



MAKES
THE
MOST
OF
MUSIC

YOU DON'T MAKE
MUSIC FOR NOTHING

Sena

DO YOU MAKE MUSIC? IS THIS MUSIC USED OR PLAYED BY THIRD PARTIES? IF SO, YOU ARE PROBABLY ENTITLED TO RECEIVE PAYMENT!



Music is an essential element of our day-to-day life and a determining factor in the success of many shops, radio stations, gyms, entertainment venues and television programmes. And if the music they play was made by you, you are entitled to receive payment. The problem is that you never know exactly who is using your music. Also, you want to spend your time practising your profession instead of granting permission to use your music and collecting payment. Sena takes care of this for you.

Sena (the Collecting Society for Neighbouring Rights) was established by the Ministry of Justice to grant organisations permission to use music on behalf of Dutch and international artists and record producers.

In exchange, we are permitted, in accordance with the Dutch Neighbouring Rights Act (WNR), to collect fees which we subsequently forward to rightholders.

ARE YOU ENTITLED TO A FEE?

You are entitled to a fee if your recording has been played in public or has been broadcast on the radio and/or on television. You can confirm your eligibility by answering the three questions below. If you answer two out of three affirmatively, you should register with us as soon as possible. If you answer the last question affirmatively as well, a fee might already have been reserved for you.

1. Are you an artist and/or record producer?

Artists are defined within this context as members of a band, orchestra, choir, or singers, session musicians or conductors. A record producer is the person or entity that is financially responsible for a recording and is the owner of the 'master tape'. Bands, choirs and orchestras regularly arrange recordings under their own management and also bear financial responsibility for the recording. In such a situation, they are also the owner of the master tape and will receive the fees reserved for artists as well as the fees reserved for record producers.

2. Have you ever participated in a recording?

It is of no consequence whether the recording concerned was recent or made some time ago. The only condition is that the recording was released no more than seventy years prior to the date it was used.

3. Was your music ever broadcast on radio and/or television?

We register the playlists of the national and regional public and commercial broadcasting stations. This will enable you to see when your music was broadcast, even if you were not aware of it being broadcast.

As a rightholder you have three years in which to claim your rights. Given that you will usually not know exactly who has used your music and when, it is advisable to register yourself and submit your repertoire with us as soon as possible.

MUSIC BROADCAST ABROAD

A lot of music produced in the Netherlands is also popular abroad. To accommodate this, we have concluded many bilateral agreements with international neighbouring rights organisations. Agreements have been concluded to ensure that Dutch and international rightholders whose music has been broadcast abroad receive the payments to which they are entitled.

REGISTRATION

Are you entitled to payment through Sena based on the answers you provided above? If so, register at www.sena.nl as soon as possible.

Registration is easy, fast and free of charge. The only thing you need is a copy of your passport or driving licence and, if you are a record producer, a signed excerpt from the Chamber of Commerce.

SUBMIT YOUR REPERTOIRE

After you have registered with Sena it is important that you register your repertoire as well. You can submit your repertoire free of charge via MySena at www.sena.nl. This program lets you submit, view and supplement your repertoire. The latest information concerning payments reserved for you can also be viewed under MySena.



The digital fingerprint for producers

When you are self-publishing music, you are both musician and record producer. In that case it is advisable to apply for an ISRC. An International Standard Recording Code (ISRC) is a digital fingerprint for the repertoire of producers. It is a unique identification number for each individual recording. ISRCs are designed to help you retain control over the use of your work, which is certainly no luxury in today's digital age.

Apply for an ISRC?

Send an email to isrc@sena.nl. Please mention the name, address and telephone number of the master owner, plus the type of code you require (audio and/or audiovisual).



Sena can offer you the following services:

- Distribution of payments four times a year*
- Free and simple registration and repertoire updating under MySena
- Always our helpdesk at hand

*If a payment is reserved for you.

FAST PAYMENT

Sena receives broadcasting data from radio and television stations, catering establishments and major dance events every month. Sena also uses the results of a large-scale market research study that it conducts in conjunction with Buma, which produces an overview of listening behaviour within the Dutch commercial sector.

Based on this information we specify the right-holders for every title. The appropriate payment is then distributed equally among the musicians and the record producers of the recording. The rightholders will receive a specified invoice.

Payments are distributed four times a year; in March, June, September and December. The Sena Distribution Regulations were ratified by the Ministry of Justice and can be downloaded at www.sena.nl.

Our mission

Sena's main objective is to create awareness about the value of music for companies and organisations that use music, enabling Sena to collect fees on behalf of national and international artists and producers and to pass these fees on to them as quickly, correctly and with as few costs as possible.

The difference with Buma

Sena and Buma both ensure that creators of music receive payment when their music is used. Buma does this in accordance with the Copyright Act and collects payment for composers and lyricists. If you are both the composer and the lyricist, as well as the performer or producer of your music, we advise you to register with both Sena and Buma.

MORE INFORMATION

If you have any questions in response to this brochure or need more information about your registration or the submitting of your repertoire, don't hesitate to contact our Servicedesk at +31 (0)35 625 1780. For more information, please visit www.sena.nl.

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Sena is certified with the CMO quality mark

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