



Context and Explanation to accompany the newly revised IMAA Recommended Fee Schedule: 2013 – 2016

The original IMAA fee schedule was published in 2008 and was developed by the IMAA member distribution organizations. The numbers were calculated based on the national averages of fees collected by the distributors in 2006-2007.

Several years have passed and the IMAA board of directors struck a committee to research ways to develop the schedule, taking into account inflation rates, and changes in the field. Additionally, the federal Copyright Bill C-11 passed in 2012 and includes amendments permitting greater use of copyrighted material in general and is having an impact on the way in which fees are collected.

After much discussion within the committee and board, the IMAA has decided to increase the rental fees for single screenings, package fees, and installation fees as follows:

- For the year 2013, the fees have been increased by 2.5% per year since 2008, which reflects average inflation rates, resulting in a minimal, yet noticeable jump between 2008 and 2013.
- For the subsequent years 2014-2016, the rates have been increased by 6% per year, which reflects a more ambitious number given our shared goal of ensuring fair payment for the use of artists' works. These numbers are merely getting closer to where we should be at this time and are recommended rates, numbers to strive towards.

In the preliminary discussions, the committee found that many of the areas in desperate need of development were far too complex to be undertaken by a volunteer committee. It was difficult to grasp the range of works being exhibited, where and how they are being consumed, and how revenues are being collected given the myriad of ways that media art is circulating in communities across Canada, and beyond.

The areas to develop include online streaming, VJing, live performances, commissioned works, audio, new media, to name a few. Additionally, after consulting the distributors, it is clearly very challenging to develop recommended sales rates for media art works today. The IMAA board is putting a moratorium on the sales rates, and will continue to investigate and conduct a more thorough study of the field to guide us in determining rates for these expanded areas.

Recommended Fee Schedule: 2013 - 2016

IMPORTANT: These fees are considered minimum **recommended** payments for the use of artist's work. Organizations should endeavour to meet these rates or to exceed them. Rates that do not appear on the IMAA Recommended Fee Schedule will follow guidelines established by CARFAC.

RENTALS

Screenings are defined in the context of media arts centres. Screenings usually take place in screening rooms, theatres or drive-ins and typically have a very short duration (an evening or a couple of evenings). Exhibitions are done in the context of an art gallery or visual arts exhibition centre and are typically running constantly and looped. They are also much longer in duration with events lasting typically 6 to 8 weeks. As such, exhibition rental rates will follow guidelines established by CARFAC.

Single Screening Fee

Length of material	2013	2014	2015	2016
0-5 minutes	57	60	64	68
5 -15 minutes	85	90	95	101
15 -30 minutes	113	120	127	135
30 - 60 minutes	141	149	158	168
60 + minutes	170	180	191	202

PACKAGE FEES

To encourage short film and video screenings and the production of short film, video and audio works in Canada a fee schedule has been determined that encourages programmers to create and screen short film, video and audio packages. These packages are designed for presenters (which includes cinematheques and festivals) showing a package of films, videos or audio works with 6 or more shorts in them. Fees are to be divided evenly among all the films, videos or audio works being presented in that package. Packages with less than 6 works should use the single screening fee. Short works are any works under 45 mins. Any works longer than 45 minutes must use the single presentation fee.

Package Screening Fees

Number of works	2013	2014	2015	2016
6 - 10	566	600	636	674
11-15	849	900	954	1011
16 - 20	1131	1199	1271	1347

FILM, VIDEO, AUDIO AND MEDIA ARTS INSTALLATION

Fees must be paid for installation time and for the use of equipment in addition to artist fees.

Installation Fees

Installation time	2013	2014	2015	2016
Per half day	290	307	325	345

EQUIPMENT RENTALS

If an artist is required to submit their own equipment or to rent equipment for the purposes of exhibiting work, then the following rates should apply.

- All rental fees for equipment must be reimbursed by the centre, if an artist is required to rent a piece of equipment for a presented work, then the exhibitor must include those costs in the contract.
- Rental fees for equipment from artists must match those of the nearest production centre that offers similar equipment in the city / province / territory (i.e. if a video projector is being rented from an artist in Saskatoon, then the centre must pay the artist the same rates as if the projector is being rented from PAVED Art.)
- Where a specific piece of equipment is required for an installation i.e. specially designed circuit boards, specially modified robotics, etc, then the cost of rental is already included in artist fee.