



## SOUTH AFRICAN VOICE OVER FEES

1 MARCH 2011 – 28 February 2012

<b>RADIO COMMERCIALS</b> (Per voice per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)	<b>FLIGHTING PERIOD</b>	<b>PERFORMANCE</b>	<b>USAGE</b>	<b>TOTAL</b>
	Up to 2 months	R 775.00	R 950.00	R 1725.00
	Up to 6 months	R 775.00	R 1210.00	R 1985.00
	Up to 12 months	R 775.00	R 1690.00	R 2465.00

<b>TELEVISION COMMERCIALS</b> (Per voice per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)	<b>FLIGHTING PERIOD</b>	<b>PERFORMANCE</b>	<b>USAGE</b>	<b>TOTAL</b>
	Up to 2 months	R 775.00	R 2260.00	R 3035.00
	Up to 6 months	R 775.00	R 3520.00	R 4295.00
	Up to 12 months	R 775.00	R 5210.00	R 5985.00

<b>CINEMA COMMERCIALS</b> (Per voice per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage) <b>TV use on cinema</b>	<b>FLIGHTING PERIOD</b>	<b>PERFORMANCE</b>	<b>USAGE</b>	<b>TOTAL</b>
	Up to 12 months	R 775.00	R 2540.00	R 3290.00
	Up to 12 months		R 2540.00	R 2540.00

<b>ADDITIONAL USAGE</b>	(Radio, Television and Cinema Commercials)
	Usage of a tag or section of a script on any commercial other than the one specifically recorded for.
	Usage fee only (as stipulated above) to be paid per additional usage.

<b>PILOT, RE-RECORDING, REJECTION</b>	(Radio, Television and Cinema Commercials)
	R 775.00 per spot per voice

<b>CANCELLATION</b> Any booking cancelled with less than 24 hours notice to the agent	<b>APPLIES TO ALL VOICE OVER RECORDING CATEGORIES</b>
	R 775.00/per voice artist



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<p><b>POSTPONEMENT</b> Change of booking details with less than 24 hours notice to the agent</p>	<p style="text-align: center;"><b>APPLIES TO ALL VOICE OVER RECORDING CATEGORIES</b></p> <p>Should a postponed booking be re-booked <b>immediately with a confirmed</b> date, time and venue – NO fee will be charged. Should a booking be postponed <b>without being immediately re-confirmed</b> with a date, time and venue, the booking will be treated as a cancellation and the cancellation fee will apply.</p>
<p><b>PITCH PILOTS</b> (Radio, TV and Cinema Commercials)</p>	<p style="text-align: center;">(Pitch of a concept to a client at agency/production house own cost)</p> <p>1 ONLY R 775.00 2 OR MORE - R 755.00 per voice recorded per spot (i.e. 3 different voices by the same artists, 3 pitch pilot fees)</p>
<p><b>CUT DOWNS</b></p>	<p style="text-align: center;">(Radio, Television and Cinema Commercials)</p> <p>Any edit of a performance to a different duration, to be used concurrently with the original commercial, will require additional usage fees (as stipulated above) to be paid. For example:</p> <ul style="list-style-type: none"> <li>• A 30" TV commercial is cut down to a 15" – the commercials will be flighted at the same time – ADDITIONAL USAGE payable.</li> <li>• A 30" TV commercial is cut down to a 15" – the 15" will take over from the 30" – NO ADDITIONAL usage payable but the expiry date will remain as for the original 30" commercial.</li> </ul>
<p><b>AUDITIONS</b> (Radio, TV and Cinema Commercials)</p>	<p style="text-align: center;">(selection of voice for a specific product)</p> <p>R 250.00 per voice artist, per script for a maximum of 30 minutes in studio.</p> <p><u>Free auditions available ONLY under the following circumstances</u></p> <ol style="list-style-type: none"> <li>1. The artist is a "new comer" i.e. having completed less than 10 successful voice or commercials recordings</li> <li>2. The artist does not have a demo CD, sample on a website or is unable to provide a clip with the delivery style required.</li> <li>3. <b>VERY IMPORTANT</b> – Maximum of 30 minutes allocated per artist, thereafter standard audition fees are payable.</li> <li>4. <b>One script only.</b> Thereafter R215.00 per audition script will apply.</li> </ol>



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<b>ANIMATICS</b> (Radio, TV and Cinema)	(vocal description of a concept)
	See page 7 – Corporate

INFOMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(per script) <i>A TV commercial in excess of 60 recorded seconds</i>	Up to 2 months	R 1550.00	R 2260.00	R 3810.00
	Up to 6 months	R 1550.00	R 3520.00	R 5070.00
	Up to 12 months	R 1550.00	R 5210.00	R 6760.00
<b>Cut Downs</b>	As per cut down rules:			

MINI RADIO DRAMA (commercial)	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
Per artist Per script Under 5 recorded minutes	Up to 2 months	R 1550.00	R 950.00	R 2500.00
	Up to 6 months	R 1550.00	R 1210.00	R 2760.00
	Up to 12 months	R 1550.00	R 1690.00	R 3240.00

