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WHAT'S NEW

- Per production rate
- Per track rate
- Discounted Series/Webisode rates
- Discounted Provincial rates
- Discounts for 10+ Productions

PRODUCTION MUSIC RATE CARD 2016 SOUTH AFRICA

CONTACT CAPASSO



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CAPASSO
THE MECHANICAL RIGHTS HUB



CAPASSO has partnered with Recue for easy and accurate cue sheet generation

www.recue.biz

About Production Music

Production music (also known as library music) is high quality and cost-effective music specifically written for 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 music is pre-cleared for any type of usage and the licensing process through CAPASSO is quick and easy. See below for a step by step guide.

Applying for a Licence

STEP 1 Choose music from one of the production music libraries listed on page 8 or at www.CAPASSO.co.za

STEP 2 Listen to the tracks and download the music or sound effect(s) you require. Keep note of the following details:

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

STEP 3 Complete a CAPASSO cue sheet. CAPASSO has partnered with Recue for hassle free automatic cue sheet generating software. Go to: www.recue.biz

STEP 4 Submit the cue sheet to CAPASSO who will then send you an invoice with the relevant licensing fees.

Rate Card Notes

1 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 VAT".

2 The rates in the accompanying schedules apply only to music contained in CAPPASSO and PM-SA Production Music recordings. (If you require Chart music, please contact CAPASSO directly for a separate licence).

3 Any usage of CAPPASSO and PM-SA production music libraries not expressly stated in these notes to the accompanying rate schedules is prohibited and subject to special application.

4 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.

5 A separate licence for each medium will always be issued unless otherwise stated (e.g. All Media rates).

6 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.

7 It should be strictly noted that only non-exclusive licences are issued for the use of CAPASSO members' production music.

8 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 licenced. 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.

9 Schedule of rates reviewed annually.

10 Refer to the Glossary page for definitions and clarity on production music terms

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.

Online and Digital Advertising

An advertisement is defined as an audio-visual or audio-only production, that is intended to promote or encourage the purchase, use or support of goods and services.

Online and Digital Promotion

Online and Digital Promotions include online and other digital marketing and promotional productions that are intended to promote the support, purchase and use of products, brands, goods or services.

CAMPAIGN CONCESSION

Same Music - Same Campaign

Add 200% for the same music used in a series of productions (this includes unlimited cut-downs, versions and languages.)

A1 and A2 rates will be discounted by 30% if your promotions are only targeting one province or city (thats R630 per 30 sec OR R840 per track)

Are you committed to 10+ productions a year? Contact CAPASSO directly for a discount on usage.

50% Cut-down, Tag ending and/or Language Concession

Where a series of advertisements are produced and the only variation is the end line, a cut-down, tag ending and/or language, the 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.

ADVERTISING AND PROMOTIONAL PRODUCTIONS

ONLINE AND DIGITAL

| Use | Code | 30 Secs or Part Thereof | 1-5 Min Music Usage | 5 - 15 Min Music Usage | Per Production (unlimited length) | Per Track |
|--|------|-------------------------|---------------------|------------------------|-----------------------------------|-----------|
| Online Advertising/Promos | A1 | R900 | R1 750 | R3 000 | R4 000 | R1 200 |
| Digital Hardcopy - CD's/DVD/Flash Disk/ Hard-Drive OR Podcast Advertising OR Mobile | A2 | R900 | R1 750 | R3 000 | R4 000 | R1 200 |

Worldwide - IN PERPETUITY Usage

PUBLIC LOCATION

| Use | Code | Territory | First 30 seconds or part thereof | 1 - 5 Min Usage | 5 - 15 Min Usage | Per Production | Per Track |
|---|------|--------------------------------|----------------------------------|-----------------|------------------|----------------|-----------|
| Public Location - In-Store / Outdoor / Closed Curcuit / In-Flight | A3 | Single African Country | R650 | R1 700 | R3 000 | R4 000 | R1 200 |
| | | Per Additional African Country | + R325 | + R875 | + R1 500 | + R2 000 | + R600 |
| | | Whole Continent | R 1300 | R3 500 | R6 000 | R 8 000 | R2 400 |
| | | Worldwide | R 1 625 | R4 375 | R7 500 | R10 000 | R3 000 |

Licence valid for a 12 month period only | Special rates can be negotiated for IN PERPETUITY usages

Please ensure Flighting Codes are submitted with each Production

ADVERTISING AND PROMOTIONAL PRODUCTIONS CONTINUED...

