

# South African PAY TO VIEW Television Promo Rates

## 1 April 2015 - 31 March 2016



### BASIC PROMO'S

Definitions and Rules		
<b>Standard Promo</b>	The script/s promotes a specific event/programme being broadcast on the Television Channel ONLY	
	The Script promotes a generic time slot on the channel/s - Be it sport, movies, series etc ...	
	The script MAY mention the name of a sponsor or advertiser ONLY if the name of that particular sponsor or advertiser forms part of the name of the event or programme. This does not include any script that includes any copy similar to "Proudly brought to you by ...."	
	May be used for a MAXIMUM of 4 consecutive weeks - for longer flighting periods please consult the rate for extended runs	
	The script/s are NOT date or time specific	
	The script/s are NOT any longer than 60"	
	The script MAY mention the name of a sponsor or advertiser ONLY if the name of that particular sponsor or advertiser forms part of the name of the event or programme. This does not include any script that includes any copy similar to "Proudly brought to you by ...."	
	May be used for a MAXIMUM of 4 consecutive weeks - for longer flighting periods please consult the rate for extended runs	
<b>Additional Read/s</b>	Additional scripts recorded in the same session are charged at the "Additional Script" fee provided ALL of the above apply to that script.	
<b>Tag/s</b>	Applicable to Standard Promos and Branding/Imaging Theme Pieces - Must be recorded during the same session	
	Recording of a day/month/channel CHANGE on a promo, eg Wednesday, Tomorrow, Tonight, This Month, Next Month, This Week, Next Week, On Movie Magic.	
	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	
	Each tag/change is to be paid for SEPERATELY and may be used for a MAXIMUM of 4 consecutive weeks from the time of the recording of the Promo it replaced, ie: recording a tag does not imply that the promo may flight for 8 consecutive weeks.	
<b>Extended Runs</b>	Extended use of a Standard Promo, Branding/Imaging Theme Piece or Tag	
<b>Cancellation</b>	A booking cancelled with less than 24 hours notice are subject to fee of	ZAR 870.00
<b>Postponement</b>	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available	No Charge
Fees		
PER artist PER script		
One Script or First Script in a session		ZAR1,600.00
PER Additional Script in the same session		ZAR480.00
Per Tag Per Script in the Same session		ZAR308.00

### SPORT BROADCAST SPONSORED PROMO

Definitions and Rules	
Is a 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 proudly brought to you by Toyota	
TAGS on SPONSORED PROMO to be paid at the TAG rate provided that they are recorded in the SAME session and are for the SAME sponsor as the promo AND that they meet the ALL the criteria of a TAG definition	

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Any STANDARD promo's recorded in the same session also to be treated separately, EG: 1 x Sponsored promo - sponsored promo rate to be paid PLUS 1 x Standard promo First read script to be paid, then any additional Standard promo script to be treated as additional scripts		
May be used for a MAXIMUM of 4 consecutive weeks - for longer flighting periods please consult the rate for extended runs		
<b>Additional Read/s</b>	Additional scripts recorded in the same session are charged at the "Additional Script" fee provided ALL of the above apply to that script.	
<b>Tag/s</b>	Applicable to Standard Promos and Branding/Imaging Theme Pieces - Must be recorded during the same session	
	Recording of a day/month/channel CHANGE on a promo, et 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	
	Each tag/change is to be paid for SEPERATLEY and may be used for a MAXIMUM of 4 consecutive weeks from the time of the recording of the Promo it replaced, ie: recording a tag does not imply that the promo may flight for 8 consecutive weeks.	
<b>Extended Runs</b>	Extended use of a Standard Promo, Branding/Imaging Theme Piece or Tag	
<b>Cancellation</b>	A booking cancelled with less than 24 hours notice are subject to fee of	ZAR 870.00
<b>Postponement</b>	confirmed date, time and venue, and the artist is available	No Charge
<b>Fees</b>		
<b>PER artist PER script</b>		
One Script		ZAR1,805.00
PER Additional Sponsored Script in the same session		ZAR1,805.00
Per Tag Per Script in the Same session		ZAR308.00

