CAPASSO

THE MECHANICAL RIGHTS HUB

RATE CARD 2019

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CONTENTS

2 Advertising | Promotional
3 Advertising | Promotional | Infomercial
4 Film | Programme | Video | Non-Promotional
5 Series | Non-Promotional
6 In-House Corporate | Gaming
7 Glossary
8 Production Music Notes
9 List of Production Music Agents

WHATS NEW

• **ONLINE ADVERTISING RATES** **PG 2**
• **AUDIO ONLY PROGRAMMES** **PG 5**

RECUE

RECUE
CAPASSO has partnered with Recue for convenient, automated cue sheet submission.
www.recue.biz

PRODUCTIONMUSIC SA
music for professionals

PMSA
This Rate Card is endorsed by Production Music South Africa

[ADVERTISING | PROMOTIONAL]

Licence valid in perpetuity, per production | Worldwide use covered | Multiple tracks covered					
Categories	Code	60"	1-3' Music usage	3 - 5' Music usage	5 - 15' Music usage
Online - Free social media and website use only (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	R 1,050	R 1,300	R 1,600	R 2,000
Online - "Paid for" online ads and promotional content (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	R 1,990	R 2,400	R 3,000	R 3,750

Per 30" (additional 30" charged at 50%), per production | Licence valid for 12 months | Multiple tracks covered					
Categories	Code	Single African Country	Each Additional African Country	Whole Continent	Worldwide
TV Advertising	A4	R 5,900	R 2,900	R 16,300	R 31,400
Radio Advertising	A5	R 1,800	R 900	R 7,000	R 11,800
Cinema Advertising	A6	R 2,500	R 1,200	R 4,900	R 6,200
All Media	A7	R 9,000	R 4,000	R 22,600	R 35,000

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

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 licence fee unless otherwise stated.

MORE THAN 10 PRODUCTIONS ANNUALLY
If you produce more than 10 productions per year, contact CAPASSO for an annual discount.

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

ADDITIONAL REQUIREMENTS

FLIGHTING CODES
Please ensure that flighting codes are submitted with each production.

* If you would like to discuss any CAPASSO rates, please contact Nomfundo Nyakale at 011 447 8870/ nomfundon@capasso.co.za

[ADVERTISING | PROMOTIONAL | INFOMERCIAL]

Licence valid for 12 months, per production | Multiple tracks covered					
Categories	Code	Territory	1 - 5' Music usage	5 - 15' Music usage	15 – 60' Music usage
TV Infomercial	A8	Single African Country	R 5,900	R 9,400	R 11,800
		Per Additional African Country	R 3,000	R 4,700	R 6,200
		Whole Continent	R 11,800	R 18,000	R 27,000
		Worldwide	R 14,700	R 23,600	R 33,700

Licence valid for 12 months, per production | Multiple tracks covered						
Categories	Code	Territory	Per 30"	1 - 5' Music usage	5 - 15' Music usage	15 – 60' Music usage
Public Location/ In flight	A9	Single African Country	R 800	R 2,000	R 3,500	R 4,700
		Per Additional African Country	R 400	R 1,000	R 1,750	R 2,300
		Whole Continent	R 1,500	R 4,100	R 7,100	R 9,400
		Worldwide	R 1,900	R 5,100	R 9,500	R 11,800

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

CUT-DOWN, TAG ENDING AND/OR LANGUAGE
When the only variation of an additonal 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 unless otherwise stated.

MORE THAN 10 PRODUCTIONS ANNUALLY
If you produce more than 10 productions per year, contact CAPASSO for an annual discount.

COMMUNITY TV
For community TV stations, A8 licences will be charged at 20% of the applicable rate.

ADDITIONAL REQUIREMENTS

FLIGHTING CODES
Please ensure that flighting codes are submitted with each production.

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[FILM | PROGRAMME | VIDEO | NON-PROMOTIONAL]

Licence valid in perpetuity, per production | Worldwide use covered | Multiple tracks covered							
Categories	Code	First 60"	1 - 3'	3 - 5'	5 - 15'	15 - 30'	30 - 60'
Online - streaming & downloading	O1	R 700	R 1,300	R 1,500	R 1,600	R 3,400	R 5,300
Online audio only (Podcasts)	O2	R 400	R 700	R 1,100	R 1,400	R 2,500	R 3,000

Licence valid in perpetuity, per production | Per single African country | Multiple tracks covered						
Categories	Code	First 30"	1 - 5' Music usage	5 - 15' Music usage	15 - 30' Music usage	30 - 60' Music usage
TV	T1	R 320	R 1,600	R 3,000	R 4,700	R 7,100
Public Location	T2	R 300	R 1,000	R 1,400	R 2,400	R 3,500
Student Films | Film Festivals	T3	R 300	R 1,000	R 1,300	R 2,200	R 3,400
DVD's for retail (up to 500 copies); for unlimited copies add 200%	T4	R 300	R 1,200	R 2,400	R 4,100	R 5,300
Cinema	T5	R 350	R 1,800	R 3,500	R 4,700	R 6,500
All Media (add 20% for unlimited DVD's for retail)	T6	R 400	R 2,200	R 4,000	R 5,700	R 7,900

TERRITORIES
All the T rates on this page are for one single African country:
Each additonal single country, add 50%
Whole Continent, add 100%
Worldwide, add 150%

