



2021 PPIHC Licensing Types and Rate Card Information

Video Clips:

A licensing agreement for video clips is obtained if you are looking to use pre-produced content for commercial use. The PPIHC fee structure or licensing fee is based upon the length (minutes or seconds) of the pre-produced video clips as well as the platform on which the clips will be used.

PPIHC Themed Programming:

PPIHC Themed Programming includes documentaries, short films, or feature films that are based on the PPIHC as an event, on a specific competitor, or on a PPIHC storyline. The PPIHC fee structure or licensing fee is based upon the length (minutes) of the content in the produced project relevant to the PPIHC. To help determine if licensing is required for your film project, ask yourself this question, "Could the same story be told if we take the PPIHC out of it?" If the answer is no, then a license for the project is required.

Company-Specific All-Encompassing:

A company-specific licensing agreement is obtained for companies who are looking for an all-encompassing license that includes 2021 Content, Works, the PPIHC logo, and Marks (excluding retail), etc. This license includes worldwide territory and may be used by the Company for all media and commercial purposes related to the Company. The PPIHC fee for this all-encompassing licensing is listed below.

Retail Licensing Agreements:

A retail licensing agreement includes the rights to use the PPIHC logo or marks on merchandise and/or retail items. The PPIHC fee for this is typically set up through a royalty system. The licensing agreement for this defines beginning and end dates in which the merchandise may be sold.

2021 PPIHC Rate Card

Video Clips (Pre-Produced Content)		
Authorized Media	Non-Commercial (Domestic and Worldwide) * 1 minute minimum	Commercial Use (Domestic and Worldwide) *5 second minimum
All Media	\$500 / minute	\$300 / 5 seconds
Broadcast (Television)	\$300 / minute	\$175 / 5 seconds
Closed-Circuit, Industrial, In-Store	\$50 / minute	\$35 / 5 seconds
Digital – internet and mobile (Must be approved by PPIHC)	\$250 / minute	\$150 / 5 seconds
DVD and Blu-Ray	\$200 / minute	\$130 / 5 seconds
DTO (Download to Own)	\$200 / minute	\$130 / 5 seconds
Educational	\$30 / minute	\$20 / 5 seconds
Exhibition / Film Festival	\$30 / minute	\$20 / 5 seconds
External Corporate	\$30 / minute	\$20 / 5 seconds
Hospitality Showcasing	\$30 / minute	\$20 / 5 seconds
Internal Corporate	*contact the PPIHC	*contact the PPIHC
OTT (ie–Hulu, Netflix, Amazon)	\$300 / minute	\$175 / 5 seconds
Promotion	N/A for non-commercial	\$20 / 5 seconds
Photography (Still)	*contact the PPIHC	*contact the PPIHC
Theatrical	\$30 / minute	\$20 / 5 seconds
VOD (Video on Demand)	\$300 / minute	\$175 / 5 seconds
Other	*contact the PPIHC	*contact the PPIHC
PPIHC Themed Programming (Content to be Produced)		
	Non-Commercial (Domestic and Worldwide)	Commercial Use (Domestic and Worldwide)
1:00 – 4:59 minutes	\$1,250	\$1,500
5:00 – 22:59 minutes	\$2,000	\$2,250
23:00 – 29:59 minutes	\$3,000	\$3,250
30:01 – 59:59 minutes	\$3,500	\$3,750
60:00+ minutes	\$3,750	\$4,250
Company-Specific All-Encompassing		
Year	(Domestic and Worldwide)	
Current Date – June 25, 2022	\$4,250	

Footage Access and Digital Archive:

Windstar Studios, Inc. is the official digital asset management company designated by the PPIHC to collect and distribute video assets of the race. In cases where a license holder is looking for PPIHC footage, Windstar Studios will implement a transfer fee and/or research fee.

2021 PPIHC Notes and Disclaimers:

The PPIHC reserves the right to adjust and change the 2021 Rates listed above based upon, but not limited to:

- 1) Territory (U.S., Worldwide)
- 2) Term (Limited, Perpetuity)
- 3) Length of Recorded Media Use / Number of Images Used
- 4) Number of Variations / Edits of the Use
- 5) Willingness / Ability to provide the PPIHC a copy of all media created under the license for the PPIHC's non-exclusive, perpetual, worldwide use.

PPIHC's complete Licensing Policy can be found [here](#).

All inquiries for 2021 Licensing/Filming need to be made by June 1, 2021. A late fee may be applied after that date.

Definitions:

Commercial Usage – Making and/or intending to make a profit. The PPIHC defines commercial pieces as those primarily intended to and/or directed toward monetary compensation and/or commercial advantage. For questions regarding “commercial vs. non-commercial” usage, please contact Megan at PPIHC; Megan@ppihc.org.

Non-Commercial Usage – Not having a commercial objective; not intending to make a profit. Examples of common categories of non-commercial uses for the PPIHC include education uses, personal uses, fan uses and just-for-fun-posted-to-YouTube (non-monetized) uses. For questions regarding “commercial vs. non-commercial” usage, please contact Megan at PPIHC; Megan@ppihc.org.

OTT - “Over the Top” is a term used to refer to content providers that distribute streaming media as a standalone product directly to viewers over the Internet, bypassing telecommunications, multichannel television, and broadcast television platforms that traditionally act as a controller or distributor of such content.

The term is most synonymous with subscription-based video-on-demand services that offer access to film and television content (including existing series acquired from other producers, as well as original content produced specifically for the service), including but not limited to Amazon PrimeVideo, Netflix, Hulu, Sling TV, and many others, as well as other television services that offer access to live streams of linear specialty channels similar to a traditional satellite or wireline television provider, but streamed over the public Internet, rather than a closed, private network with proprietary equipment such as set-top boxes.

Over-the-top services are typically accessed via websites on personal computers, as well as via apps on mobile devices, digital media players (including video game consoles), or televisions with integrated smart TV platforms.