

Attachments

The Royalty Standard for Licensing of Images and Publications from National Palace Museum

1. NT\$400 is charged for each image used in academic research or papers released (in any format) but NT\$800 is charged if the image is used for the front or back cover.
 2. NT\$1,200 is charged for each image used in non-profit publication, release of academic research outcome or publications for other educational purposes (in any format), but NT\$2,400 is charged if the image is used for the front or back cover. Licensing fee for publications for profitable purposes are as specified in Article 6 of this attachment.
 3. NT\$500 is charged for each image used in textbooks compiled by and requiring approval from education authorities, but NT\$1,000 is charged if the image is used for the front or back cover.
 4. Fixed royalties are calculated according to the purpose of licensed image use and the quantity released; proportional royalties are calculated according to the prices of publications and proportion of the quantity released. In other words, the royalties for the initial edition are paid in advance and thereafter the publisher provides the sales statement each year and royalty settlement is conducted accordingly.
 5. The royalties are calculated according to the quantity of NPM images used.
 6. Royalties for images used in books, newspapers, magazines, journals and audio-video materials (including but not limited to VCD, DVD, etc.) shall be calculated according to the rates listed below. When an application is filed for a revised edition or a subsequent edition, the royalties shall be 2% higher than those specified in the Royalty Standard.
- A. For books, newspapers, magazines, journals, etc. whose texts are not provided by NPM and only part of the images used are from NPM, the royalties are calculated in accordance with the prices indicated in the table below:

		Currency: NTD					
Location and Size	Released Quantity	1 4,000	4,001 8,000	8,001 12,000	12,001 16,000	16,001 20,000	More than 20,001
	Pages						
	1/8 page	1,600	1,900	2,100	2,200	2,400	2,600
	1/4 page	1,800	2,200	2,300	2,500	2,700	2,900
	1/2 page	2,500	3,000	3,300	3,500	3,800	4,000
	3/4 page	3,200	3,800	4,200	4,500	4,800	5,100
	Full page	3,600	4,300	4,700	5,000	5,400	5,800
	Double spread	5,900	7,100	7,700	8,300	8,900	9,400
Front cover/back cover/book jacket		7,200	8,600	9,400	10,100	10,800	11,500
Bellyband/book box		10,000	12,000	13,000	14,000	15,000	16,000
Watermark/Top margin/spine		1,600	1,900	2,100	2,200	2,400	2,600

The royalties shall be 1.8 times of the price specified in the Royalty Standard if the publication is in two languages or 2 times if the publication is in three or more languages.

Notes:

(1) When an image is larger than 3/4 of a page but smaller than a full page, it is considered full page.

When an image is larger than 1/2 but smaller than 3/4 of a page, it is considered 3/4 of a page.

When an image is larger than 1/4 but smaller than 1/2 of a page, it is considered 1/2 of a page.

When an image is larger than 1/8 but smaller than 1/4 of a page, it is considered 1/4 of a page.

When an image is smaller than 1/8 of a page, it is considered 1/8 of a page.

(2) If there are spreads, full page is calculated for each of the foldout pages.

(3) There is no restriction on the number of times of use of an image as a watermark, in the top margin or on the spine.

B. For books, magazines, journals, etc. whose texts are not provided by NPM but all the images from NPM are used, the royalties are calculated in accordance with the rates indicated in the table below:

Currency: NTD

Quantity-released Product Price	Less than 2,000 pieces	2,001~5,000 pieces	5,001~10,000 pieces	More than 10,001 pieces
Less than 500	7%	6%	5%	4%
501~2,000	8%	7%	6%	5%
More than 2,001	9%	8%	7%	6%

C. For regular publications whose texts and images are all provided by NPM, the royalties are calculated in accordance with the rates indicated in the table below:

Currency: NTD

Quantity-released Product Price	Less than 2,000 pieces	2,001~5,000 pieces	5,001~10,000 pieces	More than 10,001 pieces
Less than 500	8%	7%	6%	5%
501~2,000	9%	8%	7%	6%
More than 2,001	10%	9%	8%	7%

D. For Buddhism scriptures and book sets (set used as unit) whose texts and images are all provided by NPM, the royalties are calculated in accordance with the rates indicated in the table below:

(1) Standard editions

Currency: NTD

Quantity-released Product Price	Less than 200 pieces	201~500 pieces	More than 501 pieces
Less than 10,000	10%	9%	8%
10,001~50,000	11%	10%	9%
More than 50,001	12%	11%	10%

(2) Limited editions

Currency: NTD

Quantity-released Product Price	Less than 200 pieces	201~500 pieces	More than 501 pieces
Less than 10,000	11%	10%	9%
10,001~50,000	12%	11%	10%
More than 50,001	13%	12%	11%

E. When both the texts and images provided by NPM are printed in small quantities or randomly selected for printing, the royalties are calculated in accordance with the rates indicated in the table below:

Currency: NTD

Quantity-released Product Price	Less than 5,000 pieces	5,001~10,000 pieces	More than 10,001 pieces
Less than 1,000	12%	11%	10%
1,001~3,000	13%	12%	11%
More than 3,001	14%	13%	12%

F. For audio-video publications based on materials from NPM's collection (including but not limited to VCD, DVD, etc.), the royalties are calculated in accordance with the rates indicated in the table below:

Currency: NTD

Quantity-released Product Price	Less than 1,000 pieces	1,001~3,000 pieces	3,001~6,000 pieces	More than 6,001 pieces
Less than 300	7%	6%	5%	4%
301~600	8%	7%	6%	5%
601~1,000	9%	8%	7%	6%
1,001~2,000	10%	9%	8%	7%
More than 2,001	11%	10%	9%	8%

G. For carrier-free electronic books published based on PDF files or JPG files from NPM, the royalties shall be 40% of the total sales and the performance bond fee shall be the set amount of NT\$500,000.

