

# CAPASSO

THE MECHANICAL RIGHTS HUB

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## PRODUCTION MUSIC RATE CARD 2023

### WHAT'S NEW

- A3 Public Location Advertising
  - A4 TV Advertising /TV Infomercial
  - T6 All Media
- (Including online/worldwide)

#### CONTACT:

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PMSA

This Rate Card is endorsed by  
Production Music South Africa

**Licence valid in perpetuity, per production/ multiple tracks covered/ for worldwide use add 100%**

Categories	Code	60 seconds	1 - 3 minutes	3 - 5 minutes	5 - 15 minutes
<b>Online - Free Social Media and Website use only</b> (e.g unpaid social media, YouTube content, company websites, email blasts and other online placements that are NOT charged for, i.e: There is NO "Ad spend" for these online placements )	A1	R1 500	R1 900	2 300	R2 800

**Licence valid for 12 months, per production / multiple tracks covered/ for worldwide use add 100%**

Categories	Code	60 seconds	1 - 3 minutes	3 - 5 minutes	5 - 15 minutes
<b>Online - "Paid For" Online Ads and Promotional Content</b> (e.g Pre-Rolls, In-stream Ads, Sponsored/ Promoted Social Media Posts, News Feed Ads, Pop Ups, Ad Banners, In App & Podcast Ads or any other online advertising where placement has been paid for i.e: there has been "Ad spend" either directly or via digital agencies for these online placements)	A2	R3 200	R3 800	R4 600	R5 800

**Per 30 seconds (additional 30 seconds charged at 50%), per production / License valid for 12 months**

Categories	Code	Single African Country	Each Additional African Country	African Continent	Worldwide
Public Location/Instore/ Inflight Advertising	A3	R1 000	R500	R1 800	R2 300
TV Advertising / TV Infomercial	A4	R7 100	R3 500	R19 700	R37 900
Radio Advertising	A5	R2 200	R1 100	R8 500	R14 200
Cinema Advertising	A6	R3 000	R1 500	R5 900	R7 500
All Media	A7	R12 500	R5 600	R31 500	R48 700

**CONCESSIONS**

**Campaign- single medium/platform (e.g.TV Campaign or Radio Campaign)**

Same Music - Same Campaign. Add 200% for the same music used in a series of productions (This is limited to 10 different versions, cut-downs or languages, thereafter an additional 50% of the campaign rate will apply for each additional 10 versions, cut-downs or languages)

**e.g. TV Advert for a Single African country campaign rate = R7,100 + 200% (up to 10 additional spots) = R21,300 (excl.VAT)**

**Cut-down, tag ending and/or language**

When the only variation of an additional advertisement is a cut-down, tag ending and/or language, an additional licence may be charged at 50% of the applicable rate, multiplied by the number of versions (including the primary version). This concession will only be granted for changes on ads licensed for the same duration and broadcast areas. All rates quoted are "per production". Any productions that have been altered in either sound or visual content are considered to be separate productions and attract a separate license fee.

**e.g. TV Advert for a Single African Country = R7,100 + 50% (one additional spot) = R10,650 (excl.VAT)**

**Community Radio and TV**

For community radio and TV stations, A4 and A5 licences will be charged at 20% of the applicable rate

**Flighting Code**

Please ensure that flighting codes are submitted with each production.

**International countries using A4 TV Advertising contact CAPASSO for rates**

**More than 10 productions annually**

If you produce more than 10 productions per year, contact CAPASSO for an annual discount

\*For special requirements please contact Nomfundo Nyakale:

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## ONLINE | VIDEO

Licence valid in perpetuity, per Production / Worldwide usage covered / Multiple tracks covered

Categories	Code	First 60 seconds	1 - 3 minutes	3 - 5 minutes	5 - 15 minutes	15 - 30 minutes	30 - 60 minutes
Online - streaming & downloading (non-subscription e.g.Website)	O1	R1 300	R1 900	R2 300	R3 100	R5 500	R8 600
Online - streaming & downloading (Subscription based e.g.Netflix)	O2	R2 600	R3 900	R4 900	R6 500	R11 300	R17 800
Online Audio only (Podcast)	O3	R500	R900	R1 400	R1 700	R3 000	R6 800

