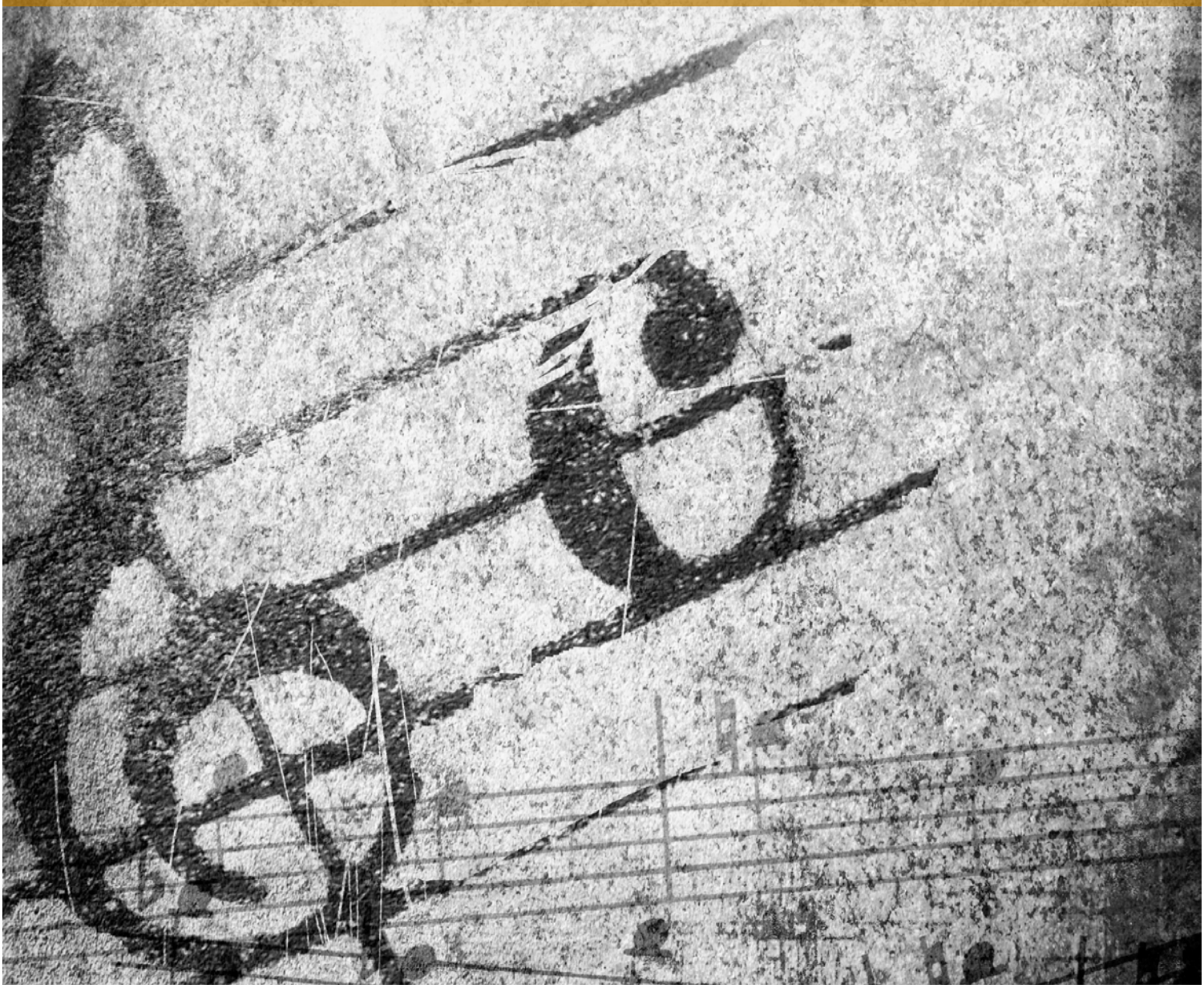
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Comparing Church Streaming Licenses



Comparing Church Streaming Licenses:

Christian Copyright Solutions' WORSHIPcast License

vs.

The CCLI Streaming License

There have been a lot of questions about how CCS's WORSHIPcast License compares to the CCLI Church Streaming License. Let's take a look.

Catalog:

The most critical area to evaluate is the catalogs covered by the respective licenses.

- The WORSHIPcast license covers more than 17 million songs from ASCAP, BMI and SESAC and represents Christian and secular songs from all genres.
- CCLI does not clearly state what songs are covered, but the catalog is based on CCLI's catalog of 300,000 Christian songs.
- The WORSHIPcast License covers songs in the CCLI program plus 16.7 million other songs.

What is the impact of the catalog size? Well, if the song that you want to use is not in the catalog, you can't webcast it without getting additional licensing from the song's owner. Getting this additional permission can take weeks and would cost additional money. Scrimping on catalog size will save a small amount of money upfront, but it will also limit what songs you can include in your webcast or require you to spend additional time and money to use songs that are not in the catalog.

Scorecard: The WORSHIPcast catalog is more than 50 times the size of the CCLI catalog (which is also limited only to Christian music).

Uses:

The two licenses are different in what they allow the licensee to do.

- The WORSHIPcast license does not cover podcasting, but it does cover any of your performances that you wish to webcast, including concerts and produced videos.
- The CCLI license allows podcasting and streaming, but is limited only to worship services.

Scorecard: WORSHIPcast does not cover podcasting but allows far more uses. CCLI allows podcasting but is limited to only worship services.

Reporting:

- WORSHIPcast requires simple reporting for all churches.
- CCLI claims that there is no reporting required for their license. However, you must have a basic CCLI license to get the streaming license. Every basic CCLI license requires reporting, so every CCLI streaming license does, in effect, require reporting.

Scorecard: Both licenses require all license holders to report their song usage.

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Charging for Viewing:

- WORSHIPcast allows churches to derive up to $20,000 per year in revenue from streaming music on their sites, which provides a unique fundraising opportunity.
- CCLI does not allow you to charge for access to streamed services.

Scorecard: WORSHIPcast does allow license holders to charge for viewing streams. The CCLI license does not provide this option.

Price:

Finally, let's look at price.

- The WORSHIPcast license begins at $225 for churches for churches with an average weekly attendance of 199 people or less and goes up to $1,750, for churches of 15,000+. Churches in the top two tiers are able to cover three URLs with one license.
- The CCLI license starts at $50 for churches with congregations of less than 25 and goes up to $750 for churches up to 99,999. This covers only one website, for churches on all tier levels.

Scorecard: For smaller churches with only one website, the CCLI license has lower annual fees. For churches of 6,000 + with multiple websites, the CCS annual fee could be about the same as, or less than, purchasing multiple licenses with CCLI.

Summary:

The Christian community is blessed to have two great options for legally streaming music. The WORSHIPcast License has higher annual fees but covers much, much more and, therefore, may be the most cost-effective option for your church. The CCLI License is cheaper, but provides far less coverage, which may lead to additional licensing expense.

The WORSHIPcast license allows churches and ministries to webcast their performances of more than 17 million songs from ASCAP, BMI and SESAC. The WORSHIPcast license starts at $225 per year.

The PERFORMmusic License provides churches and ministries with a license for the performance of live and pre-recorded music in their facilities, including satellite campuses. The license covers all 17 million songs from ASCAP, BMI and SESAC. The PERFORMmusic License starts at $199 per year.

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