Process For Identifying Music v Non-Music Retail DVDs

START
(provided this product is available for Retail Sale)

DVD1

AVP

Is Music the Primary theme? *

NO

YES

YES

Is the content over 30% music?

NO

* for the avoidance of doubt, tutorial or instructional product where music makes up over 30% of the content (for example music tutorials), are considered DVD1

If still unsure

Is it a feature film? *

YES

* Please double-check if your music usage has been bought out

NO

YES

Is it a stage performance of a musical/ballet/operatic?

NO

YES

Is it a filmed music video, live concert?

NO

YES

Is it a music based documentary?

NO

Your product probably falls under the AVP scheme; however, you should call the MCPS Licensing Dept. on 020 8378 7555 to double-check.