<b>PUBLIC LOCATION ADVERTISING</b> <u>Radio and Television Commercial Voice Overs Only</u>	(Indoor eg: shop or bank, etc.. Outdoor eg forecourt of a petrol station or stadium)			
	<b>USAGE OF EXISTING MATERIAL</b>			
	<b>TELEVISION</b>		<b>RADIO</b>	
	65% of the standard TV usage rates on page 1		50% of the standard Radio usages rate on page 1	
	Up to 2 months	R 1,469.00	Up to 2 months	R 475.00
	Up to 6 months	R 2,288.00	Up to 6 months	R 605.00
Up to 12 months	R 3,386.50	Up to 12 months	R 845.00	

<b>INTERNET</b>	Use of an EXISTING television on a website 50% of the Standard TV usage rate		
	Up to 2 months	R 1,517.50	
	Up to 6 months	R 2,147.50	
	Up to 12 months	R 2,992.50	



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<b>PUBLIC SERVICE or COMMUNITY SERVICE ANNOUNCEMENTS (PSA or CSA)</b>	Non-commercial broadcast on radio, television or on any other medium, intended for <b>PUBLIC GOOD, INFORMATION OR EDUCATION</b> . Intended to modify public attitudes by raising awareness about specific issues. It <u>does not</u> include any commercial intent, brand name or image.
	Fees to be negotiated with the applicable agent or artist; based on the project, usage period and media. For commercial content or intent please refer to relevant category within this document.
<b>MOBILE NETWORK PROMOS</b>  (ALL mobile network operators)	Promotes a specific event/programme on the Network. May mention the name of a sponsor if their name forms part of the event (eg "Watch the Nedbank Golf Challenge" NOT "Brought to you by Nedbank" (please see Standard Commercial Rate for this) <b>MAY FLIGHT FOR A MAXIMUM OF 4 CONSECUTIVE WEEKS</b>
	Fees to be negotiated with the applicable agent or artist; based on the project, usage period and media. For commercial content or intent please refer to relevant category within this document.
<b>IVR</b>  (Or Telephone On Hold)  Studio Time Allocation (actual time artist spends in the studio)	(call centers/automatic answering systems)  R 2000 for up to 5 recorded minutes, thereafter R 520 for every 5 recorded minutes – PER CLIENT Each language charged as a separate recording (starting again at R 2000) Please note should an artist be called back on a different day to continue a recording, the "new" recording will start again at R 2000
	For up to 5 recorded minutes – 30 minutes For up to 10 recorded minutes – 1 hour i.e. 30 minutes in studio for every 5 recorded minutes Thereafter overtime rates apply at R 550 for every 30 minutes in studio or part thereof.
<b>Rejection</b>	Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage
<b>Use of a client's radio spot on an IVR or Telephone On Hold System</b>	50% of the current 12 month Radio Commercial Usage



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<p><b>TELEVISION INSERTS</b></p> <p><b>Studio Time Allocation</b> (actual time artist spends in the studio)</p>	<p>(Segment within a television programme)</p> <p><b>Performance Fee</b> R 1980 for up to 3 recorded minutes. thereafter R 710 for every 3 recorded minutes.</p> <p><b>Usage</b> <u>South Africa</u> One Flighting ONLY - No additional usage More than One Flighting – 50% of total performance fee <u>International</u> 150% of total performance fee</p>
	<p>For up to 5 recorded minutes - 30 minutes For up to 10 recorded minutes – 1 hour i.e. 30 minutes in studio for every 5 recorded minutes Thereafter overtime rates apply at R 550 for every 30 minutes in studio or part thereof.</p>
<p><b>Rejection</b></p>	<p>Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage</p>
<p><b>INTERNET INSERTS</b> <b>NO COMMERCIAL CONTENT</b></p>	<p>(recordings specifically for the Internet – NOT being used on any other medium)</p> <p>R 2290.00 for upto 5 recorded minutes there after R 740.00 for every 5 recorded minutes or part thereof.</p> <ul style="list-style-type: none"> <li>• 6 months internet usage included in recording fee</li> <li>• Renewal for a further 6 month usage – 50% of total recording fee</li> </ul> <p><b>Studio Time Allocation</b> (actual time artist spends in the studio) For up to 5 recorded minutes – 30 minutes For up to 10 recorded minutes – 1 hour i.e. 30 minutes in studio for every 5 recorded minutes Thereafter overtime rates apply at R 550 for every 30 minutes in studio or part thereof.</p>
	<p>Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage</p>