TV AND RADIO ADVERTISING

Online streaming rights included at no additional cost for A4, A5, A6 and A8 Usages

(Online versions cannot, however, differ in any way to the original licenced usage)

CAMPAIGN CONCESSION

Same Music - Same Campaign

Add 200% for the same music used in a series of productions (this includes unlimited cut-downs, versions and languages.)

Are you committed to 10+ productions a year? Contact CAPASSO directly for a discount on usage.

50% Cut-down, Tag ending and/or Language Concession

Where a series of advertisements are produced and the only variation is the end line, a cut-down, tag ending and/or language, the 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.

For community TV and Radio advertising only 20% of A4 and A5 rates shall apply.

| Use | Code | Territory | 30 second unit or part thereof |
|---|------|--------------------------------|--------------------------------|
| TV Advertising | A4 | Single African Country | R5 000 |
| | | Per Additional African Country | + R2 500 |
| | | Whole Continent | R13 500 |
| | | Worldwide | R25 000 |
| Radio Advertising | A5 | Single African Country | R 1 500 |
| | | Per Additional African Country | + R750 |
| | | Whole Continent | R6 000 |
| | | Worldwide | R10 000 |
| Cinema Advertising | A6 | Single African Country | R2 000 |
| | | Per Additional African Country | +R 1 000 |
| | | Whole Continent | R4 000 |
| | | Worldwide | R5 000 |
| All Media | A7 | Single African Country | R9 000 |
| | | Per Additional African Country | +R4 500 |
| | | Whole Continent | R20 000 |
| | | Worldwide | R30 000 |
| Licence valid for a 12 month period only Special rates can be negotiated for IN PERPETUITY usages | | | |
| First 30 seconds are at the full rate, additional 30 seconds are discounted by 50% | | | |

Infomercial - segments over 1 minute within a programme which directly promotes goods or services for sale to the viewers

TV INFOMERCIALS AND PROMOTIONAL PRODUCTIONS

| Use | Code | Territory | 1 - 5 Min Usage | 5 - 15 Min Usage | Over 15 Min Usage | Per Track |
|---|------|--------------------------------|-----------------|------------------|-------------------|-----------|
| TV | A8 | Single African Country | R5 000 | R8 000 | R12 000 | R3 000 |
| | | Per Additional African Country | + R2 500 | + R4 000 | + R6 000 | + R1 500 |
| | | Whole Continent | R10 000 | R16 000 | R24 000 | R9 000 |
| | | Worldwide | R12 500 | R20 000 | R30 000 | R7 500 |
| Licence valid for a 12 month period only Special rates can be negotiated for IN PERPETUITY usages | | | | | | |

Online Production Rates Cover

Films, series, amateur videos, vines, vlogs, audiovisual content and any other online production (Amateur or Professional) used on digital platforms such as Youtube, Facebook, Twitter, iTunes or Vimeo

Discounted Series/Webisodes Rates (Single African Country)

- 1-6 episodes R12 000
- 7-13 episodes R15 000
- 14-25 episodes R25 000
- 26+ episodes R30 000

Are you committed to 10+ productions a year? Contact CAPASSO directly for a discount on usage.

Broadcast TV and Radio content can be placed online, but cannot be edited or cut-down from original broadcast production, please contact CAPASSO directly for further info

T1 to T7 rates are for Single African Country

- Additional single country add 50%
- Whole Continent add 100%
- Worldwide add 150%

All Rates on this page are IN PERPETUITY usage.

ONLINE, VIDEO, TV AND FILM - NON PROMOTIONAL**ONLINE PRODUCTIONS**

| Non Promotional | Code | First 30 Secs or Part Thereof | 1-5 Min Music Usage | 5 - 15 Min Usage | Per Production | Per Track |
|---------------------------|------|-------------------------------|---------------------|------------------|----------------|-----------|
| Streaming | 01 | R480 | R1 150 | R2 600 | R4 500 | R850 |
| Downloading | 02 | R500 | R1 350 | R2 650 | R4 600 | R950 |
| Podcast (audio only) | 03 | R325 | R875 | R1 500 | R2 000 | R475 |
| All inclusive online rate | 04 | R550 | R1 450 | R2 750 | R4 700 | R1 050 |

