

Appendix 2: Rates for Calculating Copyright Fees

Institutions and those working with them may claim credit for the value of the intellectual property which they are making freely available to the public. The following formulas for calculating amounts for which credit can be claimed are based on average commercial transactions.

Note: These formulas are not intended as guidelines for institutional negotiations with third parties to acquire rights from others.

In such cases, rates negotiated with collective societies or individual rights holders should prevail.

For images, the formula is based on the average licensing fee paid by multimedia developers for the use of an image in a multimedia product with worldwide distribution. For textual information, the formula is based on an average fee paid to writers through Access Copyright for transmission/reproduction rights for the Internet. Formulas for audio and video clips are loosely based on average commercial licensing fees, acknowledging that rates for Internet use vary widely.

- Images: \$150 x estimated number of images to be included in the exhibit
- Texts: \$375.10 per 500 words estimated for exhibit
- Audio clips: \$8.30 per minute
- Video clips: \$30 per second