

THE MECHANICAL RIGHTS HUB

The largest collection of production ready music available on the continent!

### **DISCOUNT**

If you are producing more than 10 productions per year, contact CAPASSO



### **WHAT'S NEW?**

- A1 & A2 Rate
   on page 03
- O1, O2 & T6 Rates
   on page 09 & 11

# CAPASSO PRODUCTION MUSIC 2025 RATE CARD

One Location for all your music licensing needs

- 011 447 8870
- www.capasso.co.za
- 🔊 Nomfundo Nyakale: licensing@capasso.co.za

For special rates contact CAPASSO

# **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.

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# LICENSING PRODUCTION MUSIC

- 1. Choose music from one of the production music libraries listed on page 10 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.
- 4. Submit the cue sheet to CAPASSO who will then provide you with an invoice with the relevant licensing fees.

<sup>\*</sup>If you would like to discuss any CAPASSO rates, please contact Nomfundo Nyakale at 011 447 870 / licensing@capasso.co.za



# THE MECHANICAL RIGHTS HUB

# **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 license. Failure to obtain a license, 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 license). 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 a separate productions and attract a separate license and fee. A separate license 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 licenses 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 license 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.



# **PROMOTIONAL - ONLINE ADVERTISING**

# DIGITAL/ONLINE ADVERTISING

License valid in perpetuity, per production/ multiple tracks covered
For each additional single country add 50%, Whole African Continent add 100%, Worldwide add 200%

Code Categories 60 seconds 1 - 3 minutes 3 - 5 minutes 5 - 15 minutes

Online - "Organic" 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)

R1,800

R2,200

R2,600

R3,300

License valid for 12 months, per production/multiple tracks covered
For each additional single country add 50%, Whole African Continent add 100%, Worldwide add 200%

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 gencies for these online placements)

R3.800

R4,400

R5,300

R6,700



# Are you doing an online/digital advertising CAMPAIGN that uses the same music for up to 10 cut downs or edits of your ad on the same platform?

If so, 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 set of 10 additional versions, cut-downs or languages.

e.g. A "paid for online ad" for a single African country campaign rate
R3,800.00 + 200% (up to 10 additional spots) = R11,400.00 (excl.VAT)

e.g. A "paid for online ad" for a single African country with 15 versions using the same music
R3,800.00 + 200% (up to 10 additional spots) + 50% (additional 5 spots) = R17,100.00 (excl.VAT)

e.g. A worldwide "paid for online campaign" with 8 spots
R3,800.00 + 200% (worldwide fee) + 200% (additional spots) = R34,200.00 (excl.VAT)

### Are you doing additional cut downs, languages, or tag endings of your ads?

When the only variation of an additional advertisement is a cut-down, language and/or tag ending, an additional license 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. Any productions that have been altered in either sound or visual content are considered to be separate productions and attract separate license fees.

e.g. 1 x 30" "paid for online ad" for a single African country plus a 20" cutdown R3,800.00 + 50% = R5,700.00 (excl.VAT)

**e.g.** A paid for online ad for two African countries with a cutdown R3,800.00 (country 1) + 50% (country 2) + 50% (additional cut down) = R8,550.00 (excl.VAT)

All the rates exclude V.A.T.

# For special rates contact CAPASSO Nomfundo Nyakale at 011 447 8870 / licensing@capasso.co.za | DISCOUNT | If you are produce more than 10 productions per year, contact | Nomfundo Nyakale at 011 447 8870 / licensing@capasso.co.za

# **PROMOTIONAL - OTHER ADVERTISING**

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

Code	Categories	Single African Country	Each Additional African Country	Whole African Continent	Worldwide	
А3	Public Location/Instore/Inflight Advertising	R1,100	R500	R1,900	R2,400	
Α4	TV Advertising	R7,500	R3,700	R20,900	R40,200	
A5	Radio Advertising	R2,300	R1,200	R9,000	R15,100	
A6	Cinema Advertising	R3,200	R1,600	R6,300	R8,000	
Α7	All Media Advertising (A2 - A6)	R14,500	R6,500	R36,500	R56,300	-



# Are you doing an online/digital advertising CAMPAIGN that uses the same music for up to 10 cut downs or edits of your ad on the same platform?

