

COMMERCIAL COMPOSERS ALLIANCE (CCA)

GUIDELINES FOR LICENSING OF MUSICAL WORKS FOR COMMERCIAL ADVERTISING.

CCA RATES EFFECTIVE 1ST MARCH 2026.

PITCH FEES

Composers pitching original music in response to a client brief are entitled to a pitch fee of R21,250 — equivalent to the 12-month South African Television license rate. One pitch fee applies per brief, regardless of how many tracks the composer chooses to submit. The pitch fee is payable in addition to the final license fee if the work is selected, though this may be negotiated with the client on a case-by-case basis.

EXCLUSIVITY

All CCA rates are quoted for exclusive licenses within the licensed medium, territory, and category of use for the duration of the license period. The composition will not be licensed to a competing brand or product in the same category during the license term.

TELEVISION

Productions created for television media will be subject to a minimum royalty of R21 250 for a 12 month license. This comprehensive license covers broadcast television, pay television, satellite television, and all other television platforms under a single license fee.

DIGITAL & ONLINE

Productions created for digital & online platforms will be subject to a minimum royalty of R21 250 for a 12 month license. This is a comprehensive license that covers all social media & online streaming platforms under a single license fee.

OTHER MEDIUMS

Productions created for any other media (radio, cinema, public broadcast etc.) will be subject to a minimum royalty of R13 090 for a 12 month license.

MULTIPLE MEDIUMS

If a production airs on multiple mediums simultaneously, the primary medium (television, online, or other) will be charged at 100% of the stated royalty, while any additional mediums will be charged at 50% of their respective rates.

RENEWALS

Any renewals for the second and subsequent year's usage will be at 100% per annum of the royalty paid for the first year.

ARRANGEMENT OF EXISTING WORKS

Arrangements of existing works will be subject to a minimum royalty of 65% of the amounts stated above for a 12 month license.

CUT-DOWNS

Any cut-downs airing alongside the original full-length production will be subject to a minimum royalty of 65% of the full royalty charged for the initial production.

TERRITORIES OUTSIDE OF SOUTH AFRICA

The royalty minimums quoted above are for the territory of South Africa only. Royalties for usage in territories outside of South Africa should be calculated based on the Schedule of Minimum Extension Rates for the use of jingles in territories outside South Africa.

BLANKET LICENSING

Blanket licensing applies when a production is licensed across multiple media platforms, territories, or similar scenarios. This approach simplifies the costing process and offers discounts to clients where applicable. Below are the CCA's guidelines for blanket licensing:

BLANKET USAGE ACROSS ALL MEDIUMS

300% - 500% of the current annual TELEVISION license fee, for a 12 month period for each individual territory.

BLANKET USAGE SYNCING ON UNLIMITED ASSETS

300% - 500% of the current annual TELEVISION license fee, for each individual medium and territory for a 12 month period.

BLANKET USAGE ACROSS MULTIPLE TERRITORIES

Please refer to the Schedule of Minimum Extension Rates for the use of jingles in territories outside South Africa. Some common Territory Blanket Usages include: All Africa - 400%, Pan-Africa - 300%, All Europe - 700%, All North America - 600%, All South America - 400%, All Middle East - 350%, All Asia - 500%, Worldwide - 2000%.

IN PERPETUITY BLANKET USAGE

500% to 700% per medium, calculated on the current annual TELEVISION license fee for each individual medium and territory.

COMBINING BLANKET USAGES EXAMPLE

Blanket Usage on all mediums, with unlimited asset/edit syncing, across all African countries for the period of 12 months.

$R21\ 250$ (Annual Television Base Rate) \times 300% (All Mediums) \times 300% (Unlimited edits) \times 400% (All Africa) = R765 000.

COMPLETE WORLDWIDE BUYOUT EXAMPLE

Blanket Usage on all mediums, with unlimited asset/edit syncing, across all countries worldwide in perpetuity.

$R21\ 250$ (Annual Television Base Rate) \times 300% (All Mediums) \times 300% (Unlimited edits) \times 500% (Worldwide) \times 500% (In perpetuity) = R4 781 250.

SESSION MUSICIANS

The session fee rate for musicians and backing singers is R3 240 per 2 hour session. Please refer to the PMA rates for lead vocalist session rates and usages.