## FILM | PROGRAMME

License valid in perpetuity, per Production / per Single African Country / Multiple tracks covered

Categories	Code	First 30 seconds	1 - 5 minutes	5 - 15 minutes	15 - 30 minutes	30 - 60 minutes
Broadcast TV	T1	R600	R2 600	R5 000	R7 800	R11 800
Public Location	T2	R400	R1 200	R1 700	R2 900	R4 300
Student Films   Film Festivals   Weddings	T3	R400	R1 200	R1 600	R2 700	R4 100
Cinema	T4	R500	R2 200	R4 200	R5 700	R7 900
All Media (excluding Online)	T5	R1 200	R4 200	R6 800	R9 800	R13 500
All Media (including online/worldwide)	T6	R4 800	R8 400	R23 800	R32 000	R47 300

### CONCESSIONS

**All the O2 rates are for productions of up to R300,000.00**

over R300,000 add 50%  
over R500,000 add 100%  
over R1,500,000 add 200%

\*For film trailer rates please refer to the A1/A2 rates

**\*25% DISCOUNT FOR STUDENTS**

\*Rates for DVD's for retail contact CAPASSO for a quote

### STIPULATIONS

#### Territories

All the T1 to T5 rates on this page are for one Single African country:

Each additional single country, add 50%  
Whole African Continent, add 100%  
Worldwide, add 200%

### EXCLUSIONS

#### Blanket Licences / International Rights

There is NO CHARGE for CAPASSO production music used in TV programming covered under the blanket licence that CAPASSO holds with SABC, etv and certain Multichoice channels.

This may include branded and/or sponsored programs. Should such programming be sold/licensed onward for international exploitation, please note that an additional T1 per-country, per-continent or worldwide rate, as described below, will now apply. Alternatively add 200% for worldwide use

T1 TV (Single episode)

Up to 15 minutes music usage @ R 1,700 (per international territory)

Up to 30 minutes music usage @ R 2,700 (per international territory)

Up to 60 minutes music usage @ R 4,300 (per international territory)

Should the production/series be re-edited or re-packaged in any way an entirely new licence will be required.

#### More than 10 productions annually

If you produce more than 10 productions per year, contact CAPASSO for an annual discount

\*For special requirements please contact Nomfundo Nyakale:

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## WEBSERIES

Licence valid in perpetuity, per Production / per Single African Country / Multiple tracks covered subscription based platform add 100%

Code	Number of episodes in a series	"Online Rates up to 15 minutes of music usage per episode within a series"	"Online Rates up to 30 minutes of music usage per episode within a series"
W1	1 - 6	R14 500	R20 300
W2	7 - 13	R18 300	R25 600
W3	14 - 26	R30 400	R35 400

## BROADCAST TELEVISION SERIES

Licence valid in perpetuity, per Production / per Single African Country / Multiple tracks covered

Code	Number of episodes in a series	"TV Rates up to 15 minutes music usage per episode within a series"	"TV Rates up to 30 minutes music usage per episode within a series"
S1	1 - 6	R16 800	R22 900
S2	7 - 13	R21 100	R27 900
S3	14 - 26	R32 100	R44 200

## AUDIO ONLY PROGRAMMES INCLUDING RADIO AND PODCASTS

Licence valid in perpetuity, per Production / per Single African Country / Multiple tracks covered

Code	Number of episodes in a series	"Audio Rates up to 15 minutes music usage per episode within a series"	"Audio Rates up to 30 minutes music usage per episode within a series"
R1	1 - 6	R6 700	R 9 400
R2	7 - 13	R8 100	R 11 500
R3	14 - 26	R13 300	R 17 000

### CONCESSIONS

#### Webseries

Please note that these rates are for web series where NO subscription or other fees are charged to the viewers. Add 100% to these rates if the series will be distributed on subscription based VOD platforms such as Netflix, Amazon, Hulu or are for sale as downloads and rentals on services such as VUDU.

