

PRODUCTION MUSIC RATE CARD 2012

South Africa

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OWNERS/AGENTS

Contact **NORM**: Collen or Jill
NORM (Production music)

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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.

NORM and PM-SA members represent over 2 million production music tracks from over 300 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 NORM is quick and easy (see page 6 for a step by step guide).

WHAT'S NEW

- Simplified Advertising rates
- Discounted Advertising Campaign rates
- Simplified and discounted All Media rates
- Discounted Worldwide In Perpetuity rates
- Discounted 5, 15 or 30 minute usage rates
- Simplified and discounted All Media Corporate Communications rates



National Organisation for Reproduction Rights in Music
in Southern Africa Ltd.

NORM

ADVERTISING

		Single Country	Per Additional Country	Whole Continent	Worldwide
All Media - Single Advertisement (see special Campaign rates below)	A1	R9 000	R4 500	R20 000	R30 000
TV - Terrestrial, Cable and Satellite	A2	R5 000	R2 500	R12 000	R25 000
Cinema Advertising	A3	R2 000	R800	R5 000	R15 000
Radio Advertising	A4	R1 500	R750	R6 000	R10 000
Public Location - In-Store/Outdoor/Closed Circuit	A5	R2 000	R1 000	R5 000	R15 000
Digital Platforms only - Internet, Mobile	A6	See Worldwide Rate	See Worldwide Rate	See Worldwide Rate	R2 500
TV ad on Company or Agency Website only	A7	See Worldwide Rate	See Worldwide Rate	See Worldwide Rate	R1 000

All rates per 30 sec or part thereof (40 sec add **33%**, 50 sec add **66%**)

All Licence Fees Are VAT Exclusive

All advertising rates are for a 1 year period only.

Add **50%** for each additional cut down, tag ending or language.

Add **200%** for campaign rates (includes unlimited versions, cutdowns or languages)

Community TV and Radio advertising rates are **20%** of commercial TV and Radio rates (Community Radio and TV broadcast services are as defined by ICASA - contact NORM for more info)

Advertisement - an audio-visual or audio production that is intended to promote or encourage the purchase, use or support of goods and services. Advertisements are usually 30 seconds to 60 seconds in duration.

All Media - includes TV, Radio, Digital platforms (Internet, Mobile), Public Location (in-store, outdoor, closed circuit), Cinema, Digital Hardcopy (CD's,DVD's,flash disks, harddrives)

Please note that these rates allow for unlimited pieces of music to be used in one production only

INFOMERCIALS AND PROMOTIONAL PRODUCTIONS

	Code	30 Secs or Part Thereof	0-5 Min Music Usage	5 - 15 Min Music Usage	Over 15 Mins Music Usage
TV - Single Country	P1	R700	R5 500	R8 000	R12 000
Digital Platforms only - Internet and Mobile	P2	R550	R1 500	R3 000	R4 000
Worldwide rate, this does not include TV ads streamed online (see A6 rate)					
Digital Hardcopy - includes CD's / DVD's / Flash Disks	P3	R550	R1 500	R3 000	R4 000
Public Location - In-store / Outdoor / Closed Circuit	P4	R550	R1 500	R3 000	R4 000
Radio - Single country	P5	R550	R1 500	R3 000	R4 000
Background Music on Website	P6	R750	R1 500	R3 000	R4 000
Worldwide looping is allowed					
All media - Single Country	P7	R1000	R7 000	R11 000	R15 000

Additional single country add **50%**, Whole continent add **100%**, worldwide add **150%**

All Licence Fees Are VAT Exclusive

Infomercial - segments usually over 2 minutes within a programme or that comprises an entire programme for which a broadcaster receives payment or other valuable consideration and which directly promotes goods or services for sale to the viewers.

Promotional Productions - Longer form Audio Visual or Audio only productions that draw the attention of the public to a product, service, person, company or organisation.

All Media - includes TV, Radio, Digital platforms (Internet, Mobile), Public Location (in-store, outdoor, closed circuit), Cinema, Digital Hardcopy (CD's,DVD's,flash disks, harddrives)

CORPORATE COMMUNICATIONS

(INTERNAL NON BROADCAST USAGE NOT TO PUBLIC)

	Code	30 Secs or Part Thereof	0-5 min Music Usage	5 - 15 min Music Usage	Over 15 mins Music Usage
Includes DVD's, Public Performance, Internal use, Intranet, AV, streaming, download, Live Corporate events, Telephone on hold without advertising	C1	R400	R350	R1800	R3000

Worldwide rate

Corporate Communications Use is restricted to internal communications such as staff training, motivational and educational productions. Corporate communications do not promote or advertise products or services to the public or other business sectors.

