

CAPASSO

THE MECHANICAL RIGHTS HUB

PRODUCTION MUSIC 2026 RATE CARD

Your premier destination for music licensing, offering the largest collection of production ready music available on the African continent!

MORE THAN 10 PRODUCTIONS A YEAR?

ASK ABOUT OUR SPECIAL RATES & DISCOUNTS

www.capasso.co.za

licensing@capasso.co.za

011 447 8870

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CAPASSO and PM-SA members represent over 5 million production music tracks from over 1000 libraries, making it the largest collection of production-ready music available on the continent!

CAPASSO, South Africa's Composers, Authors and Publishers Association, created in 2014, manages the **mechanical rights** of musical works on behalf of composers, authors, songwriters, artists and music publishers, ensuring that creators receive royalties when their music is reproduced in various formats.

CAPASSO plays a crucial role in collecting and distributing these royalties, advocating for fair compensation for artists and working to protect their intellectual property.

What is 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.

All production music is pre-cleared for use, and licensing through CAPASSO is quick and easy.
All library members of CAPASSO adhere to the industry standard rates and processes.

HOW TO USE PRODUCTION MUSIC IN FOUR EASY STEPS

STEP 1 Visit one of the member production music libraries listed [here](#) or at www.capasso.co.za.

STEP 2 Listen to suitable albums and tracks, register on the relevant website and download the music you need.

STEP 3 Complete a CAPASSO [cue sheet](#), listing the track details.
For adverts you need to supply flighting codes.

STEP 4 Submit the cue sheet/ flighting codes to CAPASSO who will then provide you with an invoice with the relevant licensing fees.

List the following details on the [cue sheet](#) and provide flighting codes for adverts:

- Track title
- Catalogue number or CD number
- Track number
- Songwriter/ composer
- Label/ library name
- Duration of track (mins, secs)

A complete and accurate music cue sheet must be submitted before the production is broadcast, transmitted, distributed, shown, exhibited, sold, hired, or in any way mechanically reproduced or exploited. Flighting codes must be supplied for advertising.

Failure to obtain a license, or the submission of incorrect information, entitles the music owner to claim damages, in terms of the provisions of the Copyright Act No. 98 of 1978, as amended.

ADVERTISING: ONLINE

Organic use only on social media, apps or websites

- Organic means there is NO media spend/adspend for the online placement e.g. content on social media/websites that is not “paid for” ads
- **License valid in perpetuity** per production/ multiple tracks covered

CODE	60 SECS	1-3 MINS	3-5 MINS	5-15 MINS
A1	R1 900	R2 300	R2 700	R3 400

‘Paid for’ online ads and promotional content

- “Paid for” ad examples: all Sponsored/Promoted Social Media Posts, Pre-Rolls, In-stream Ads, Pop Ups, Banners, In App & Podcast Ads
- **License valid for 12 months** per production/ multiple tracks covered

CODE	60 SECS	1-3 MINS	3-5 MINS	5-15 MINS
A2	R3 900	R4 500	R5 500	R6 900

Using the same music for campaigns, variations and cut downs? **See page 8.**

Each additional single country add 50%

African Continent add 100%

Worldwide add 200%

FILM TRAILERS:
Please use A1/A2 rates

All rates exclude V.A.T.

ADVERTISING: TV, RADIO, CINEMA...

Code	Single African Country	Each additional African Country	African continent	Worldwide
Public Location advertising Location e.g. brand activations, events/ Instore/Inflight advertising				
A3	R1 200	R600	R2 000	R2 400
TV advertising				
A4	R7 700	R3 800	R21 500	R41 400
Radio advertising				
A5	R2 400	R1 300	R9 300	R15 500
Cinema Advertising				
A6	R3 300	R1 600	R6 300	R7 700
All media advertising (A2-A6)				
A7	R14 900	R6 700	R37 600	R58 000

All rates are per 30 seconds, per production.

Each additional 30 seconds is charged at 50%.

Licence valid for 12 months.

Multiple tracks covered.

Flighting codes MUST be supplied for all adverts and promos.

Any productions that have been altered in either sound or visual content are considered to be separate productions and attract a separate license fee.

All rates exclude V.A.T.

Using the same music for campaigns, variations and cut downs? **See page 8.**

CORPORATE COMMS, GAMING, APPS

Licence valid in perpetuity, per production.

