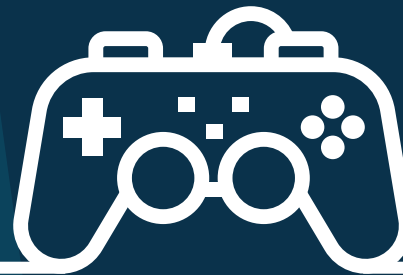
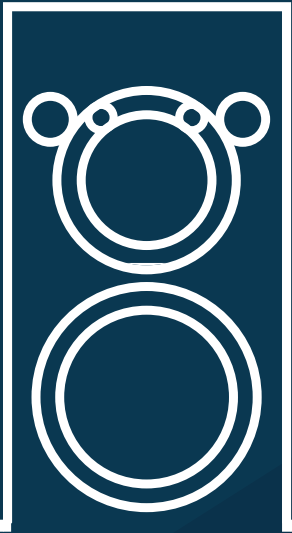


PRODUCTION MUSIC

■ RATE CARD 2017 ■



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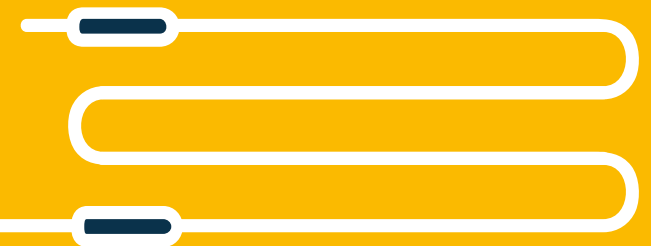
WHAT'S NEW

- Special Rates on Series of Bumpers, Stings or Idents
- Multiple Track Usage
- Series Discounts
- Radio (Audio only) Rate
- Corporate Communications Streaming Rate

CONTACT

Vivienne Daniels

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GUIDELINES



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 the 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, register on website 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.

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 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 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.
- Schedule of rates reviewed annually.
- 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.

ADVERTISING & PROMOTIONAL PRODUCTIONS - ONLINE & DIGITAL

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



ADVERTISING & PROMOTIONAL PRODUCTIONS

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 to the general public.

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. (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).

A1 and A2 rates will be discounted by 30% if your promotions are only targeting one province or city.

50% CUT-DOWN, TAG ENDING AND/OR LANGUAGE CONCESSION

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 license fee unless otherwise stated.

| ONLINE & DIGITAL | | | | | |
|--|------|------------------|---------------------------------|----------------|-------------------|
| | | | Multiple track usage is allowed | | |
| Usage Categories | Code | First 60 seconds | 1-5 Min Usage | 5-15 Min Usage | 15 - 60 Min Usage |
| Online Ad/Promos | A1 | R950 | R1 875 | R3 300 | R5 000 |
| Digital Hard-copy CDS/DVD/Flash Disk/ Hard-Drive | A2 | R900 | R1 750 | R3 000 | R4 000 |
| Podcast Ad OR Mobile Ad OR On-Hold | A3 | R920 | R1 850 | R3 150 | R4 200 |

All rates on this page are for IN PERPETUITY usage.

ADVERTISING & PROMOTIONAL PRODUCTIONS - TV, RADIO & CINEMA

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



| TV, RADIO AND CINEMA ADVERTISING | | | |
|----------------------------------|------|--------------------------------|--------------------------------------|
| Usage Categories | Code | Territory | First 30 second unit or part thereof |
| TV Advertising | A4 | Single African Country | R5 250 |
| | | Per Additional African Country | R2 650 |
| | | Whole Continent | R14 500 |
| | | Worldwide | R28 000 |
| Radio Advertising | A5 | Single African Country | R1 600 |
| | | Per Additional African Country | + R800 |
| | | Whole Continent | R6 300 |
| | | Worldwide | R10 500 |
| Cinema Advertising | A6 | Single African Country | R2 200 |
| | | Per Additional African Country | R1 100 |
| | | Whole Continent | R4 400 |
| | | Worldwide | R5 500 |
| All Media | A7 | Single African Country | R9 500 |
| | | Per Additional African Country | + R4 750 |
| | | Whole Continent | R21 500 |
| | | Worldwide | R32 000 |

Licence valid for a 12 month period only.
First 30 seconds are at the full rate, additional 30 seconds are discounted by 50%.

*Please ensure Flighting Codes are submitted with each Production.

ADVERTISING & PROMOTIONAL PRODUCTIONS

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 licensed usage.)

CAMPAIGN CONCESSION

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).

50% CUT-DOWN, TAG ENDING AND/OR LANGUAGE CONCESSION

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.

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

Notes and Guidelines

Online & Digital

TV, Radio, Cinema

TV & Online Series
- Non Promotional

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ADVERTISING & PROMOTIONAL PRODUCTIONS - TV, RADIO & CINEMA

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



CAMPAIGN CONCESSION

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).

