



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Introduction to the South African Music Industry

Culture and Arts / Music

Unit Standard 253114 · NQF Level 5 · 10 Credits · 7 Days

COURSE OVERVIEW

This course provides a foundational understanding of the South African music industry, covering key sectors, roles, and revenue streams. Participants will learn about the legal and regulatory framework, including copyright and licensing, and gain insights into industry trends and challenges.

Category	Culture and Arts
Subfield	Music
Unit Standard	253114
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify and describe the main sectors and stakeholders in the South African music industry.
- Explain the legal and regulatory frameworks governing music copyright, licensing, and royalties in South Africa.
- Analyze the revenue streams and business models common in the South African music market.
- Evaluate the impact of digital technology and streaming platforms on the local music industry.
- Demonstrate knowledge of industry associations, collective management organizations, and their roles.
- Apply understanding of industry trends to identify opportunities and challenges in the South African music business.

WHO SHOULD ATTEND

- Aspirant musicians, music entrepreneurs, and individuals seeking entry-level roles in music management, production, or distribution within South Africa.

COURSE OUTLINE

Day 1: Overview of the South African Music Industry

- Historical evolution of South African music from traditional to contemporary
- Key sectors: recording, publishing, live performance, broadcasting, digital
- Major stakeholders: artists, record labels, publishers, collecting societies, promoters
- Economic contribution: employment, exports, tourism
- Overview of genres: jazz, kwaito, gospel, hip-hop, house, afro-pop
- Industry value chain: creation, production, distribution, consumption

Day 2: Copyright and Intellectual Property in Music

- Copyright Act and amendments relevant to music
- Copyright in lyrics, compositions, and sound recordings
- Rights of composers, performers, and producers
- Mechanical, performance, and synch licenses
- Role of SAMRO, SAMPRA, CAPASSO, and other collecting societies
- Licensing music for use in film, TV, advertising, and digital platforms
- Anti-piracy measures and legal consequences

Day 3: Music Publishing and Royalties

- What is music publishing? Functions and revenue streams
- Types of royalties: mechanical, performance, synchronization, print
- Royalty collection and distribution processes
- Publisher deals: co-publishing, administration, buyouts
- Performing rights organizations (PROs) and their role
- Digital royalties from streaming services
- Basic royalty calculations and splits

Day 4: Recording Contracts and Artist Management

- Types of recording agreements: exclusive, licensing, distribution
- Key contract terms: advances, royalties, recoupment, territory, term
- Rights and obligations of labels and artists
- Role of an artist manager: duties, commission, term
- Manager-artist agreements
- Negotiation strategies and red flags
- Case studies of contract disputes

Day 5: Live Performance and Touring

- Live music venues: clubs, theatres, festivals, arenas
- Role of booking agents and promoters
- Tour budgeting: fees, travel, accommodation, per diems
- Technical riders: sound, lighting, backline
- Performance contracts and guarantees
- Revenue sources: ticket sales, merchandise, sponsorships
- Health, safety, and COVID-19 protocols

Day 6: Digital Distribution and Music Marketing

- Digital service providers: Spotify, Apple Music, YouTube, TikTok

- Digital distributors: TuneCore, DistroKid, CD Baby, and local options
- Building an online presence: website, social media, email lists
- Content marketing: music videos, behind-the-scenes, live streams
- Playlist pitching and algorithmic discovery
- Data analytics: streams, demographics, engagement
- Budgeting for marketing campaigns

Day 7: Industry Integration and Career Pathways

- Career roles: artist, manager, publisher, promoter, agent, producer, engineer
- Industry bodies: RISA, SAMRO, SAMPRA, CAPASSO, Moshito
- Funding and grants: National Arts Council, SAMRO Foundation
- Networking and professional development
- Ethics and professionalism in the music business
- Creating a personal action plan
- Group presentations of mini business plans

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 29,600.00	R 29,600.00
1	In-House	R 38,500.00	R 38,500.00
1	On-Campus (Pretoria)	R 44,400.00	R 44,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	18 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Mauritius
12 Aug 2026	20 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	24 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	25 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	26 Aug 2026	On-Campus	Shenzhen, China

Contact us if no suitable date is listed — on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 253114) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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