If so, 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 set of 10 additional versions, cut-downs or languages.

e.g. TV ad for a single African country campaign rate
R7,500.00 + 200% (up to 10 additional spots) = R22,500.00 (excl.VAT)
e.g. TV ad for a single African country with 15 versions using the same music
R7,500.00 + 200% (up to 10 additional spots) + 50% (additional 5 spots) = R33,750.00 (excl.VAT)
e.g. Worldwide TV campaign with 8 spots
R40,200.00 + 200% (additional spots) = R120,600.00 (excl.VAT)

### Are you doing additional cut downs, languages, or tag endings of your ads?

When the only variation of an additional advertisement is a cut-down, language and/or tag ending, an additional license 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. Any productions that have been altered in either sound or visual content are considered to be separate productions and attract separate license fees.

e.g. 1 x 30" Radio ad for a single African country plus a 20" cutdown R2,300.00 + 50% = R3,450.00 (excl.VAT)

**e.g.** Radio ad for two African countries with a cutdown R2,300.00 (country 1) + R1,200.00 (country 2) + 50% (additional cut down) = R5,250.00 (excl.VAT)

All the rates exclude V.A.T.

# For special rates contact CAPASSO

# DISCOUNT

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# **CORPORATE COMMS / GAMING / APPS**

### CORPORATE COMMUNICATIONS

License valid in perpetuity, per production/ multiple tracks covered/ for worldwide use

Code Categories 60 seconds 1 - 3 minutes 3 - 5 minutes 5 - 15 minutes

### **Corporate Communications**

(Communications: Internal, 'in-house' productions, 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)

R1,900 R3,500

R5,400

R7,800

Looping/Telephone On-hold Production Music Continuous looping is charged at four times the relevant C1 rate.

# **GAMING & APPS**

License valid in perpetuity, per production/ multiple tracks covered/ for worldwide use

Code	Categories	60 seconds	1 - 3 minutes	3 - 5 minutes	5 - 15 minutes
Gl	Gaming & Apps	R3,000	R7,500	R12,600	R17,100

# Are you doing a CAMPAIGN that uses the same music for up to 10 cut downs or edits of your corporate communication video?

If so, 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 R1,900.00 + 200% (up to 10 additional spots) = R5,700.00 (excl.VAT)

### Are you doing additional cut downs, tag endings or languages of your video?

When the only variation of an additional advertisement is a cut-down, tag ending and/or language, an additional license 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. 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 a 60" plus 30" R1,900.00 + 50% (one additional spot) = R2,850.00 (excl.VAT)

All rates exclude V.A.T.

For **special rates** contact CAPASSO

# **DISCOUNT**

If you are produce more than 10 productions per year, contact Nomfundo Nyakale at 011 447 8870 / licensing@capasso.co.za



# ONLINE PRODUCTIONS / VOD / SERIES

# ONLINE VIDEO | VOD

License valid in perpetuity, per production/ multiple tracks covered/ for worldwide use							
Code	Categories	60 seconds	1 - 3 minutes	3 - 5 minutes	5 - 15 minutes	15 - 30 minutes	30 - 60 minutes
01	Organic/AVOD - Online & Digital Platforms (e.g.YouTube, Hulu, etc)	R1,500	R2,200	R2,600	R3,700	R6,400	R10,000
O2	SVOD/TVOD - Online & Digital Platforms (e.g. Amazon Prime, Disney, etc)	R3,300	R4,900	R6,200	R8,200	R14,300	R22,500
03	Podcasts (Audio Only)	R600	R1,000	R1,500	R1,900	R3,300	R7,500



If you are produce more than 10 productions per year, contact Nomfundo Nyakale at 011 447 8870 /

**DISCOUNT** 

licensing@capasso.co.za

countries using A4 TV Advertising contact CAPASSO for rates





## All O2 rates are for productions with budgets under R1 million

over R1 million add 100%
over R5 million add 200%
over R10 million add 300%

e.g. A Film using up to 60 minutes of music;
R22,500.00 +200% (budget over R5mil) = R67,500.00 (excl.VAT)
\*If you are producing a film trailer, please refer to the A1/A2 rates on page 3

# Are you producing a WEB SERIES/VOD SERIES/PODCAST SERIES?

If so, these are charged at the relevant OI/O2/O3 rate minus the relevant discount as per below options;

3 - 5 Episodes minus 10% DISCOUNT

6 - 9 Episodes minus 15% DISCOUNT

10 - 13 Episodes minus 25% DISCOUNT

14 - 26 Episodes minus 35% DISCOUNT

e.g. A 10-episode Amazon series using up to 30 minutes of music per episode; R14,300.00 x 10 (episodes) + 200% (budget over R5mil) - 25% discount = R321,750.00 (excl.VAT)

\*If you require rates for DVD's for retail - contact CAPASSO for a quote

There is NO CHARGE for CAPASSO production music used in TV programming covered under the blanket license 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 TI per-country or per-continent or worldwide per applicable rate minus 40% discount will apply.