For numerous promotional productions around a specific product, the following rates apply (single African country).

| | | |
|---------------------------|----------------------------|-----------------------------|
| 1-6 PRODUCTIONS | 7-13 PRODUCTIONS | 14-25 PRODUCTIONS |
| R16 000 | R19 000 | R29 500 |

50% CUT-DOWN, TAG ENDING AND/OR LANGUAGE CONCESSION

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.

| TV INFOMERCIALS AND PROMOTIONAL PRODUCTIONS | | | | | |
|---|------|--------------------------------|---------------------------------|----------------|-------------------|
| | | | Multiple track usage is allowed | | |
| Usage Categories | Code | Territory | 1-5 Min Usage | 5-15 Min Usage | 15 - 60 Min Usage |
| TV | A8 | Single African Country | R5 250 | R8 400 | R10 500 |
| | | Per Additional African Country | + R2 625 | + R4 200 | R5 500 |
| | | Whole Continent | R10 500 | R16 000 | R24 000 |
| | | Worldwide | R13 125 | R21 000 | R30 000 |

Licence valid for a 12 month period only.

| PUBLIC LOCATION - IN-STORE/OUTDOOR/CLOSED-CIRCUIT/IN-FLIGHT | | | | | | |
|---|------|--------------------------------|----------------------------------|---------------------------------|----------------|-------------------|
| | | | | Multiple track usage is allowed | | |
| Usage Categories | Code | Territory | First 30 seconds or part thereof | 1-5 Min Usage | 5-15 Min Usage | 15 - 60 Min Usage |
| Public Location: | A9 | Single African Country | R680 | R1 785 | R3 150 | R4 200 |
| | | Per Additional African Country | + R340 | + R920 | + R1 575 | +R2 100 |
| | | Whole Continent | R1 365 | R3 675 | R6 300 | R8 400 |
| | | Worldwide | R1 710 | R4 590 | R7 875 | R10 500 |

Licence valid for a 12 month period only.

*Please ensure Flighting Codes are submitted with each Production.

Notes and Guidelines

Online & Digital

TV, Radio, Cinema

TV & Online Series
- Non Promotional

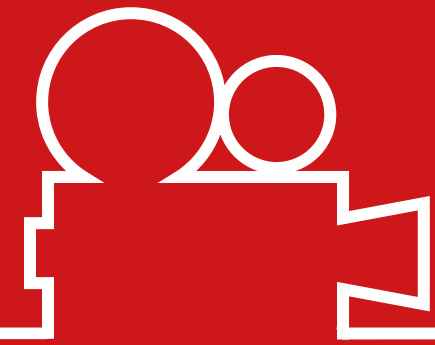
Corporate Communications
and Gaming Applications

Glossary

Production Music
Owners/Agents

ONLINE, VIDEO, TV & FILM - NON PROMOTIONAL

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



| TV, PROGRAMS AND FILM - NON PROMOTIONAL | | | | | | |
|--|------|----------------------------------|---------------------------------|----------------|-----------------|-------------------|
| Usage Categories | Code | First 30 seconds or part thereof | Multiple track usage is allowed | | | |
| | | | 1-5 Min Usage | 5-15 Min Usage | 15-30 Min Usage | 30 - 60 Min Usage |
| TV Single Country | T1 | R280 | R1 400 | R2 700 | R4 200 | R6 300 |
| Public Location: In-store Outdoor, Closed Circuit OR Educational Institutions Only | T2 | R260 | R890 | R1 260 | R2 100 | R3 150 |
| Student Films, Radio (Audio Only) 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 | R260 | R1 050 | R2 100 | R3 675 | R4 725 |
| Film Trailers - Single Country TV Only (add 100% for Streaming rights) | T5 | R550 | R1 500 | R2 625 | R3 675 | R4 725 |
| Cinema | T6 | R320 | R1 575 | R3 150 | R4 200 | R5 775 |
| All Media - Single Country (add 20% for unlimited DVD's for Sale) | T7 | R390 | R2 100 | R3 675 | R5 250 | R7 350 |

Broadcast TV content can be placed online at no extra cost, but cannot be edited or cut-down from original broadcast production, please contact CAPASSO directly for further info.

Please note 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. This now includes Branded/Sponsored programs. In addition international Broadcast rights may be extended at no extra cost, if the production is being sold in the same package and edit, as it was broadcast in South Africa / Africa. Should you require additional information on international broadcast rights, please contact CAPASSO directly.

| ONLINE ONLY PRODUCTIONS - NON PROMOTIONAL | | | | | | |
|---|------|----------------------------------|---------------------------------|----------------|-----------------|-------------------|
| Usage Categories | Code | First 30 seconds or part thereof | Multiple track usage is allowed | | | |
| | | | 1-5 Min Usage | 5-15 Min Usage | 15-30 Min Usage | 30 - 60 Min Usage |
| Streaming & Downloading | O1 | R580 | R1 520 | R2 900 | R3 150 | R4 950 |
| Podcast (audio only) | O2 | R340 | R920 | R1 575 | R2 100 | R3 000 |

All Rates on this page are for Single African Countries:
(except for O1 and O2 which are worldwide rates)

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

ALL RATES ON THIS PAGE ARE FOR IN PERPETUITY USAGE.

