

MARKETING & ADVERTISING

2026 Rates for Africa
(excl. South Africa)

MAMA
DANCE!



Africa's
favourite
production
music
library



info@mamadance.com



+27 730 842 551

www.mamadance.com

Online and other non-paid media

\$50 per track

Per track rates apply per advert or production.

Includes:

- Organic social or digital media content eg Instagram video
- Corporate /in-house use eg corporate website, internal video
- Also use this rate for non-profit organisations paid media and non-paid media usage.

All non-paid media licences are valid in perpetuity for worldwide usage. Rates apply per production.

Online and other advertising – paid media (excl TV)

\$210 per track

Per track rates apply per advert or production.

Includes:

- 'Paid for' social or digital media advertising
- Radio, cinema advertising
- Gaming and app content
- Programming promos and trailers
- In-flight, taxi, digital billboards
- Instore radio/ playlists

Paid media – when a media placement/advert is bought on social media or TV etc.

Non-paid media – when the content is used on your own channels without paying for an advert/ media placement..

TV advertising – paid media

\$330 per track

Per track rates apply per advert or production.

All advertising (paid media) licences are valid for 12 months, for worldwide usage. Rates apply per media.

ALL MEDIA WORLDWIDE

\$520 per track

Per track rates apply per advert or production.

Valid in perpetuity for ALL MEDIA, worldwide.

For discounts on cut downs and campaigns, for South African/International rates or to renew your 12 month license please email info@mamadance.com.

The following information must be sent to
info@mamadance.co.za:

- 1) Flighting codes (for paid media)
- 2) Accurate library, album, song title and composer names.



**[Download the cue sheet/
South African rate card](#)**

TV, FILM & STREAMING

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Local TV and YouTube streaming

Per track 5–15mins 15–30mins 30–60mins

These durations include multiple track usage

For single African country eg
local TV series (*per media*)

\$40

\$220

\$440

\$670

For worldwide TV rights or
AVOD streaming rights eg
YouTube (*per media*)

\$100

\$300

\$600

\$940

Includes:

- Film, TV movies, doccies, programmes & series flighted locally
- Programme content on digital channels eg You Tube series or podcasts
- Also, use these rates for public locations & paid for events.

SVOD, VOD streaming

Per track 5–15mins 15–30mins 30–60mins

These durations include multiple track usage

For worldwide SVOD/VOD
rights eg Netflix

\$220

\$550

\$960

\$1500

Includes online and digital film and TV platforms e.g. Netflix, Amazon Prime

Licences are valid in perpetuity. Cost is per episode or production.

For discounts on multiple episodes, parts or series, or for South African or International rates, please email info@mamadance.com.

ALL MEDIA WORLDWIDE

\$220

\$550

\$960

\$1500

Valid in perpetuity for all TV, streaming and film media, worldwide

Multichoice blanket licence

There is NO CHARGE for our music used in TV programming covered under the CAPASSO blanket license with certain Multichoice/DSTV channels across Africa.

Please contact us to see which DSTV channels fall under the blanket license.

Submit your cue sheets to the broadcaster so royalties can be distributed by CAPASSO.

The following information must be sent to
info@mamadance.co.za, and /or the broadcaster:

- 1) Broadcaster, channel, series, season, episode number.
- 2) Track duration, library, album, song title, composer names.



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[South African rate card](#)