Multiple tracks covered.

For **worldwide** use.

Corporate communications

- Productions for internal audiences not intended for the public e.g. internal communications, staff training or HR material.
- Corporate does not cover product placement, price points, special offers or any production promoting goods or services to the public
- **Looping/ Telephone on-hold production music:** Continuous looping is charged at three times the relevant C1 rate

CODE	60 SECS	1-3 MINS	3-5 MINS	5-15 MINS
C1	R2 000	R3 600	R5 600	R8 000

Gaming and apps

CODE	60 SECS	1-3 MINS	3-5 MINS	5-15 MINS
G1	R3 100	R7 700	R13 000	R17 600

Using the same music for campaigns, variations and cut downs? **See page 8.**

All rates exclude V.A.T.



ADVERTISING AND CORPORATE

CAMPAIGNS AND CUT DOWNS

For advertising/corporate/online campaigns that use the same music (up to 10 cut downs/edits on the same platform)

Add 200% for the same music used in a series of productions

Notes: 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

Examples:

A "paid for online ad" for a single African country campaign rate: R3 900 + 200% (up to 10 additional spots) = **R11 700**

A "paid for online ad" for a single African country with 20 spots: R3 900 + 200% (up to 10 additional spots) + 50% (additional 10 spots) = **R17 550**

TV ad for a single African country with 15 versions using the same music: R7 700 + 200% (up to 10 additional spots) + 50% (additional 5 spots) = **R34 650**

Radio ad for a single African country with 10 languages using the same music: R2 400 + 200% (up to 10 additional spots) = **R7 200**

A worldwide "paid for online campaign" with 8 spots: R3 900+ 200% (worldwide fee) + 200% (additional spots) = **R35 100**

Corporate Communication campaign: R2 000 + 200% (up to 10 additional spots) = **R6 000**

For additional cut downs, languages, or tag endings of adverts or videos

- When the only variation of an additional advertisement/video is a cut-down, language and/or tag ending, **an additional license is 50% of the applicable rate multiplied by the number of versions (including the primary version).**
- Only granted for changes on productions 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.

Examples:

A 30" Radio ad for a single African country plus a 20" cutdown: R2 400 + 50% (additional cut down) = **R3 600**

A paid for online ad for two African countries with a cutdown: R3 900 (country 1) + 50% (country 2) + 50% (additional cut down) = **R8 775**

Corporate Communication a 60" plus 30": R2 000 + 50% (one additional spot) = **R3000**

Flighting codes **MUST** be supplied for all adverts and promos. **All rates and examples exclude V.A.T.**

FILM, TV, CINEMA... (Programming, film and non-promotional usages, per production/episode)

CODE Per track 1-5 MIN 5-15 MIN 15-30 MIN 30-60 MIN

Broadcast TV (for one episode or production)

T1 R1 000 R3 400 R6 600 R10 300 R15 600

Public Location

T2 R700 R1 300 R1 900 R3 200 R4 700

Student, film festivals, weddings (25% discount for students)

T3 R700 R1 300 R1 800 R3 000 R4 400

Cinema

T4 R900 R2 400 R4 600 R6 200 R8 700

All media single African country (excl online)

T5 R2 300 R5 800 R9 400 R13 600 R18 600

All media worldwide (including online)

T6 R6 500 R11 000 R31 800 R42 600 R62 900

Licence valid in perpetuity, per production.

