

# CAPASSO

THE MECHANICAL RIGHTS HUB

## 2024 RATE CARD

### CAPASSO PRODUCTION MUSIC

For special  
rates  
contact  
CAPASSO

#### DISCOUNT

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



#### WHAT'S NEW?

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- ▶ FILM, SERIES & VOD RATES ON PAGE 4

☎ 011 447 8870

🖱 [www.capasso.co.za](http://www.capasso.co.za)

✉ Nomfundo Nyakale: [licensing@capasso.co.za](mailto:licensing@capasso.co.za)

# 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 use and the licensing process through CAPASSO is quick and easy.

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### HOW TO LICENSE 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 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 VAT.

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 (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 Terms page for definitions and clarity on production music terms.

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

# PROMOTIONAL - ADVERTISING

## DIGITAL/ ONLINE ADVERTISING

License valid in perpetuity, per production/ multiple tracks covered/ 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
A1	<b>Online - "Organic" Social Media and Website use only</b> (e.g. unpaid, unsponsored, 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)	R1,700	R2,100	R2,500	R3,100

License valid for 12 months, per production/ multiple tracks covered/ 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
A2	<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)	R3,500	R4,200	R5,100	R6,400

## OTHER ADVERTISING MEDIA

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

Code	Categories	Single African Country	Each Additional African Country	Whole African Continent	Worldwide
A3	<b>Public Location/ Instore/ Inflight Advertising</b>	R1,100	R500	R1,900	R2,400
A4	<b>TV Advertising</b>	R7,500	R3,700	R20,900	R40,200
A5	<b>Radio Advertising</b>	R2,300	R1,200	R9,000	R15,100
A6	<b>Cinema Advertising</b>	R3,200	R1,600	R6,300	R8,000
A7	<b>All Media Advertising (A2 - A6)</b>	R13,800	R6,200	R34,700	R53,600

Are you doing an 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 Advert for a Single African country campaign rate  
R7,500.00 + 200% (up to 10 additional spots) = R22,500.00 (exclVAT)

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 a separate license fees.

e.g. TV Advert for a Single African Country one 60" spot plus 30" cutdown  
= R7,500.00 + 50% (one additional spot) = R11,250.00

Broadcast flighting codes MUST be supplied in the case of adverts and promos

All the rates exclude V.A.T.

For special rates contact CAPASSO

**DISCOUNT**  
If you are producing more than 10 productions per year, contact CAPASSO  
**Nomfundo Nyakale at 011 447 8870**  
licensing@capasso.co.za

International countries using A4 TV Advertising contact CAPASSO for rates

# CORPORATE | 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
C1	<b>Corporate Communications</b> (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 three 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
G1	<b>Gaming &amp; Apps</b>	R3000	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 (exclVAT)

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

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 a separate license fee.

e.g. C1 Corporate Communication one 60" plus 30" cutdown  
 $R1,900.00 + 50\%$  (one additional spot) = R2,850.00 (exclVAT)

All rates exclude V.A.T.

For special rates contact CAPASSO

### DISCOUNT

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[licensing@capasso.co.za](mailto:licensing@capasso.co.za)

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



# NON-PROMOTIONAL - FILM| TV| VOD| SERIES

## ONLINE VIDEO| VOD

License valid in perpetuity, per production (single episode)/ 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
O1	<b>Organic/AVOD - Online &amp; Digital Platforms</b> <i>(e.g.YouTube, Hulu, etc)</i>	R1,400	R2,100	R2,500	R3,400	R6,100	R9,500
O2	<b>SVOD/TVOD - Online &amp; Digital Platforms</b> <i>(e.g.Netflix, Amazon Prime, etc)</i>	R3,100	R4,700	R5,900	R7,800	R13,600	R21,400
O3	<b>Podcasts (Audio Only)</b>	R600	R1,000	R1,500	R1,900	R3,300	R7,500

## FILM | TV

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

Code	Categories	60 seconds	1 - 5 minutes	5 - 15 minutes	15 - 30 minutes	30 - 60 minutes
T1	<b>Broadcast TV</b> <i>(contact us for series deals)</i>	R900	R3,100	R6,000	R9,400	R14,200
T2	<b>Public Location</b>	R600	R1,300	R1,800	R3,100	R4,600
T3	<b>Student  Film Festivals  Weddings</b> <i>(25% Discount for Students)</i>	R600	R1,300	R1,700	R2,900	R4,300
T4	<b>Cinema</b>	R800	R2,300	R4,500	R6,000	R8,400
T5	<b>All Media (excluding Online)</b>	R1,900	R4,800	R7,800	R11,300	R15,500
T6	<b>All Media (including Online Worldwide)</b>	R5300	R9,200	R26,200	R35,200	R52,000

**All the O2 rates are for productions of up to R1,000,000.00**

over R1,000,000.00 add 100%  
over R5,000,000.00 add 200%  
over R10,000,000.00 add 300%

e.g A Film using up to 60 minutes of music  
R21,400.00 + 200% + 200% (budget over R5mil) = R64,200.00 (exclVAT)  
\*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, use the O1/ O2/ O3 single episode rate then apply the following Episode discounts:

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 Netflix series using up to 30 minutes of music per episode:  
R13,600.00 x 10 (episodes) + 200% (budget over R5mil) - 25% = R306,000.00 (exclVAT)

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

All rates exclude V.A.T.

For special rates contact CAPASSO

### DISCOUNT

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**Nomfundo Nyakale at 011 447 8870**  
[licensing@capasso.co.za](mailto:licensing@capasso.co.za)

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



# BROADCAST TV SERIES

*License valid in perpetuity, per Production/Covers Multiple tracks  
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
S1	1 - 6	R17,800	R24,300	R34,000
S2	7 - 13	R22,400	R29,600	R41,400
S3	14 - 26	R34,000	R46,900	R65,600



## Are you working on a Broadcast TV series?

Deals are available by negotiation, please get in touch.

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 S1.S2.S3 per-country or per-continent or worldwide per applicable rate minus 40% discount will apply.

All rates exclude VAT.

For special rates contact CAPASSO

### DISCOUNT

If you are producing more than 10 productions per year, contact CAPASSO  
**Nomfundo Nyakale at 011 447 8870**  
[licensing@capasso.co.za](mailto:licensing@capasso.co.za)

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



# 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, 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.

**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.

**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  
Name: Dave Penhale  
Tel: 011 482 1682 | Mobile: 083 616 0654  
dave.penhale@extrememusic.com  
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Sheer Publishing  
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Gallo Music Publishers  
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Mama Dance! Music for Africa  
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