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<p style="text-align: center;"><b>MOBILE NETWORK ORIGINAL CONTENT INSERTS</b></p> <p style="text-align: center;">(All mobile network operators)</p> <p><b>Should any script become a download that the Subscriber is charged for, an additional 25% of the recording fee per script would become payable</b></p>	<b>No Commercial Content</b>
	Inserts specifically recorded for FREE Network Subscriber Entertainment. May be used for upto 12 months on <b>ONE</b> Mobile Network <b>ONLY</b> For example: 10 exciting things to do in South Africa
	From 30 - 90 seconds in length <span style="float: right;">R 1410.00/script</span>  From 90 – 150 seconds in length <span style="float: right;">R 1670.00/script</span>
	<b>Sponsored</b>
	Inserts specifically recorded for FREE Network Subscriber Entertainment May be used for upto 12 months on <b>ONE</b> Mobile Network <b>ONLY</b> Eg: “ <b>Smarties</b> ” brings you 10 exciting things to do in South Africa
	From 30 - 90 seconds in length <span style="float: right;">R 2150.00/script</span>  From 90 – 150 seconds in length <span style="float: right;">R 2420.00/script</span>

<p style="text-align: center;"><b>VIRAL</b></p> <p style="text-align: center;">Direct Marketing VIA Electronic Media or Telecommunications Services (Including Ring Tones)</p> <p>Any recording that is distributed by a company to a specific distribution list to any of the following USAGE AREAS</p> <p style="text-align: center;"><b>EMAIL    MMS    AMS</b></p> <p>or any other similar format as a marketing exercise <b>with commercial content or intent</b></p>	<b>RETAIL CAMPAIGN</b>		
	Only applicable if ALL of the following apply		
	<b>1</b>	NO Visuals	
	<b>2</b>	Recording is no longer than 45"	
	<b>3</b>	Recording Contains specific information regarding price, date or product	
	<b>4</b>	Recording is only sent out ONCE to ONE distribution list	
		SPECIFICALLY RECORDED MATERIAL	USE OF EXISTING MATERIAL
	Performance (per script)	R 775.00	Subject to written notification and confirmation from the artist and or agent
	PER LANGUAGE PER CUT DOWN OR VERSION		
	<b>PLUS</b>	Regardless of origin of recording	
	75% of the current 12 month RADIO usage fee as per page 1		
	<b>LONG TERM / ONGOING CAMPAIGN</b>		
	<b>1</b>	May be initiated by the client for up to 12 consecutive months	
	<b>2</b>	With OR Without Visuals (including but not limited to Logos, Still, Drawing, TV Commercials)	
<b>3</b>	May be sent out MORE than once to MORE than one distribution list		
	SPECIFICALLY RECORDED MATERIAL	USE OF EXISTING MATERIAL	
Performance (per script)	R 775.00	Subject to written notification and confirmation from the artist and or agent	
<b>PLUS</b>		Regardless of origin of recording	
75% of the current 12 month RADIO usage fee as per page 1			

**ALL AMOUNTS EXCLUSIVE OF VAT**



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<p><b>Corporate</b> Including, but not limited to:</p> <p>Audiovisuals Documentaries Training Videos Promotional or Marketing Videos Instructional Videos Audio Recordings Audio Books Multimedia Presentations</p> <p>(should the artist be called back on a different day to continue a recording, the "new" recording will start again at R 2120.00)</p> <p><b>PLEASE NOTE</b></p> <ul style="list-style-type: none"> <li>Time is calculated on the actual recorded time and <b>NOT</b> the final edited time</li> <li>Fees Charged <u>per scripteg</u>: 3 separate presentations (can be used on their own) for the same company would incur 3 <u>separate</u> recording fees; however should there be 3 different scripts/modules that form part of the SAME presentation (would not make sense if used alone) the fee would be calculated on the total recorded time of all 3 scripts</li> </ul>	<b>RECORDING FEE</b>	
	R 2,150.00	For up to 5 recorded minutes thereafter;
	R 670.00	for each 5 recorded minutes or part thereof
	<b>USAGE</b>	
	<b>IN HOUSE</b> Shown to staff employed by the client ONLY No additional Charge	
	<b>South Africa</b>	
	<b>Public Exposure</b> Including but not limited to: TV Broadcast, Marketing give aways or videos, Demonstrations, Exhibitions Museums	<b>Local Public Exposure</b> Recording fee - PLUS 50% of TOTAL recording fee
		<b>International Public Exposure</b> Recording fee - PLUS 150% of TOTAL recording fee
	<b>Sales</b>	Recording fee - PLUS 100% of TOTAL recording fee
	<b>International</b>	
	<b>Internet</b>	6 Months usage      50% of TOTAL fee
		12 Months usage      100% of TOTAL fee
	<b>Sales</b>	Recording fee - PLUS 300% of TOTAL recording fee
	<b>Studio Time Allocation</b> (actual time artist spends in the studio)	
For up to 5 recorded minutes = 30 minutes in studio For up to 10 recorded minutes = 60 minutes in studio		
Thereafter OVERTIME rates apply at R 550.00 for each 30 minutes in studio or part thereof.		
<b>Rejection</b>	TOTAL performance fee ONLY (recorded minutes), would not include any additional usage	