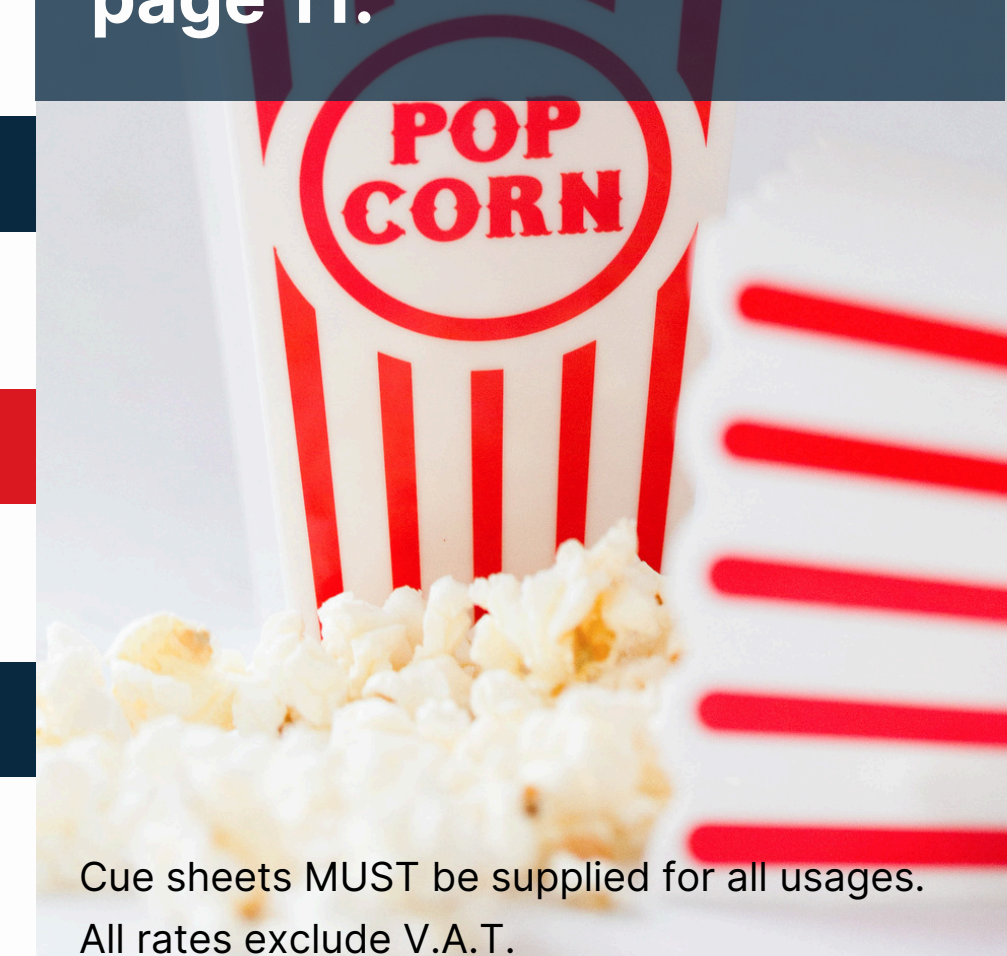
Multiple tracks covered.

For Single African country.

Each additional country add 50%
African continent add 100%
Worldwide add 200%

These rates are for a single episode.

SERIES DISCOUNTS on page 11.



Cue sheets MUST be supplied for all usages.
All rates exclude V.A.T.

VIDEO ON DEMAND, PODCASTS

Licence valid in perpetuity, per production.

Multiple tracks covered.

For worldwide use.

Organic/VOD Online & digital video platforms e.g. You Tube

Organic- no advertising / **AVOD** - "Ad-supported Video on Demand" e.g. You Tube

CODE	Per track	1-5 MIN	5-15 MIN	15-30 MIN	30-60 MIN
01	R1 700	R2 650	R4 100	R7 000	R11 000

These rates are for a single episode.

SERIES DISCOUNTS on page 11.

SVOD/TVOD Online & digital film and TV platforms e.g. Netflix

SVOD - Subscription based / **TVOD** - once off purchase of a video e.g. Netflix, Amazon Prime, Apple, Disney +

CODE	Per track	1-5 MIN	5-15 MIN	15-30 MIN	30-60 MIN
02	R3 600	R6 100	R9 000	R15 700	R24 800

Podcasts Audio only, for one episode

CODE	Per track	1-5 MIN	5-15 MIN	15-30 MIN	30-60 MIN
03	R700	R1 400	R2 100	R3 600	R8 300

Cue sheets MUST be supplied for all usages.
All rates exclude V.A.T.

SERIES DISCOUNTS

Use the single episode rate then apply the following discounts:

2 - 5 Episodes - minus 25%

6 - 10 Episodes - minus 40%

11 - 15 Episodes - minus 50%

16+ Episodes - minus 60%

BLANKET LICENCES

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

Blanket licenses do not include: The direct advertising of the Broadcasters or Production Houses themselves, as distinct from the promotion of the contents of the Broadcasting Service or specific items, events or programming included in the Broadcasting Service; The advertising of the product of any sponsor.

Series discounts apply to broadcast TV series, web series, all VOD series and podcast series.

