

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.

(Annual Television Base Rate) x 300% (All Mediums) x 300% (Unlimited edits) x 400% (All Africa) = Licensing Fee.

COMPLETE WORLDWIDE BLANKET EXAMPLE

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

(Annual Television Base Rate) x 300% (All Mediums) x 300% (Unlimited edits) x 500% (Worldwide) x 500% (In perpetuity) = Licensing Fee.

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.

BUYOUTS

A buyout constitutes a complete transfer of ownership of rights from the composer to the client. All associated rights, including mechanical and performance rights, are transferred, and the composer retains no claim to future royalties in respect of the work.

This differs fundamentally from blanket licensing. Under a blanket license, the composer retains ownership of the composition and licenses its use to the client on broad terms — which may extend to unlimited usage across mediums, territories, and in perpetuity. Under a buyout, ownership itself passes to the client.

Buyout fees are not covered by the minimums stated above and must be negotiated in good faith between the composer and the client on a case-by-case basis.

The CCA does not encourage members to relinquish ownership of their works, and recommends that composers rather negotiate blanket licensing terms, which can

accommodate extensive client usage requirements while allowing the composer to retain ownership and continue to earn royalties.

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