Note: Royalty calculation for audio-video publications only partially using NPM images shall be referred to the “Regulations on Licensing of Use of Audio-Video Data of the National Palace Museum”.

7. For images used in advertising flyers, brochures, menus, posters and other advertising materials, the royalties are calculated in accordance with the prices indicated in the table below:

Currency: NTD

Released Quantity (pieces)	Royalty per Image
1~500	6,000
501~1,500	8,000
1,501~3,000	10,000
3,001~5,000	13,000
5,001~10,000	16,000
10,001~25,000	22,000
25,001~50,000	29,000
50,001~100,000	36,000
100,001~250,000	43,000
250,001~350,000	51,000
350,001~500,000	65,000
More than 500,001	To be negotiated

Note: Royalty calculation is conducted according to the quantity of images used.

8. For images used to decorate homes, theaters, shows, exhibition venues, hotels, restaurants, stalls, shopping malls, advertising boards, etc., the royalties are calculated in accordance with the prices indicated in the table below:

Currency: NTD

Type of Uses	Royalty per Image
Decoration of homes, theaters, shows or exhibition venues	6,000
Decoration of hotels or restaurants	9,000
Decoration of stalls or shopping malls	18,000
Large billboards, store signs and advertising devices in buses and trains	20,000

1.5 times of the established prices are to be charged for images used in decoration of regional chain stores in Taiwan and 2 times of the established prices for outside Taiwan.

Note: Royalty calculation is conducted according to the quantity of images used.

9. For NPM images used in product packaging, the royalties are calculated in accordance with the prices indicated in the following table:

Currency: NTD

Quantity Released (pieces)	Royalty per Image
1~1,500	10,000
1,501~5,000	16,000
5,001~10,000	20,000
10,001~25,000	27,000
25,001~50,000	35,000
50,001~100,000	42,000
100,001~250,000	54,000
250,001~350,000	64,000
350,001~500,000	83,000
More than 500,001	To be negotiated

Note: Royalty calculation is conducted according to the quantity of images used.

10. For images used in producing admission tickets, debit cards, phone cards, travel cards, stamp derivatives, vouchers, etc., the royalties are calculated in accordance with the rates indicated in the table below:

Currency: NTD

Quantity-released Product Price	Less than 2,000 pieces	2,001~10,000 pieces	10,001~30,000 pieces	More than 30,001 pieces
Less than 100	11%	9%	7%	5%
101~1,000	12%	10%	8%	6%
1,001~5,000	13%	11%	9%	7%
More than 5,001	14%	12%	10%	8%

Note: Royalty calculation is conducted according to the quantity of images used. For each additional image used, 1% is added.

11. For images used in producing small daily commodities (stationery, postcards, calendars, greeting cards, recreational objects, dining ware, etc.), the royalties are calculated in accordance with the rates indicated in the following table:

Currency: NTD

Quantity-released Product Price	Less than 2,000 pieces	2,001~10,000 pieces	10,001~30,000 pieces	More than 30,001 pieces
Less than 100	7%	6%	5%	4%
101~1,000	8%	7%	6%	5%
1,001~5,000	9%	8%	7%	6%
More than 5,001	10%	9%	8%	7%

Note: Royalty calculation is conducted according to the quantity of images used. For each additional image used, 1% of royalty is added.

12. For images used in producing large daily commodities (furniture, beddings, sanitation equipment, household appliances, etc.), the royalties are calculated in accordance with the rates indicated in the table below:

Currency: NTD

Quantity-released Product Price	Less than 1,000 pieces	1,001~3,000 pieces	3,001~6,000 pieces	More than 6,001 pieces
Less than 10,000	9%	8%	7%	6%
10,000~50,000	10%	9%	8%	7%
50,001~100,000	11%	10%	9%	8%
More than 100,001	12%	11%	10%	9%

Note: Royalty calculation is conducted according to the quantity of images used. For each additional image used, 1% is added.

13. Aside from electronic books, for images used on the internet, for instance, online advertising, and other advertising measures, where the quantity of released items is improbable to estimate, the royalties are calculated in accordance with the prices indicated in the table below:

Currency: NTD

License Period	Price per Image
6 months	4,000
1 year	5,000
2 years	6,000

Note: The royalties are calculated according to the quantity of images used. The specifications of files provided are 72dpi and pixel resolution of 640x480.

14. The royalties for electronic books are as indicated in the table below:

Currency: NTD

License Period	Price per Image
6 months	6,000
1 year	7,000
2 years	8,000
3 years	9,000
4 years	10,000

Note: The royalties are calculated according to the quantity of images used. The specifications of files provided are 72dpi and pixel resolution of 640x480.