EXAMPLE:

A 10-episode Amazon series using up to 30 minutes of music on average per episode:

R15 700 x 10 episodes – 40% discount = **R94 200**

WORLDWIDE SELL-ON DISCOUNT:

If programming is sold/licensed onward internationally, an additional T1 per-country or per-continent or worldwide applicable rate **minus 50% discount will apply.**

EXAMPLE:

Local broadcast TV documentary - worldwide sell-on 30 minutes of music

R10,300.00 - 50% (blanket license discount) = R5,150.00 + 200% (worldwide sell-on) = R15,450.00

PRODUCTION MUSIC

PLEASE NOTE

- 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 or any applicable legislation.
- 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 to be separate productions and attract a separate license and fee. A separate license for each medium will always be issued unless otherwise stated.
- 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.
- 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/ penalties 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.

Please contact CAPASSO directly if you have any questions regarding the use of production music.

PRODUCTION MUSIC

GLOSSARY

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, 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 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.

PUBLIC LOCATION: Non-broadcast platforms, including in-store, outdoor, sports venues, closed circuit, in-flight and educational Institutions.

PERMANENT DOWNLOAD: Content of which a permanent copy is retained by the end user as a download. audiovisual content that is downloaded to a computer in a viral marketing email. 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, Vimeo, etc.

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.

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

PRODUCTION MUSIC

LIBRARY MEMBERS



Extreme Music

Name: Dave Penhale
Tel: 011 482 1682
Mobile: 083 616 0654
Dave.penhale@extrememusic.com
www.extrememusic.com



KPM Music Publishing

Name: Dave Penhale
Tel: 011 482 1682
Mobile: 083 616 0654
Dave.penhale@extrememusic.com
www.extrememusic.com



Red Igloo Music

Name: Vivienne Daniel
Mobile: 068 037 1644
viv@redigloomusic.com
www.redigloomusic.com



Downtown Music Publishing

Name: Brett Vorster
Tel: 011 438 7000
Mobile: 071 890 3580
info@downtownmusic.africa
www.downtownmusic.africa



Mino Music

Name: Thabo Malefane
Mobile: 073 945 0606
info@minomusiclibrary.com
www.minomusiclibrary.com



Slam Productions

Name: Simon Sibanda
Mobile: 073 186 2535
callslam@yahoo.co.uk / callslam3@gmail.com
slamproduction4@gmail.com
www.slammusiclibrary.com



West One

Name: Hellie Barcroft
Tel: 00 44 (0) 207 907 1500
hellie.barcroft@westonemusic.com
www.westonemusic.com



UNIVERSAL PRODUCTION MUSIC

Universal Production Music

Name: Bridget Pike
Tel: 011 722 0556
Mobile: 066 073 8022
Bridget.pike@umusic.com
www.universalproductionmusic.com



Lalela Music

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



CMMG

Name: Abe Sibiya/ Sifiso
Mobile: 079 534 9239
abe.sibiya@icloud.com / abe.sibiya@cmmg.co.za
sifisom@cmmg.co.za
www.cmmg.co.za



Bulletproof Bear

Name: Jon LaCroix
Tel: +1 (323) 507 3555
Mobile: +1 (310) 9306620
admin@bulletproofbear.com
www.BulletproofBear.com



Gallo Music Publishers

Name: Michaelé Codd
Tel: 011 280 5661
michaelec@gallo.co.za
www.gallomusicpublishers.co.za



Coyote Productions

Name: Karabo Motijoane
Mobile: 082 423 0094
karabo@nanacoyote.co.za
www.nanacoyote.co.za



UTHOHT

Name: Vongani Rikhotso
Tel: 011 613 8486
Mobile: 079 680 967
info@uthoht.co.za / vongani@uthoht.co.za
www.thelibrary.uthoht.co.za



Kopton Music

Name: Nikilitha Mantungwa
Mobile: 076 922 0819
nikilitha@koptonmusic.com
www.koptonmusic.com



Mama Dance! Music for Africa

Name: Louise Bulley
Mobile: 083 538 3894
info@mamadance.com
www.mamadance.com



Sonoton Music

Name: Louise Bulley
Tel: 083 538 3894
louise@mamadance.com
www.sonoton.com



Urban Rhythm Factory

Name: Tshepo Mashishi
Tel: 010 443 6030
tshepo.mashishi@urbanbrew.co.za
www.urbanrhythmfactory.co.za