PROGRAMS AND FILM

| | Code | First 30 Secs or Part Thereof | 1-5 Min Music Usage | 5 - 15 Min Usage | 15 - 30 Min Usage | Per Production |
|---|------|-------------------------------|---------------------|------------------|-------------------|----------------|
| TV - Single Country | T1 | R250 | R1 300 | R2 500 | R4 000 | R6 000 |
| Public Location - Instore/Outdoor/Closed Circuit OR Educational Institutions Only | T2 | R250 | R850 | R1 200 | R2 000 | R3 000 |
| Radio OR Student Films OR Film Festivals | T3 | R250 | R850 | R1 200 | R2 000 | R3 000 |
| DVD's for Sale to public - Less than 500 Units (for unlimited DVD's add 200%) | T4 | R250 | R1 000 | R2 000 | R3 500 | R4 500 |
| Film Trailers - Worldwide | T5 | R400 | R1 000 | R2 500 | R3 500 | R4 500 |
| Cinema | T6 | R750 | R1 500 | R3 000 | R4 000 | R5 500 |
| All Media - Single Country (add 20% for unlimited DVD's for sale) | T7 | R350 | R7 000 | R3 000 | R5 000 | R7 000 |

Please note there is NO CHARGE for CAPASSO/PMSA production music used in TV programming that falls under the blanket licence agreements that CAPASSO holds with SABC, ETV and certain Multichoice/DSTV channels. This now includes Branded/Sponsored programs and International Broadcast rights. Should you require additional rights that are not included in the blanket licence, contact CAPASSO for more information.

Corporate rates cover, but are not limited to:

- staff information, training or education videos
- music on hold
- exhibitions and show reels
- productions documenting sponsorship initiatives
- internal promotional videos for staff

Please refer to our advertising rates if your production does not fit within these guidelines.

Corporate use 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

Are you committed to 10+ productions a year? Contact CAPASSO directly for a discount on usage.

Looping Production Music:
Looping is charged at four times the relevant rate

CORPORATE COMMUNICATIONS

| Territory | Code | First 30 Secs or Part Thereof | 1-5 Min Music Usage | 5 - 15 Min Usage | Per Production |
|-----------|------|-------------------------------|---------------------|------------------|----------------|
| Worldwide | C1 | R650 | R1 750 | R3 000 | R4 000 |

All Corporate rates are worldwide and IN PERPETUITY Usage

All media - Includes CD, DVD, Internal Use, Intranet, AV, Streaming, Download, Live Events, Telephone On-Hold without Advertising.

GAMING AND APPLICATIONS

GAMES AND APPS DISTRIBUTED ONLINE OR VIA MOBILE

| Territory | Code | First 30 Secs or Part Thereof | 1-5 Min Music Usage | 5 - 15 Min Usage | Per Production |
|-----------|------|-------------------------------|---------------------|------------------|----------------|
| Worldwide | G1 | R650 | R1 750 | R3 000 | R4 000 |

All Gaming and Application rates are worldwide and IN PERPETUITY Usage

Terms in the production music rate card are defined according to the below:

Aggregation

Various music cues added together to produce a cumulative total.

All media

Clears the relevant unit for use within all media. This includes, but not limited to, TV, Radio, Public Location, Online, Digital.....

Campaign

Clears a track/or multiple tracks for use within all related advertisements of a similar or developing theme for a single product or service, allowing unlimited production variations, revisions, cut-downs and tag ending changes, for a term of up to 12 months. A new licence is required to continue making new advertisements using the same track/or multiple tracks after the term has expired.

City

Any metropolis recognised in law within any of the nine (9) provinces.

Cut-down

A shortened version of an advert/production where no new content is added.

Film trailers

'Out of context' trailers made up of a clips montage using production music.

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.

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.

Per 30 second unit

Clears use for 30 seconds of music, or part thereof (i.e. 1-30 seconds = 1 unit; 31-60 seconds = 2 units etc.) except where aggregation is allowed.

Per production

Allows unlimited production music use within a single production.

Per track

Clears an entire track for use within a single production.

Permanent download

A permanent copy is retained by the end user as a download. Including, but 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 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
- does not contain flags or markers which enable segmentation or disaggregation of tracks.

Province

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

Single continent

Clears the licencee for an entire continent, ie Africa, North America, South America, Europe OR Asia.

Single country

South Africa or any other single African country.

Sponsorship ident

Short advertisement shown at the beginning and/or end of a programme segment to credit a sponsor of the programme.

Streamed programming

Audiovisual or audio-only 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

Products or services rendered to a specific area or group

Track

A musical work/composition and sound recording.

Webisodes

See Streamed programming.