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

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 DSTV 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.
* See Production Music Notes for prices

* If you would like to discuss any CAPASSO rates, please contact Nomfundo Nyakale at 011 447 8870/ nomfundon@capasso.co.za

[DISCOUNTED SERIES RATES]

WEBSERIES Licence valid in perpetuity, per production/ Worldwide Use Covered/ Multiple tracks covered			
Code	Number of episodes	Up to 15' of music usage per episode	Up to 30' of music usage per episode
W1	1 - 6	R 9,500	R 13,400
W2	7 - 13	R 12,000	R 16,900
W3	14 - 26	R 20,000	R 28,100

BROADCAST TELEVISION SERIES Licence valid in perpetuity, per production / Per Single African Country / Multiple tracks covered			
Code	Number of episodes	Up to 15' of music usage per episode	Up to 30' of music usage per episode
S1	1 - 6	R 11,500	R 15,700
S2	7 - 13	R 14,500	R 19,100
S3	14 - 26	R 22,000	R 30,300

AUDIO ONLY PROGRAMMES INCLUDING RADIO AND PODCASTS Licence valid in perpetuity, per production / Worldwide Use Covered/ Multiple tracks covered			
Code	Number of episodes	Up to 15' of music usage per episode	Up to 30' of music usage per episode
R1	1 - 6	R 5,500	R 7,800
R2	7 - 13	R 6,700	R 9,500
R3	14 - 26	R 11,000	R 15,100

MORE THAN 10 PRODUCTIONS ANNUALY
If you produce more than 10 productions per year, contact CAPASSO for an annual discount.

TERRITORIES
All the S rates on this page are for one Single African country:
Each additonal single country, add 50%
Whole Continent, add 100% Worldwide, add 150%

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 DSTV 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.
* See Production Music Notes for prices

* If you would like to discuss any CAPASSO rates, please contact Nomfundo Nyakale at 011 447 8870/ nomfundon@capasso.co.za

[IN-HOUSE CORPORATE | GAMING | APPS]

Licence valid in perpetuity, per production | Worldwide use covered | Multiple tracks covered					
Categories	Code	Per 30"	1 - 5' Music usage	5 - 15' Music usage	15 - 60' Music usage
Corporate Communications (excluding Streaming)	C1	R 700	R 2,000	R 3,400	R 4,500
Corporate Communications (including Streaming)	C2	R 960	R 2,100	R 3,700	R 5,400

Licence valid in perpetuity, per production | Worldwide use covered | Multiple tracks covered					
Categories	Code	Per Track	1-5' Music usage	5-15' Music usage	15 - 60' Music usage
Games & Apps	G1	R 760	R 2,100	R 3,500	R 4,700

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

LOOPING PRODUCTION MUSIC
Continuous looping is charged at four times the relevant rate.

IN-HOUSE CORPORATE DOES NOT COVER
Distinct product placement, price points and/ or special offers.
Productions where the main focus is to promote the sale of goods or services to the general public.

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TERMS IN THIS PRODUCTION MUSIC RATE CARD ARE DEFINED AS FOLLOWS:

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.

City: Any metropolis, recognised in law, within any of the nine (9) South African provinces.

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.

Province: Any of the nine (9) provincial territories recognised by law within the republic of South Africa.

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.

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
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.
   CAPASSO has partnered with Recue for hassle free automatic cue sheet generating software.
   Go to: www.recue.biz
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. 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 non 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/ DSTV 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:
Series:
1 – 6 episodes @ R 6,000 (per international territory)
7 – 13 episodes @ R 7,000 (per international territory)
14 – 26 episodes @ R 8,000 (per international territory)
For Worldwide clearance, add 150% to the applicable rate.
One-off:
Each single country, – T1 rate + 50%
Whole Continent – T1 rate + 100%
Worldwide – T1 rate + 150%
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.
Please note that no right to reproduce production music is granted by the mere supply of the Production Music discs. All reproductions MUST be reported and licensed accordingly.

EMI Music Publishing
Name: Dave Penhale
Tel: 011 482 1682
Cell: 083 616 0654
dave.penhale@sonyatv.com
www.emipm.com

Mama Dance! Music for Africa
Name: Craig McGahey
Tel: 021 424 0314
Fax: 021 422 2064
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www.mamadance.com

Mathambo Music
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louise@vvppublishing.com
www.mathambo.com

Red Igloo Music
Name: Fred Woods
Mobile: 073 149 9408
fred@redigloomusic.com
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Sheer Publishing
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www.sheerpublishing.co.za

Slam Productions
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Mobile: 073 186 2535
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callslam3@gmail.com
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Sony / ATV Music
Name: Monique Stander
Tel: 011 482 1682
Fax: 011 482 1740
monique.stander@sonyatv.com
www.extrememusic.com

Synchro Music Management
Name: Pat Pentland-Ellis
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pat@synchromusic.biz
www.synchromusic.co.za

Universal Production Music
Name: Philip Jacobs
Tel: 011 722 0535
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philip.jacobs@umusic.com
www.universalproductionmusic.com

West One
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hellie.barcroft@westonemusic.com
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A.I.R Publishing
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Gallo Music Publishers
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reneb@gallo.co.za
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Lalela Music
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tanya@lalela.com
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