### STIPULATIONS

#### Territories

All the rates on this page are for one Single African country: Each additional single country, add 50%  
Whole African Continent, add 100%  
Worldwide, add 200%

### EXCLUSIONS

#### Blanket Licences / International Rights

There is NO CHARGE for CAPASSO production music used in TV programming covered under the blanket licence that CAPASSO holds with SABC, etv and certain Multichoice channels. This may include branded and/or sponsored programs. Should such programming be sold/licensed onward for international exploitation, an international licensing ("sell-on") fee is now applicable per production, per territory.

1 - 6 episode within a series: R8 000  
7 - 13 episode within a series: R10 200  
14 - 26 episode within a series: R13 000

\*Alternatively, add 200% for Worldwide clearance

Should the production/series be re-edited in any way, an entirely new licence will be required.

#### More than 10 productions annually

If you produce more than 10 productions per year, contact CAPASSO for an annual discount

\*For special requirements please contact Nomfundo Nyakale:

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**Per production; license valid in perpetuity /includes multiple tracks/ worldwide use**

Categories	Code	Per 30 seconds	1 - 5 minutes	5 - 15 minutes	15 - 60 minutes
Corporate Communications (not intended for the general public)	C1	R1 300	R3 000	R4 700	R6 800

**Per production; license valid in perpetuity /includes multiple tracks/ worldwide use**

Categories	Code	First 30"	1-5' Music usage	5-15' Music usage	15 - 60' Music usage
Gaming & Apps	G1	R900	R2 400	R4 000	R5 400

**CONCESSIONS**

**Campaign**

Same Music - Same Campaign. Add 200% for the same music used in a series of productions (This is limited to 10 different versions, cut-downs or languages, thereafter an additional 50% of the campaign rate will apply for each additional 10 versions, cut-downs or languages)

**e.g. C1 Corporate Communication campaign rate**  
= R1,300 + 200% (up to 10 additional spots) = R3,900 (excl.VAT)

**Cut-down, tag ending and/or language**

When the only variation of an additional advertisement is a cut-down, tag ending and/or language, an additional licence may be charged at 50% of the applicable rate, multiplied by the number of versions (including the primary version). This concession will only be granted for changes on ads licensed for the same duration and broadcast areas. All rates quoted are "per production". Any productions that have been altered in either sound or visual content are considered to be separate productions and attract a separate license fee.

**e.g. C1 Corporate Communication**  
= R1,300 + 50% (one additional spot) = R1,950 (excl.VAT)

**STIPULATIONS**

**LOOPING/ TELEPHONE ON-HOLD PRODUCTION MUSIC**

Continuous looping is charged at **three times** the relevant C1 rate.

**Corporate Communication**

including informational, staff training or motivational material, **not intended for the general public**. In-house corporate does not cover, distinct product placement, price points, special offers and productions where the main focus is to promote the sale of goods or services to the general public.

**More than 10 productions annually**

If you produce more than 10 productions per year, contact CAPASSO for an annual discount

\*For special requirements please contact Nomfundo Nyakale:

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# PRODUCTION MUSIC NOTES

## ABOUT PRODUCTION MUSIC

Production music (also known as “library” music) is high quality and cost-effective music specifically written, recorded, compiled and distributed for the non-exclusive use in audio and audio-visual productions, for TV and radio to feature films, websites, corporate videos and even viral marketing campaigns.

CAPASSO and PM-SA members represent over 3 million production music tracks from over 500 libraries, making it the largest collection of production ready music available on the continent!

All production music is pre-cleared for any type of use, and the licensing process through CAPASSO is quick and easy.

