in which the spot aired
- ✓ Unique ISCI# or Ad-ID for each version

Sample Surveys. Each quarter ASCAP receives a random set of calendar dates and times for radio, local TV, and cable TV stations and local cable systems that are included in the sample survey. ASCAP obtains performance information from Competitrack for national commercials airing in local TV and cable TV markets monitored by Competitrack that appear in the ASCAP survey.

Radio, Cable and Local TV. We listen and identify performances by the product and the first line spoken or sung (voice-over). You can provide this information on the Checklist or by sending the written voice-over script, and/or the lead sheet for the work, if it contains lyrics. Since we match the information you send us to the performance information we obtain as a result of taping and listening to performances, we are best able to identify your works if we are aware of your claim as close to performance date as possible. The sample dates and times for cable TV are posted each quarter at <http://www.ascap.com/about/payment/cablesurveys.html>.

Local Cable Systems. The following additional information is required for commercial and promos airing on local cable systems: cable provider, network/station, region, dates, program name(s), airtime(s), number of network subscribers.

Please remember that performance claims are accepted in line with ASCAP's Distribution Resource Documents found at http://www.ascap.com/reference/drd_rev062905.pdf. If you have any questions or need additional information, please do not hesitate to contact Member Services @800-95-ASCAP.