All rates exclude V.A.T.



# FILM / TV PROGRAMING

# FILM | TV

License valid in perpetuity, per Production/Mult	ıltiple Tracks Covered
For each additional single country add 50%, Whole African Conti	tinent add 100%, Worldwide add 200%

Code	Categories	60 seconds	1 - 5 minutes	5 - 15 minutes	15 - 30 minutes	30 - 60 minutes
TI	Broadcast TV	R900	R3,100	R6,000	R9,400	R14,200
T2	Public Location	R600	R1,300	R1,800	R3,100	R4,600
Т3	Student   Film Festivals   Weddings (25% Discount for Students)	R600	R1,300	R1,700	R2,900	R4,300
T4	Cinema Advertising	R800	R2,300	R4,500	R6,000	R8,400
Т5	All Media (excluding Online)	R1,900	R4,800	R7,800	R11,300	R15,500
Т6	All Media Worldwide (including Online)	R5,900	R10,000	R28,900	R38,700	R57,200





# All the T6 rates are for productions of up to R1 million

over R1 million add 100% over R5 million add 200% over R10 million add 300%

e.g. A 60 minute All Media Worldwide production with a budget of R2 million R57,200.00 + 100% (budget over R1 million) = R114,400.00 (excl.VAT)

There is NO CHARGE for CAPASSO production music used in TV programming covered under the blanket license 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 TI per-country or per-continent or worldwide per applicable rate minus 40% discount will apply.

e.g. Local broadcast TV documentary - worldwide sell-on 30 minutes of music R9,400.00 - 40% (blanket license discount) = R5,640.00 + 200% (worldwide sell-on) = R16,920.00 (excl.VAT)

All rates exclude V.A.T

**DISCOUNT** 

# For special rates If you are produce more than 10 productions per year, contact

contact CAPASSO

year, contact
Nomfundo Nyakale at
011 447 8870 /
licensing@capasso.co.za

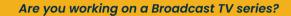
# **BROADCAST TV SERIES**

# License valid in perpetuity, per Production/Multiple Tracks Covered Each additional single country add 50%, Whole African Continent add 100%, Worldwide add 200%

Code	Number of episodes in a series	TV Rates up to 15 minutes of music usage per episode within a series	TV Rates up to 30 minutes of music usage per episode within a series	TV Rates up to 60 minutes of music usage per episode within a Series
SI	1-6	R17,800	R24,300	R34,000
S2	7 - 13	R22,400	R29,600	R41,400
\$3	14 - 26	R34,000	R46,900	R65,600







Deals are available by negotiation.

There is NO CHARGE for CAPASSO production music used in TV programming covered under the blanket license 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, note that an additional SI,S2,S3 per-country or per-continent or worldwide per applicable rate minus 40% discount will apply.

**e.g.** 13 episode local TV series using 60 minutes of music sold on for international use R41,400.00 - 40% (blanket license discount) + 200% (worldwide sell-on) = R74,520.00 (excl.VAT)

All rates exclude V.A.T.



# **DISCOUNT**

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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.

AVOD: Advertising-funded Video on Demand

**Campaign:** A series of advertisements, informercials 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 license.

**Cut-down:** 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 license 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 license whereby unlimited production music use is covered within a single production.

**Per track:** A music license 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.

**Special rates:** Special rates: Rates applicable for exceptional circumstances determined on a case by case basis, taking in consideration the type of production and budget.

**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.

SVOD: Subscription Video on Demand.

**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 license is required.

Track: A musical work/ composition and sound recording.

TVOD: Transactional Video on Demand.

**Web Series:** A series of scripted or non-scripted online videos, generally in episodic form, released on the Internet.









# LIBRARY/PRODUCTION MUSIC OWNERS



Extreme Music
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### UNIVERSAL PRODUCTION MUSIC

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D-Tuned Name: Antonio Orrico Mobile: 082 722 2313 info@antonioorrico.com



Gallo Music Publishers Name: Michaelé Codd Tel: 010 634 5002 michaelec@gallo.co.za www.gallomusicpublishers.co.za



Lalela Music Name: Tanya Douman Tel: 021 481 4579 | Mobile: 082 884 0085 tanya@lalela.com www.lalela.com



Nana Coyote Productions
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