



ITV Music Guidelines for Producers

These guidelines are designed to assist producers in understanding ITV's approach to music rights, clearances, and the strategic use of music for ITV commissioned programmes. Music should be considered early in the budgeting and production process and producers must ensure all pre-existing music is properly cleared and licensed. It is essential to consult with your ITV Music Team Contact before using any music in your programme.

ITV Music Team Key Contacts

NON-SCRIPTED PROGRAMMES

ENTERTAINMENT -

Nicola Francis - nicola.francis@itv.com

FACTUAL AND SPORT -

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SCRIPTED PROGRAMMES

Kathy Cochran - kathy.cochran@itv.com

General Music Team Queries - musicdepartment@itv.com

Key Areas to Consider When Making Programmes for ITV:

- **Setting Music Density Targets:** ITV is establishing targets to guide producers in managing the quantity of music used in their programmes, aligning with ITV's overall music strategy. We are asking all productions to aim for a music density of approx 60% or less. Your ITV Music Contact can discuss targets specifically tailored to your production.
- **Commercial Music Allowances and Strategic Use:** Each production will be assigned an individual commercial music allowance by your ITV Music Contact. ITV understands the value that commercial music can bring to a production but commercial music rights are complex and can be restrictive. The use of commercial music should be considered, targeted, and editorially essential.



- **Fully Buying Out Rights in Commissioned Music:** ITV requires that producers making content for ITV fully buy out all mechanical and synchronisation rights in commissioned music and obtain all rights for ITV's exploitation of your programme including for all forms of promotional activity on all platforms including clips and ancillary content.
- **Engagement with ITV Music Team:** Producers must engage with the ITV Music Team early in the production process and when commissioning composers and employing third-party music supervisors to ensure the fulfilment of ITV's delivery requirements and compliance with ITV's music policies and music blanket agreements.
- **Bespoke Library Playlist Creation and Music Supervision:** ITV offers bespoke library playlist creation and music supervision support and services.

Music Rights and Clearances

Producers must ensure that all pre-existing music (musical compositions and sound recordings) used in their production is properly cleared and licensed before delivery to ITV.

Understanding Music Rights:

Producers will need to consider these key rights when using music in their production:

- **Synchronisation Right:** allowing the synchronisation of music with audiovisual content.
- **Reproduction Right:** allowing the copying and reproduction of music that is synchronised with your programme
- **Communication to the Public Right:** allowing the broadcasting and making available of music in your programme.



Does ITV have Music Blanket Agreements that my production can use to cover these rights?

Yes, ITV's existing blanket licensing agreements with PRS, MCPS and PPL can be utilised where applicable to clear these rights for **Qualifying Programmes (see below)** but producers must be aware of their limitations. Any music used outside of these agreements requires explicit clearance and licensing and is the responsibility of the producer to pay for and secure these rights.

- **PRS/MCPS:** allows the synchronisation ("sync"), copying, broadcast and making available of MCPS/PRS member compositions and MCPS production library music in ITV programmes.
- **PPL/VPL:** allows the dubbing and broadcast of PPL and VPL registered commercial sound recordings and music videos in ITV programmes.
- **MU/Musicians Union:** Covers musicians' performances in PPL commercial sound recordings and VPL music videos.

Is my production a Qualifying Programme?

ITV's blanket agreement can apply if:

- The production is a long form programme being made primarily for the ITV TV channels and/or ITVX (the "**ITV Services**")
- ITV provides at least 20% of the total production budget
- The production receives its first use on an ITV Service

The ITV blanket agreements don't apply if a programme is:

- Receiving less than 20% funding from ITV, or
- Is wholly advertiser funded, or
- Is having its premiere on a non-ITV Service
- Is a podcast/vodcast being made available through third party platforms



The ITV Music Blankets only apply to use on the **ITV Services**: at present that's the ITV TV Channels, ITVX and / or STV Player, and longform programming and shortform clips made available online through ITV.com and ITV's managed YouTube channels.

What isn't covered?

- Content supply to other broadcasters or VOD services
- Content which is fully or partly funded (more than 80%) by a party other than ITV.
- Online and social media uses other than on ITV's managed YouTube Channels.
- AI Generated and "Royalty Free" Music.
- Restricted Content and Unacceptable Contexts.

Your music contact will be able to explain the restrictions – but there's a quick guide to the main Red Flags here: [ITV Music Blanket Red Flag Issues](#)

Commercial Music

Each Production will have their own individual commercial music allowance assigned by your ITV Music Contact. Please also consider how commercial music is utilised and please be aware of the following restrictions:

- Use of commercial music over Titles/End Credit sequences is restricted.
- Original Film soundtracks are not clearable even if released via a PPL member label.
- Commercial Music should not be used in a derogatory, obscene or demeaning way. Controversial programme subject matter or scenes may mean that commercial music cannot be used.
- There should be no use of commercial music with any product endorsement, sponsorship or brand partnership or call to action.
- Commercial music should not be remixed, adapted, altered or manipulated (except for timing purposes to enable synchronisation into the programme) without rights holder permission.

NB - ITV and PACT Terms of Trade have changed, which means that the rights and clearances producers need to deliver content to ITV for have been updated. Please refer to the current terms which can be found [here](#).



Are there any costs?

If you are making a Qualifying Programme and all your music use has been cleared under the ITV Blanket Agreements, there are no direct music costs to your production.

You will, however, need to pay for any direct licensing costs for use of anything outside of the ITV blanket agreements, and any costs resulting from the hiring of composers, musicians or other talent or the use of extracts and/or clips containing their performances.

Speak to your ITV Music Contact for further details.

How do we clear our music?

ITV now offers independent producers access to the [MyClear](#) system, which gives instant answers on commercial music clearance for Qualifying Programmes through any internet browser.

Speak to your ITV Music Contact for set up details and music clearance advice.

Music Cue Sheets and Reporting

Full Music cue sheets for all ITV content need to be submitted on delivery via the [Silvermouse](#) system.