See the step by step guide:

## LICENSING PRODUCTION MUSIC

1. Choose music from one of the production music libraries listed on page 8 or at [www.capasso.co.za](http://www.capasso.co.za)
2. Listen to the tracks, register on the relevant website and download the music or sound effect(s) you require. Keep note of the following vital details:
  - Track title
  - Catalogue number or CD number
  - Track number
  - Songwriter/ composer
  - Label/ library name
  - Duration of track (mins, secs)
3. Complete a CAPASSO cue sheet, listing the above details.
4. Submit the cue sheet to CAPASSO who will then provide you with an invoice with the relevant licensing fees

## GUIDELINES

A production music cue sheet must be submitted before the production is broadcast, transmitted, distributed, shown, exhibited, sold, hired, or in any way exploited. A complete and accurate music cue sheet should accompany any application for a licence. Failure to obtain a licence, or the giving of incorrect information of any kind, is an infringement of copyright and entitles the owner to an interdict, damages and other relief, in terms of the provisions of the Copyright Act No. 98 of 1978, as amended. All rates on this document exclude V.A.T.

The rates in the accompanying schedules apply only to music contained in CAPASSO and PM-SA Production Music recordings. (If you require chart music, please contact CAPASSO directly for a separate licence).

Any usage of CAPASSO and PM-SA production music libraries, not expressly stated in these notes to the accompanying rate schedules, is prohibited and subject to special application. Productions, which have been altered in either sound or visual content including cut down versions, are considered to be separate productions and attract a separate licence and fee. A separate licence for each medium will always be issued unless otherwise stated (e.g. All Media rates).

The Audio Files, Compact Discs, DVD's or hard drives supplied remain the property of the Production Music owners/ representatives and they may not be sold or transferred to a third party under any circumstances.

**Please contact CAPASSO directly if you have any questions regarding this use.**

Audio productions for retail sale, streamed or available for download on a digital platform primarily for the commercial exploitation of the music are specifically excluded. They cannot be cleared under these rates. Please contact CAPASSO directly if you have any questions regarding this use.

It should be strictly noted that only non-exclusive licences are issued for the use of CAPASSO members' production music.

CAPASSO reserves the right to request samples of any productions made and to make verification visits to ensure that our members' repertoire is being correctly licensed. CAPASSO and/or its members retain the right to take legal action including but not limited to the levying of additional fees as may be deemed appropriate from time to time for late licence applications or none submission of cue sheets. CAPASSO's schedule of rates are reviewed annually.

Refer to the Glossary page for definitions and clarity on production music terms.

## INTERNATIONAL MUSIC RIGHTS

There is no charge for CAPASSO/ PM-SA production music used in TV programming that falls under the blanket licence agreements that CAPASSO holds with SABC, etv and certain Multichoice channels in South Africa. This may also include branded and/ or sponsored programs.

In the event of such programming subsequently being sold or licensed onward to an international 3rd party, CAPASSO will now charge an international licensing (“sell-on”) fee for the international exploitation, per territory, as below:

### Broadcast TV Series:

- 1 – 6 episodes within a series @ R8 000 (per international territory)
  - 7 – 13 episodes within a series @ R10 200 (per international territory)
  - 14 – 26 episodes within a series @ R13 000 (per international territory)
- \*Alternatively, add 200% for Worldwide clearance

### T1 TV (Single episode)

- Up to 15 minutes music usage @ R 1 700 (per international territory)
- Up to 30 minutes music usage @ R 2 700 (per international territory)
- Up to 60 minutes music usage @ R 4 300(per international territory)

### Once-off:

- Each additional single country, add 50%
- Whole African Continent, add 100%
- Worldwide, add 200%

Should a production/series be re-edited or re-packaged in any way, an entirely new licence will be required. Please contact CAPASSO directly for more information on international broadcast rights.

## COPYRIGHT WARNING

Copyright is infringed by anyone who reproduces a Production Music musical work or sound recording without a licence, as well as anyone who authorizes the reproduction or procures that the production takes place. Studios, production companies and their clients may therefore be liable for copyright infringement where a valid licence has not been issued. The right to reproduce Production Music musical works and sound recordings is conditional on the submission of a fully and accurately completed and signed Production Music Licence Application and payment of the required royalties and fees. Failure to comply with these conditions will mean that the reproduction of Production Music musical works and sound recordings is an infringement of copyright.

**Advertisement:** An audio or audio-visual production, intended to promote or encourage the purchase, use or support of goods and services to the public.