LICENSING ON MULTIPLE ASSETS

It is to be remembered that in terms of the Copyright Act the above licensing terms are in respect of the recording of the musical work, that is each recording of the musical work requires a license. Thus, each original recording, re-recording, cut-down version, alternate version etc. requires a separate license.

ADDITIONAL INFORMATION

All license renewals will be issued by the composer or party nominated by the composer.

We would appreciate your ensuring that all your members are advised of the above changes.

We remind you that where productions require the inclusion of extracts from existing works such as popular songs or mood music libraries, etc. no arrangements or lyrics may be added to such works without the specific permission of the owner of the music. In this respect the agency/client remains responsible in all respects for the clearance of the copyright in the original musical work and will at all times indemnify the CCA members against claims for infringement of copyright.

Yours sincerely,

Commercial Composers Alliance of South Africa

COMMERCIAL COMPOSERS ALLIANCE (CCA) COUNTRY PERCENTAGES

AFRICA	
ALL AFRICA (INCL. SA)	400%
SUB-SAHARA AFRICA PACKAGE (INCL. S.A)	300%
ALGERIA	50%
ANGOLA	50%
BENIN	50%
BOTSWANA	50%
BURKINA FABI	50%
BURUNDI	50%
CAMEROON	50%
CANARY ISLANDS	50%
CENTRAL AFRICAN REPUBLIC	50%
CONGO	50%
CONGO (The Democratic Republic)	50%
COTE D'LVOIRE	50%
DJIBOUTI	50%
EGYPT	100%
EQUATORIAL GUINEA	50%
ERITREA	50%
ETHOPIA	50%
GABON	50%
GHANA	50%
GUINEA	50%
GUINEA BISSAU	50%
KENYA	50%
LESOTHO	50%
LIBERIA	50%
LIBYA	50%
MADAGASCAR	50%
MADEIRA	50%
MALAWI	50%
MALI	50%
MAURITANIA	50%
MAURITIUS	50%
MOROCCO	50%
MOZAMBIQUE	50%
NAMIBIA	50%
NIGER	50%
NIGERIA	100%
REUNION	50%
RWANDA	50%
SAO TOME AND PRINCIPE	50%
SENEGAL	50%

SEYCHELLES	50%
SIERRA LEONE	50%
SOMALIA	50%
SOUTH AFRICA	100%
SOUTH SUDAN	50%
SUDAN	50%
SWAZILAND	50%
TANZANIA	50%
TOGO	50%
TUNISA	50%
UGANDA	50%
ZAIRE	50%
ZAMBIA	50%
ZIMBABWE	50%
AMERICA	
ALL NORTH AMERICA	600%
BERMUDA	50%
CANADA	200%
GREENLAND	50%
ST PIERRE & MIQUELON	50%
UNITED STATES	500%
(per state minimum 100%)	
ALL SOUTH AMERICA	400%
ARGENTINA	100%
BOLIVIA	50%
BRAZIL	100%
CHILE	100%
COLOMBIA	50%
EQUADOR	50%
GUIANA (French)	50%
GUYANA	50%
PARAGUY	50%
PERU	50%
BURINAM	50%
URUGUAY	50%
VENEZUELA	50%
ALL CENTRAL AMERICA (incl. Carribbean)	300%
ANGUILIA	50%
ANTIGUA & BARBUDA	50%

ARUBA	50%
BAHAMAS	50%
BARBADOS	50%
BELIZE	50%
BRITISH VIRGIN ISLANDS	50%
CAYMAN ISLANDS	50%
COSTA RICA	50%
CUBA	50%
DOMINICA	50%
DOMINICAN REPUBLIC	50%
EL SALVADOR	50%
FALKLAND ISLANDS (Malvinas)	50%
GRENADA	50%
GUADELOUPE	50%
GUATEMALA	50%
HAITI	50%
HONDURAS	50%
JAMAICA	50%
MATINIQUE	50%
MEXICO	200%
MONTSERRAT	50%
NETHERLANDS/ANTILLES	50%
NIGARAGUA	50%
PANAMA	50%
PUERTI RICO	50%
ST KITTS & NEVIS	50%
ST LUCIA	50%
ST MARTIN	50%
ST VINCENT	50%
SURINAME	50%
TRINIDAD & TOBAGO	50%
VIRGIN ISLANDS (Am)	50%
VIRGIN ISLANDS (Br)	50%
MIDDLE EAST	
ALL MIDDLE EAST	350%
AFGHANISTAN	50%
BAHRAIN	50%
CYPRUS	50%
IRAN	50%
IRAQ	50%
ISRAEL	100%
JORDAN	50%
KUWAIT	50%
LEBANON	50%