### WATCH and WIN SPONSOR LINKED PROMO

<b>Definitions and Rules</b>		
Encourages viewers to watch a specific episode or programme on that channel, answer a question on screen and SMS their answer for a chance to win something (this is the sponsor link)		
May be used for a MAXIMUM of 4 consecutive weeks on ONE specific channel		
Flighting of the promo on any additional channels to be paid per channel at the Extend Run Rate		
<b>Extended Runs</b>	Extended use of a Standard Promo, Branding/Imaging Theme Piece or Tag	
<b>Cancellation</b>	A booking cancelled with less than 24 hours notice are subject to fee of	ZAR 870.00
<b>Postponement</b>	confirmed date, time and venue, and the artist is available	No Charge
<b>Fees</b>		
<b>PER artist PER script</b>		
Recording Fee PER Script		ZAR1,825.00
Use of the promo on the Broadcasters website at EXACTLY the same time it's flighting on the channel it was recorded for		ZAR395.00

### SCREEN SAVERS

Generic visual driven filler (upto 3 minutes in length) to fill unsold airtime (uses 1 x line of voice @ beginning)		
PER Month PER Promo		ZAR395.00

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### BROADCASTER EVENT SPONSORSHIP

Definitions and Rules		
Promotes an Event that is NOT being flighted (ie Broadcast) on the Television Station		
Is flighted or Broadcast on ONE channel available on the Television Station		
Usage to be paid PER Event, change of date or time is considered a FULL second sponsorship tags do not apply		
Cancellation	A booking cancelled with less than 24 hours notice are subject to fee of	ZAR 870.00
Postponement	confirmed date, time and venue, and the artist is available	No Charge
Fees		
PER artist PER script		
Recording Fee PER Script	ZAR870.00	
Usage Fee PER Script	75% of the applicable Standard South African Commercial Television Usage	

### GENERIC/TECHNICAL PROMOS

Definitions and Rules		
Communication, generic, seasonal or new technical information eg: Rain Fade, solar outage, time shift, TS6, software download, re-scan, channel launches, decoder features etc ...		
Cancellation	A booking cancelled with less than 24 hours notice are subject to fee of	ZAR 870.00
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available	No Charge
Fees		
PER artist PER script		
Upto 3 months usage	ZAR1,905.00	
Upto 6 months usage	ZAR2,625.00	
Upto 12 months usage	ZAR3,625.00	

### EXTENDED RUNS

Extended use of a standard promo	
PER Month PER Promo	ZAR370.00

### SUBSCRIBER COMPETITIONS SPECIAL OFFERS

Definitions and Rules				
Product competitions or Promotions for the Television Channel subscribers ONLY, NOT to be used for longer than 2 consecutive months				
ZAR2,635.00	for upto 2 recorded minutes,	PLUS	ZAR1,055.00	if longer then 2 minutes.
2nd Read WITHOUT specific channel branding of IDENTICAL promo R515				

### Use of NON sponsored Promo on the Broadcasters Website ONLY (not Social Media)

No additional charge as long as the promo is used DURING the SAME time period as it is flighted on the channel - <b>NO EXCEPTIONS</b> <b>Should the agent not be notified a penalty fee of R1040 will be charged</b>
Should the promo be used in any other manner or on any other medium an additional <b>R395 PER</b> promo PER month becomes payable

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**HIGHLIGHT PACKAGE**

<b>Definitions and Rules</b>		
A Monthly Themed Highlight Promo, promoting between 3 and 7 programmes per promo - often has a cut down version		
Cancellation	A booking cancelled with less than 24 hours notice are subject to fee of	ZAR 870.00
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist is available	No Charge
<b>Fees</b>		
<b>PER artist PER script</b>		
One Script/First Script		ZAR1,565.00
Cut downs PER SCRIPT (same job and in same session as first script)		ZAR475.00
Additional Highlight packages recorded in the same session		
PER script		ZAR855.00
Cut downs PER SCRIPT (same job and in same session as first script)		ZAR475.00
<b>Important</b>		
EACH Highlight PACKAGE to be calculated <b>SEPARATELY</b> after the initial recording		
EG:	1st Highlight Package (including 1 x cut down)	ZAR2,040.00
	2nd Highlight Package (including 1 x cut down)	ZAR2,895.00
	3rd Highlight Package (including 1 x cut down)	ZAR3,750.00
..... and so for EACH package recorded in the <b>SAME</b> session		