**Aggregation:** Various music cues added together to produce a cumulative total. All broadcast, distribution, and performance platforms for which music may be licensed.

**Campaign:** A series of advertisements, infomercials or promotional productions, directly relating to the same specific brand, product, range, business or service.

**Corporate Communications:** Internal, 'in-house' productions, including informational, staff training or motivational material, not intended for the general public.

**Cue sheet:** A form used for the listing of music tracks (cues) used in a production, as well as production details, required to obtain a music licence. A shortened version of an existing advert/production where no new content is added.

**Digital:** Non-broadcast, non-live platforms, including, but not limited to, internet, podcast, mobile, CD, CDR, DVD, flash-drive, etc.

**Digital hard-copy:** All offline, digital platforms, including CD, CDR, DVD, flash-disk, hard-drive, etc.

**Duration:** Refers to the length/ extent of music used in a production. Minutes indicated as ' and seconds indicated as ''.

**Film trailer:** A series of extracts from a film or broadcast, used for advance publicity. Gaming and applications (Apps): Downloadable (purchase or free) computer or mobile phone programmes designed to perform a specific task for a user or another application.

**In perpetuity:** Permanent, forever, infinity.

**Infomercial:** A television programme that is an extended advertisement, over 1 minute and up to 30 minutes or more, often including a discussion or demonstration.

**Looped/ interactive use:** Unlimited continuous repetition of a single music cue in a production or a function which allows the user to interact with the music within a production – i.e. play, pause, skip. Looped and interactive use is charged at four times the per 30-seconds rate.

**On demand:** Interactive content where the user can play, pause and skip at any time.

**Online productions:** Includes all programmes, films, series, videos, vines, vlogs, audiovisual content, amateur or professional, housed on internet-based platforms, such as YouTube, Facebook, Twitter, iTunes, Vimeo, etc.

**Per 30 second unit:** A music licence which clears the use of music for 30 seconds, or part thereof (i.e. 1-30 seconds = 1 unit; 31-60 seconds = 2 units etc.) except where aggregation is allowed.

**Per production:** A music licence whereby unlimited production music use is covered within a single production.

**Per track:** A music licence which clears one entire track for multiple use within a single production.

**Permanent download:** Content of which a permanent copy is retained by the end user as a download. This includes, but is not limited to, interactive web or mobile games, online or TV programmes made available on the internet, ringtones, podcasts, vodcasts and audio only/ audiovisual content that is downloaded to a computer in a viral marketing email.

**Podcast:** A streaming and/ or downloadable, audio only programme subject to the following restrictions:

- programme is provided in its entirety, not as individual tracks or separate portions.
- music is interspersed throughout speech or sound effects.
- does not contain flags or markers which enable segmentation or disaggregation of tracks.

**Promotional production (promo):**

- 1) A marketing and/ or promotional production intended to promote the awareness, support, purchase and use of brands, products, goods or services.
- 2) A publicity or promotional production intended to encourage the viewing of a specific production on a specific date, at a specific time on a specific channel/ platform.

**Public location:** Non-broadcast platforms, including in-store, outdoor, sports venues, closed circuit, in-flight and educational institutions.

**Single continent:** Instances where a music licence covers one entire continent, i.e. Africa, North America, South America, Europe or Asia.

**Sponsorship ident:** Short advertisement shown at the beginning and/ or end of a programme segment to credit a sponsor of the programme.

**Streamed programming:** Audio or audio-visual content specifically made available online in a 'play-only' format where no permanent copy is retained by the end-user. Including, but not limited to, online TV or radio programmes that are made specifically for the internet, corporate videos, interactive web or streamed mobile games.

**Tag ending changes:** Minor changes to the message at the end of an advertisement/ film trailer (e.g. change from 'sale starts Monday' to 'sale starts tomorrow' or from 'released Monday' to 'released tomorrow').

**Territory:** The country, area or region where a music licence is required.

**Track:** A musical work/ composition and sound recording.

**Webisodes:** See Streamed programming.



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UNIVERSAL PRODUCTION MUSIC

## Universal Production Music

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