PROGRAMS AND FILM

Please note that these rates allow for unlimited pieces of music to be used in one production only

TELEVISION BROADCAST

TV only - single country (this rate does NOT apply to TV programmes that fall under the SA blanket licence agreements.)

Code	30 Secs or Part Thereof	0-5 Min Music Usage	5 - 15 Min Music Usage	Over 15 Mins Music Usage	Over 30 Mins Music Usage
T1	R250	R1 300	R2 500	R4 000	R6 000

Please note that there is NO charge for PM-SA/NORM production music used in TV programmes that fall under the blanket licence agreements that Norm has with SABC, ETV and certain Multichoice/DSTV channels

Should you require additional rights that are not included in the blanket licence agreement then your TOPUP fees are 50% of all rates quoted on this page.

NON-BROADCAST

Digital Platforms only - Internet and mobile

Worldwide rate

T2	R250	R1 000	R2 500	R3 500	R4 500
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Cinema only

T3	R400	R1 500	R3 000	R4 000	R5 500
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Public Location only - In-store/outdoor/closed circuit

T4	R150	R850	R1 200	R2 000	R3 000
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Educational institutions only

T5	R150	R700	R1 000	R1 500	R2 000
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Student Films

T6	R150	R750	R1 200	R1 500	R2 200
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Film Festivals

All media, Worldwide rate

T7	R200	R1 500	R2 200	R3 000	R5 000
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Film Trailers

add 300% for unlimited DVD's

T8	R1 000	R3 000			
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DVD's for sale to public - less than 500 units

add 25% for each additional 1000 units pressed
add 300% for unlimited DVD's

T9	R250	R1 000	R2 500	R3 500	R4 500
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ALL MEDIA-WORLDWIDE

Includes up to 500 DVD's for sale to public

add 50% for unlimited DVD's

T10	R550	R3 500	R6 500	R13 500	R17 500
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All rates listed on this page are for in Perpetuity usage
Additional single country add **50%**, Whole continent add 100%, worldwide add **150%**

Please contact us for series or multiple programme discounts
All Licence Fees Are VAT Exclusive
Add 100% to above rates for productions with budgets over R1 million

Please note that these rates allow for unlimited pieces of music to be used in one production only

AUDIO ONLY

	Code	30 Secs or Part Thereof	0-5 Min Music Usage	5 - 15 Min Music Usage	Over 15 Mins Music Usage
Radio programs and Theatre productions - Single country <small>Streaming rights add 50%</small>	R1	R250	R800	R1 300	R1 800
Podcasts - Worldwide - All digital platforms <small>Worldwide rate</small>	R2	R250	R800	R1 300	R4 000

All rates are for in Perpetuity usage
 Additional single country add **50%**, Whole continent add **100%**, worldwide add **150%**
 Please contact us if you would like a costing for audio only productions for sale
 Community Radio stations discount **50%**
 (Community Radio and TV broadcast services are as defined by ICASA - contact NORM for more info)

All Licence Fees Are VAT Exclusive

GAMING AND APPLICATIONS (APPS)

	Code	
Games (incl. console & PC platforms) - Retail	G1	R1 500 per track
Games and apps - distributed online or via mobile <small>Streaming rights add 50%</small>	G2	R1 500 per track

All rates are for Worldwide in Perpetuity usage

All Licence Fees Are VAT Exclusive

APPLYING FOR A LICENCE

STEP 1 Choose music from one of the production music libraries listed on page 6 or at www.NORM.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 NORM cue sheet

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

CONTACT NORM

Collen or Jill NORM (Production music)

Tel - +27 11 447 8870 Fax: 0866 632 556

email: productionmusic@norm.co.za

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 full and correct 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.

2 The rates in the accompanying schedules apply only to music contained in our members' Production Music recordings. (If you require Chart music, please contact NORM directly for a separate licence).

3 Any usage of our members' 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 NORM members' Production Music.

8 NORM 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. NORM 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

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.

