

Distribution basis 2018-2021

Here you can find more information about the playlists used and processed by Sena for distribution payments throughout a distribution year. Sena strives to distribute these payments as fairly as possible, while making sure the amount is as close as possible to the actual music use. Sena distributes the fees to its rightsholders at minimum cost.

Processing playlist data and reference repertoire

Sena distributes the collected fees based on the distribution rules. Sena uses fingerprinting, a technology that enables the automatic registration of a piece of music used by radio and TV based on a unique profile recognition. Sena processes playlists from national radio stations with a market share of at least 0.3%, and provided that they are members of the National Listening Research (NLO).

Playlists from regional radio stations are processed if a fee of €30,000 or more is paid to Sena annually. Sena processes playlists from national television stations for a minimum fee of €60,000, if reported to the Dutch viewer audience measurement service (Stichting Kijkonderzoek). Sena also processes playlists from background music suppliers such as Mood Media and Xenox, with a market share of at least 1% based on the results of the annual GfK survey conducted by Sena and Buma to gain insight into music use by businesses in the Netherlands. These playlists report music use from around 600 bars and cafes in the Netherlands. Within general public use, the playlist data is processed if a user pays a fee of at least € 30,000 or more for one specific establishment, the party responsible for payment has at least two thirds of the producer rights of the total repertoire played and a complete playlist can be supplied in accordance with the layout required by Sena. The collection from the New Media section (e.g. Commercial Webcasting) is distributed on the basis of Download playlist. This "playlist" consists of Dutch download data (sales) from the digital platforms 7Digital and iTunes. The "Not Rome" repertoire on this playlist is considered a protected repertoire.

An overview of the RTV stations whose playlist data is processed can be found on the next page.

If you would like to find out more about how income is distributed, please visit our [website](#) for more detailed information.

Appendix 1: Channels and background suppliers whose playlists are processed

1. 100% NL
2. BCM
3. Classic FM
4. Eazis
5. Kink
6. Mediatools
7. Mood Media
8. Net 5
9. NPO 1
10. NPO 2
11. NPO 3
12. NPO Radio 1
13. NPO Radio 2
14. NPO 3FM
15. NPO Radio 4
16. NPO Radio 5
17. Omroep Brabant*
18. Omroep Flevoland*
19. Omroep Fryslân*
20. Omroep Gelderland*
21. Omroep Limburg/ L1*
22. Omroep West*
23. Omroep Zeeland*
24. Q Music
25. Radio 10
26. Radio 538
27. RadioNL
28. RTL 4
29. RTL 5
30. RTL 7
31. RTL 8
32. RTV Drenthe*
33. RTV Noord*
34. RTV Noord Holland*
35. RTV Oost*
36. RTV Rijnmond*
37. RTV Utrecht*
38. SBS 6
39. Sky Radio
40. Slam! FM
41. Sublime FM
42. Veronica
43. Radio Veronica
44. Xenox
45. Dance

Note: Only the radio playlists are processed from all the public regional stations*