

Since 1959, GVL has made sure that producers of sound recordings, performing artists and event organisers are adequately paid for the use of their creative performances. We believe that every performer or party providing an economic basis for creative performances should be rewarded for their usage.

We form the link between rights owners and rights users: As fiduciary we pass the money we collect from users such as radio and TV stations and for the public performance (e.g. in restaurants or cafés) directly on to our members.

One of the world's leading collective management organisations

- More than 70,000 labels and over 140,000 artists worldwide have placed their trust into us – and have turned GVL into one of the leading collective management organisations for neighbouring rights.
- We pay more than EUR 140m per year to our producers and artists for the broadcasts of their productions.
- Each year we track more than 34 million airplay minutes for sound recording productions; based on this evaluation, we pay our producers and performing artists.

We support you and stand up for the rights that you hold as a producer: with competence, commitment and accountability.

GVL for producers and labels – your advantages at a glance:

- Benefit from your rights. We are the only German collective management organisation that collects fees for the secondary use of music productions, e.g. on the radio, and forward them to you, free of charge.
- The labelcode which is allocated to you by GVL increases the probability that your music is broadcast on German radio stations.
- Our online portal www.label.gvl.de enables you to keep track of how much airplay your repertoire had and to administer your rights.
- We also represent your interests beyond the borders of Germany and Europe: We cooperate with collective management organisations worldwide in order to collect money for your music production usage abroad – at no additional cost.



We're happy to help!
Contact for producers:
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Gesellschaft zur
Verwertung von
Leistungsschutzrechten

GVL for producers and labels

The world is a stage.
We support the act.



Your five steps to get paid

Let us take care of your neighbouring rights for you, like more than 11,000 producers of sound recordings in Germany and elsewhere already do. We are your partner – whether you're a major or an indie label – and we deal with genres from classic via pop to jazz and beyond.



Step 1

The producer releases a music production on a physical or digital medium.



Step 2

The producer signs a rights administration agreement with GVL, requesting a labelcode and access to www.label.gvl.de.



Step 3

The broadcasters send reports to GVL indicating which productions they used, including the labelcode.



Step 4

The producer can administer his rights on the music productions via our online portal www.label.gvl.de. More information on registration deadlines: ➔ www.gvl.de/news.



Step 5

GVL pays remuneration to producers each year if their productions were played on the radio and TV.

From broadcast reports ...

GVL is here for you – and it's really simple: As soon as you have signed a rights administration agreement with us, you can apply for your labelcode(s). You can then administer your tracks via our online portal www.label.gvl.de and claim the rights to your music productions.



Labelcode

GVL can make definitive allocations of tracks played on radio or TV to your label by means of the labelcode. The annual payout of the remuneration for a label is based on the annual amount of airplay in minutes.



Making claims

You can also manage rights to your music productions in cases where your tracks were released on compilations by other labels via our claiming process. In order to be able to make claims, you need access to label.gvl.de. Once you have accessed the online portal you can establish your claims to receive payments.

On www.label.gvl.de you can also get an exact overview of your productions' usage: Do you wish to receive a list of your airplay minutes per label or per title, including the names of the broadcasters that used your repertoire? No problem – GVL can provide you with this data.

... to payouts

GVL pays remuneration to producers of sound recordings based on the reported airplay minutes of an individual label. This means: The higher the rate of exploitation of your productions by radio and TV stations, the higher your remuneration entitlement.

This doesn't just apply for Germany. Via www.label.gvl.de, you can transfer your rights to us for countries where we have reciprocal agreements with the respective national collective management organisations – at no extra cost. We subsequently make sure that you get paid when your productions are used abroad.

