

SABC PROMO RATES EFFECTIVE

1 APRIL 2008

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DEFINITIONS

STANDARD SABC PROMO

May flight for a maximum of 4 consecutive weeks (for additional flying please see extended runs on next page)

- Promotes a specific event/programme on SABC
- Promotes a generic time slot on the channel – be it sport, movies, etc
- Both categories 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 Rates for this)

ADDITIONAL SCRIPT

A second promo recorded in the same session as an “SABC Promo” – all conditions of an standard SABC promo apply

TAG

- Recoding of a day/month/channel change on a promo, eg Wednesday, Tomorrow, Tonight, This Month, Next Month, This Week, Next Week
- Only the change to be recorded – **NOT** the whole promo
- The original promo must be replaced by the promo with the tag, eg The promo with “This Month” may not flight at the same time as a promo with “This Week” if a “tag” rate has been paid.

SABC CORPORATE GENERIC

- Branding/Image Pieces
- Previous and Current & Upcoming movies/sport etc programmes/highlights on SABC
- Not date or time specific
- Not any longer then 60”
- May flight for upto 3 months
(for additional flying please see extended runs on next page)

SABC SPONSORED PROMO

May flight a maximum of 4 consecutive weeks (for additional flying please see extended runs on next page)

- Non programme specific promo giving date and time of an event/programme BUT has the name of the sponsor on the end of the promo eg. Watch the Cricket on Sunday at 14h00 – sponsored by tic-tac’s”
- Each sponsored promo to be paid for separately.
- Standard promos recorded in the same session also to be treated as a separate recording, ie, call rate and rate per script to be paid in ADDITION to the sponsored read.

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| STANDARD SABC PROMOS | Call | R 750 |
| | Fee Per Script (recorded in same session) | R 210 |
| | Per Tag (recorded in same session as the promo its to be added to) | R 120 |
| SABC SPONSORED PROMOS | R 1280.00 per promo per script per voice artist | |
| EXTENDED RUNS | (extended use of standard promo) | |
| | R 280 per month per promo | |
| USE OF SABC PROMOS ON THE SABC WEBSITE | Standard Promo (without sponsor) | R 210 per promo per month |
| | Sponsored Promo | R 500 per promo per month |
| CANCELLATION <small>Any booking cancelled with less than 24 hours notice to the agent</small> | ALL BOOKINGS | |
| | R 700.00 | |
| POSTPONEMENT <small>Change of booking details with less than 24 hours notice to the agent</small> | APPLIES TO ALL VOICE OVER RECORDING CATEGORIES | |
| | Should a postponed booking be re-booked immediately with a confirmed date, time and venue – NO fee will be charged. Should a booking be postponed without being immediately re-confirmed with a date, time and venue, the booking will be treated as a cancellation and the cancellation fee will apply. | |

THESE FEES ARE EXCLUSIVE OF VAT

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| TELEVISION INSERTS | Segment within a television programme |
| | <p>Performance Fee R 1670 for up to 3 recorded minutes. thereafter R 600 for every 3 recorded minutes.</p> <p>Usage <u>South Africa</u> One Flighting ONLY - No additional usage More than One Flighting – 50% of total performance fee</p> <p><u>International</u> 150% of total performance fee</p> |
| Studio Time Allocation (actual time artist spends in the studio) | <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 460 for every 30 minutes in studio or part thereof.</p> |
| Documentaries (should the artist be called back on a different day to continue a recording, the "new" recording will start again at R 1775) PLEASE NOTE Time is calculated on the actual recorded time and NOT the final edited timeFees Charged <u>per script</u> eg: 3 <u>separate</u> documentaries would incur 3 <u>separate</u> fees. | Programme flighted on television |
| | <p>R 1775 for up to 5 recorded minutes. thereafter R 565 for every 5 recorded minutes. PLUS 50% of TOTAL recorded fee. EG: Programme of 10 recorded minutes 1st 5 recorded minutes – R1775 2nd 5 recorded minutes (or part thereof) – R565 Total recording fee – R2340 50% of recording fee – R 1170 Total fee (excluding VAT) payable – R4680</p> |
| Studio Time Allocation (actual time artist spends in the studio) | <p>For up to 5 recorded minutes - 30 minutes For up to 10 recorded minutes – 1 hour i.e 30 minutes in studio per every 5 recorded minutes Thereafter overtime rates apply at R 460 for every 30 minutes in studio or part thereof.</p> |
| Rejection | Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage |