

Distribution base 2019-2022

The Sena logo consists of the word "sena" in a white, lowercase, sans-serif font, centered within a blue rounded rectangle with a green-to-blue gradient on the left side.

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Here you will find more information about the playlists which Sena uses and processes for the distribution of Sena payments over a distribution year. Sena is committed to distributing these payments as fairly as possible and based as closely as possible on actual music use in the Netherlands. From music year 2022, the criteria for the radio playlists have changed slightly. Sena distributes these payments to its rightsholders at the lowest possible cost.

Processing playlists and reference repertoire

Sena divides the collected fees in accordance with the distribution regulations. Sena uses fingerprinting technology which automatically registers music played on radio or television using unique audio recognition. Sena will process playlists from national radio stations with a market share of at least 0.3% until the music year 2021, provided they are members of National Listening Survey (NLO). Playlists from regional radio stations will be processed if Sena receives a payment amount of €30,000 or more per year. From music year 2022, Sena will process playlists from all national and non-national radio stations that pay a minimum amount of €22,689. The calculation to assess if a station meets this minimum requirement is based on the previous year's forecast. Sena processes playlists from national television stations that pay an annual amount of €60,000, provided that it is reported by the Stichting Kijkonderzoek (SKO). Sena also processes playlists from background music suppliers such as Mood Media and Xenox with a market share of at least 1%. This is based on the results of the annual GFK survey carried out by Sena and Buma to gain an insight into music use in the Netherlands. These playlists include reports on the music use from around 600 cafes in the Netherlands. For general licences, the playlist data is processed if a user pays at least €30,000 for one specific establishment, the party responsible for payment has at least two thirds of the producer's rights of the total repertoire played and a complete playlist can be supplied, in the format required by Sena. The playlists provided by the Dance sector are used for the distribution of Dance income. The income collected from the New Media section (e.g. commercial webcasting) is distributed based on the Download playlist. This playlist consists of Dutch download data (sales) from the digital platforms 7Digital and iTunes. You can find an overview of the RTV stations, background suppliers and Dance whose playlist data is processed on the next page.

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Bijlage 1:

Appendix 1: Stations and background suppliers whose playlists are processed

1. 100% NL
2. BCM
3. BNR (2021)
4. Classicnl
5. DJ Matic
6. Eazis
7. Efteling Kids Radio (m.i.v. 2022)
8. Groot Nieuws Radio (GNR) (2021)
9. KINK
10. Mood Media
11. Net 5
12. NPO 1
13. NPO 2
14. NPO 3
15. NPO Radio 1
16. NPO Radio 2
17. NPO 3FM
18. NPO Klassiek
19. NPO Radio 5
20. Omroep Brabant*
21. Omroep Flevoland*
22. Omroep Fryslân*
23. Omroep Gelderland*
24. Omroep Limburg / L1*
25. Omroep West*
26. Omroep Zeeland*
27. Q Music
28. Q Music Limburg (2022)
29. Radio 10
30. Radio 10 Brabant (2022)
31. Radio 538
32. RadioNL
33. RTL 4
34. RTL 5
35. RTL 7
36. RTL 8
37. RTV Drenthe*
38. RTV Noord*
39. RTV Noord-Holland*
40. RTV Oost*
41. RTV Rijnmond*
42. RTV Utrecht*
43. SBS 6
44. Sky Radio
45. Slam! FM
46. Sublime
47. Veronica
48. Radio Veronica
49. Xenox
50. Dance

Please note: Radio playlist data is only processed from the public regional channels marked*