OMAN	100%
PALESTINIAN TERRITORY	50%
QUARTER	50%
SAUDI ARABIA	100%
SYRIA	50%
TURKEY	100%
UAE - DUBAI, ABU DABI	100%
AJMAN, AI FUJAYRAH SHARJAH	50%
RASAL KHAYMAH, UMMAL QAYWAYN	50%
YEMEN	50%
ASIA	
ALL ASIA	500%
SOUTH EAST ASIA	250%
AFGHANISTAN	50%
AZERBAIJAN	50%
BANGLADESH	50%
BHUTAN	50%
BRUNEI DARUSSALEM	50%
BURMA	50%
CAMBODIA	50%
CHINA	300%
DIEGO GARCIA	50%
FIJI	50%
FRENCH POLYNESIA	50%
GALAPAGOS ISLANDS	50%
GUAM	50%
HONG KONG	100%
INDIA	200%
INDONESIA	100%
JAPAN	200%
KAMPUCHEA	50%
KIRIBATI	50%
KOREA NORTH	50%
KOREA SOUTH	100%
KRYGYZSTAN	50%
LAOS	50%
MACAU	50%
MALAYSIA	100%
MALDIVES	50%
MARSHALL ISLANDS	50%
MONGOLIA	50%
MYANMAR	50%
NEPAL	50%

PAKISTAN	50%
PHILLIPINES	50%
REUNION	50%
SINGAPORE	50%
SRI LANKA	50%
TAIWAN	200%
TAJIKISTAN	50%
THAILAND	100%
TIMOR-LESTE	50%
TONGA	50%
TURKMENISTAN	50%
UZBEKISTAN	50%
VANUATA	50%
VIETNAM	50%
WALLIS AND FUTUNA	50%
PACIFIC	
ALL PACIFIC	300%
AUSTRALIA	200%
GALAPAGOS ISLANDS	50%
GUAM	50%
HAWAII	50%
MICRONESIA	50%
NEW CALEDONIA	50%
NEW ZEALAND	100%
NORTHERN MARIANA ISLANDS	50%
PALAU	50%
PAPUA NEW GUINEA	50%
POLYNESIA	50%
SAMOA	50%
EUROPE	
ALL EUROPE	700%
WEST EUROPE PACKAGE (Andorra, Austria, Belgium, Denmark, Finland, France, Germany, Albania, Iceland, Greece, Ireland, Italy, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, Norway, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom & Vatican City)	400%
EASTERN EUROPE PACKAGE (Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Russian Federation, Serbia, Slovakia, Slovenia & Ukraine)	300%
ALBANIA	50%
ANDORRA	50%
ARMENIA	50%
AUBANIA	50%
AUSTRIA	100%

AZORES	50%
BELARUS	50%
BELGIUM	100%
BULGARIA	50%
CROATIA	50%
CZECHOSLOVAKIA	50%
DENMARK	100%
ESTONIA	50%
FAROE ISLANDS	50%
FINLAND	50%
FRANCE	200%
GEORGIA	50%
GERMANY	200%
GIBRALTAR	50%
GREECE	100%
GREENLAND	50%
GUERNSEY	50%
HUNGARY	50%
ICELAND	50%
IRELAND	100%
ISLE OF MAN	50%
ITALY	200%
JERSEY	50%
LATVIA	50%
LIECHTENSTEIN	50%
LITHUANIA	50%
LUXEMBOURG	50%
MACEDONIA	50%
MALTA	50%
MOLDOVA	50%
MONACO	50%
MONTENEGRO	50%
NETHERLANDS	100%
NORWAY	100%
POLAND	100%
PORTUGAL	100%
ROMANIA	50%
RUSSIA	200%
SAN MARINO	50%
SCANDINAVIA	200%
SERBIA	50%
SLOVENIA	50%
SPAIN	100%
SVALBARD AND JAN MAYEN	50%
SWEDEN	100%
SWITZERLAND	100%

UKRAINE	50%
UNITED KINGDOM	200%
ALL OTHER COUNTRIES MINIMUM	50%
WORLDWIDE LICENSE	2000%