ONLINE PRODUCTIONS 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.

Notes and Guidelines

Online & Digital

TV, Radio, Cinema

TV & Online Series
- Non Promotional

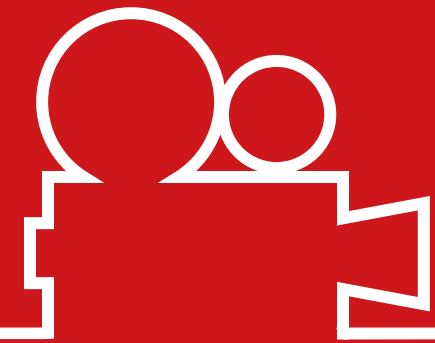
Corporate Communications and Gaming Applications

Glossary

Production Music Owners/Agents

TV & ONLINE SERIES - NON-PROMOTIONAL

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



| TV PRODUCTION/SERIES | | |
|------------------------------|------|---|
| Multiple track usage allowed | | |
| | Code | TV Single African Country (Includes Streaming Rights) |
| 1 - 6 Episodes | S1 | R14 000 |
| 7 - 13 Episodes | S2 | R17 000 |
| 14 - 26 Episodes | S3 | R27 000 |

S1, S2 & S3 rates are for Single African Countries.

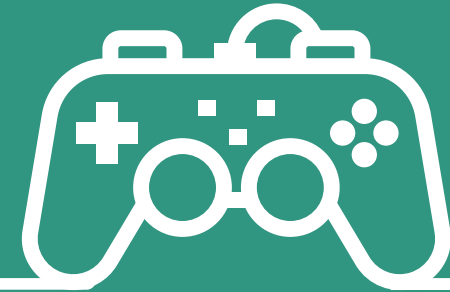
- Additional single country add 50%
- Whole Continent add 100%
- Worldwide add 150%

| ONLINE WEBISODES | | |
|---------------------------------|------|-----------------------------------|
| Multiple track usage is allowed | | |
| | Code | Online Webisodes Only - Worldwide |
| 1 - 6 Episodes | W1 | R12 000 |
| 7 - 13 Episodes | W2 | R15 000 |
| 14 - 26 Episodes | W3 | R25 000 |

W1, W2 & W3 Rates are IN PERPETUITY usage

Please note 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. This now includes Branded/Sponsored programs. In addition international Broadcast rights may be extended at no extra cost, if the production is being sold in the same package and edit, as it was broadcast in South Africa / Africa. Should you require additional information on international broadcast rights, please contact CAPASSO directly.

CORPORATE COMMUNICATIONS & GAMING



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

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

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

CAMPAIGN CONCESSION

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:

Looping is charged at four times the relevant rate.

| CORPORATE COMMUNICATIONS | | | | | |
|--|------|----------------------------------|---------------------------------|----------------|-------------------|
| | | | Multiple track usage is allowed | | |
| Territory | Code | First 30 seconds or part thereof | 1-5 Min Usage | 5-15 Min Usage | 15 - 60 Min Usage |
| Corporate Communications (excluding Streaming) | C1 | R650 | R1 750 | R 3000 | R4 000 |
| Corporate Communications (including Streaming) | C2 | R850 | R1 900 | R3 300 | R4 800 |

All Corporates rates are Worldwide and for IN PERPETUITY usage.

| GAMES AND APPS - DISTRIBUTED ONLINE OR VIA MOBILE | | | | | |
|---|------|-----------|---------------------------------|----------------|-------------------|
| | | | Multiple track usage is allowed | | |
| Territory | Code | Per Track | 1-5 Min Usage | 5-15 Min Usage | 15 - 60 Min Usage |
| Worldwide | G1 | R682 | R1 840 | R3 150 | R4 200 |

All Gaming and Application rates are Worldwide and for IN PERPETUITY usage.

Notes and Guidelines

Online & Digital

TV, Radio, Cinema

TV & Online Series
- Non Promotional

Corporate Communications and Gaming Applications

Glossary

Production Music Owners/Agents

GLOSSARY



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 license for an entire continent, i.e. 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: Audio-visual 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.



EMI Music Publishing

Name: Dave Penhale
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Cell: 083 616-0654
dave.penhale@sonyatv.com
www.emipm.com



Mama Dance! Music for Africa

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Fax: 021 422-2064
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craig@mamadance.com
www.mamadance.com



Mathambo Music

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Mobile: 083 379-1546
ron@mathambo.com
www.mathambo.com



Red Igloo Music

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fred@redigloomusic.com
www.redigloomusic.com



Sheer Publishing

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Mobile: 081 452-3259
library@sheer.co.za
www.sheerpublishing.co.za



Slam Productions

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callslam3@gmail.com
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Sony / ATV Music

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www.extrememusic.com



Synchro Music Management

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UNIVERSAL PRODUCTION MUSIC

Universal Production Music

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Gallo Music Publishers

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Lalela Music

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