NORM PRODUCTION MUSIC OWNERS/AGENTS

EMI MUSIC PUBLISHING

Name: Dave Penhale
Tel: 011 453-3463
Cell: 083 616-0654
dpenhale@emimusicpub.com
www.playkpm.com

MAMA DANCE ! MUSIC FOR AFRICA

Name: Craig McGahey
Tel: 021 424-0314
Fax: 021 422-2064
Mobile: 082 687-9469
craig@mamadance.com
www.mamadancemusic.co.za

MATHAMBO MUSIC

Name: Ron Brettell
Tel: 011 616-4901
Mobile: 083 379-1546
ron@mathambo.com
www.mathambo.com

RED IGLOO MUSIC

Name: Fred Woods
Mobile: 073 149-9408
fred@redigloomusic.com
www.redigloomusic.com

SHEER PUBLISHING

Name: Mandrew Mnguni
Tel: 011 438 7000
Tel: 011 789-6425
Mobile: 081 452-3259
library@sheer.co.za
www.sheerpublishing.co.za

SLAM PRODUCTIONS

Name: Simon Sibanda
Mobile: 073 186 2535
callslam@yahoo.co.uk
callslam3@gmail.com
www.facebook.com/groups/slamproductionmusiclibrary

SONY / ATV MUSIC

Name: Monique Stander
Tel: 011 482 1682
Fax: 011 482 1740
monique.stander@sonyatv.com
www.sonyatv.com

SYNCHRO MUSIC MANAGEMENT

Name: Terry Meredith
Tel: 087 721-0362
Fax: 086 607-8222
Mobile: 083 447-3644
terry@synchromusic.biz
Name: Louise Bulley
Mobile: 083 538-3894
louise@synchromusic.biz
www.synchromusic.co.za

UNIVERSAL PUBLISHING PRODUCTION MUSIC

Name: Philip Jacobs
Tel: 011 722-0535
Fax: 011 883-2184
Mobile: 083 601-2258
Philip.Jacobs@umusic.com
www.unippm.co.za

AFRICAN DOPE

Name: Heather Nel
Tel: 021 426-0168
Mobile: 082 387-0934
honeyb@africandope.co.za
www.africandope.co.za
www.africandopepublishing.co.za

A.I.R PUBLISHING

Name: Bernie Millar
Tel: 021 976-5162
Mobile: 082 315 2707 / 083 251 7033
bernie@airproduction.co.za
www.airproduction.co.za

BIZAR PRODUCTIONS

Name: Dr. Anthony J. Costandius
Tel: 021 976-5162
Fax: 021 975-2242
Mobile: 083 703-3722
anthony@absamail.co.za

BUFFALO STATE

Name: Brett Ellis
Tel: 011 482-8782
Mobile: 084 306-4826
brett@woundedbuffalo.co.za

DEEPFRIED MUSIC PRODUCTIONS

Name: Derick Eyden
Tel: 021 447-2447
Mobile: 073 066 7971
derek@deepfriedmusic.co.za
www.deepfriedmusic.co.za

DESERT ROSE MUSIC

Name: Yusuf Ganief
Tel: 021 559-6269
Fax: 086 548-0784
Mobile: 083 320-2265
yusuf@desertrose.co.za
www.desertrosemusic.co.za

D-TUNED

Name: Antonio Orrico
info@antonioorrico.com

GALLO MUSIC PUBLISHERS

Name: Michaelé Codd
Tel: 011 280 5750
Fax: 011 280 3896
michaelec@gallo.co.za
www.gallomusicpublishers.co.za

LALELA MUSIC

Name: Tanya Douman
Tel: 021 481 4579
Mobile: 082 884 0085
Fax: 021 481-4684
Tanya@lalela.com
www.lalela.com

MANIC MEDIA

Name: Andrew Smith
Tel: 011 782-9080
Mobile: 082 853-7100
andrew@manic.co.za
www.manic.co.za

NINO MUSIC PUBLISHING

Name: Stephen Thage / Monte Mogale
Mobile: 083 582-1952
snthage@gmail.com

OTHER MOTHER SONGS

Name: Matthew Klawansky
Tel: 011 447 7595
Mobile: 083 254-7451
matt@othermother.co.za
www.othermother.co.za

SIAM PRODUCTIONS

Name: Dennis East
Tel: 011 789-5352
dennis@shiam.co.za
www.creativeavenue.co.za