



SOUTH AFRICAN COMMERCIAL VOICE OVER RECORDING HANDBOOK

GLOSSARY OF TERMS

ADDITIONAL USAGE

The fee payable when any audio or part thereof is used on multiple mediums or platforms

APP

A self-contained program or piece of software designed to fulfil a particular purpose; an application, especially as downloaded by a user to a mobile device

ANIMATIC/RESEARCH

A vocal description of a concept for client presentation or research purposes NOT for broadcast INTERNAL use ONLY - Refer to the Corporate section on this document

Audition

Selection of a voice for specific script or product - TWO or more artists must be booked.

AVM

Automated Voice Messaging - Used to communicate relevant and personalized information to consumers via any digital communication platform

BILLBOARDS

When there is an "Opening" and "Closing" component to the commercial e.g.: "This" program IS brought to you by, "This" program WAS brought to you by.

CANCELLATION

ANY booking for ANY Category cancelled with less than 24 business hours' notice

CORPORATE

Including but not limited to: Audio Visuals, Documentaries, Internal Training Videos, Promotional or Marketing Videos, Instructional Videos, Audio Recordings, Multimedia Presentations. For any Internet based applications please refer to either E-Learning, Internet Inserts/Explainer Videos or Internet Tutorials

CUT DOWNS

Any edit of a single performance to a different duration

DIRECT DIGITAL MARKETING

Direct Marketing via Electronic Media or Telecommunications Services. i.e.: Any recording that is distributed by a company to a specific distribution list to any of the following USAGE AREAS - Email, MMS, AMS, or any other similar format as a marketing exercise with commercial content or intent

DUBBING

The replacement of a soundtrack in one language by one in another language, the combination of several soundtracks into a single track, the addition of a soundtrack to a film or broadcast.

E-LEARNING (Usually Internet based)

NON Commercial Information or Data Sharing ONLY. A self-study activity designed to teach a specific learning outcome, can be either fully recorded or interactive.

END BOARD OR TAG

Can be any length between 5" - 20", e.g. "Product X Creating your future", these can be added onto various different visuals, once performance fee has been paid usage must be paid for each flighting code the audio is used on.

INFOMERCIAL

A commercial that informs or instructs. Any script in excess of 60" in length, to be flighted on Cinema, Radio or Television

INTERNET ADVERTISING

Any recording that contains commercial content or intent used on a website or any social media platforms

INTERNET INSERTS OR EXPLAINER VIDEO

Usually a 1-2 minute video used to introduce a new product or company, and it should answer a few fundamental questions and why the viewer should be interested.



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INTERNET - Production Houses, Talent Agencies, Talent, Technicians

When intentionally uploaded, by any party, EXCEPT the client, onto any web or social media website with the intention of marketing themselves or their companies and NOT the product.

Internet - Social Media Advertising

When intentionally uploaded by the client, advertising agency or Production Company to ANY social media site (including but not limited to You Tube (Including Pre-Rolls)/Facebook/Twitter /My Space with marketing/instructional intent or content for 12 consecutive months usage

INTERNET - Clients Website

When intentionally uploaded by the client, advertising agency or Production Company onto any website (excluding Social Media Sites) marketing/instructional intent or content for 12 consecutive months

INTERNET TUTORIAL

Where a person will give step by step instructions on how to do something. E.g.: A presentation of the view usually explaining and showing the user interface or demonstration of a process, using examples to show how a workflow or process is completed; often broken up into individual modules or sections.

IVR/PBX/MOH

Call Centres/Automatic Answering Systems/Interactive Voice Response/Message on Hold

LONG FORM RECORDINGS

Any recording that is charged for by the length of the script.

LONG FORM RECORDING CALCULATIONS

Recording fee is calculated on the ACTUAL recorded time and NOT the final edited time. Should the recording take place over more than ONE recording session, the 2nd or any subsequent recording session, calculations should start at the initial base rate for each session.

PERFORMANCE FEE

The reading of a script for Cinema, Radio or Television Commercials only (PER artist, PER Character, PER Accent, PER script)

PILOT

Test of the script or scripts with the selected voice artist/s for mixing or for final approval and will not be flighted

PITCH PILOT

Recording of the actual copy of the commercial as a pitch of a concept to a client at the agency/production house's own cost - Cinema, Radio or Television Scripts ONLY.

PODCAST

A digital audio file made available on the Internet for downloading to a computer or portable media player, typically available as a series, new instalments of which can be received by subscribers automatically.

POST SYNC

When a voice over artist is required to re-do the voice in either the original language or another language of an on camera artist.

PITCH TO CLIENT OR CLIENT PRESENTATION

Any recording used in any form as a presentation to a client/s. Corporate calculations to be applied.

POSTPONEMENT

Change of a booking with less than 24 hours' notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.

PUBLIC LOCATION

Any script with COMMERCIAL Content or Intent for use OUTSIDE of a Radio or Television Broadcast Area e.g. (but not limited to) Stadiums, In Taxi's, At Airports, At Exhibitions, In Store, etc. AMOUNT PAYABLE PER SCRIPT

RADIO - COMMUNITY STATION



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To qualify for a discounted rate the radio station must be: Non-profit making. Be Community owned and control, have community participation

RADIO - NATIONAL

Broadcasts on MORE than one radio station regardless of how big their broadcast areas are OR are available on any Television broadcaster's audio channels.

RADIO - SINGLE LOCAL STATION

Station whose broadcast area is less than 180 km. Stations that are available on any Television broadcaster audio channel are not considered Local

RADIO - MINI RADIO DRAMA

Any script in EXCESS of 60 recorded seconds with commercial content or intent

RECORDING FEE

The work the artist does reading any Long Form Categories

REJECTION

Where the script or chosen voice is rejected by agency or client

RENEWALS

Additional payment is required once a recording has been used for the period paid for.

RETAIL

Recordings MUST be associated with Fast Moving Consumer Goods (FMCG), MUST be product and price linked, MUST consist of a bulk number of scripts in REGULAR weekly or monthly recording sessions.

RE-RECORDING

The work the artist does correcting or changing the contents of a previously recorded script.

SMS NUMBER CHANGES

Should a campaign require DIFFERENT sms numbers on the SAME script to be read for use on DIFFERENT radio or

television stations in order to track responses. Provided NO two numbers are every used on the SAME station.

SOCIAL MEDIA ADVERTISING

When any recording is intentionally uploaded by the client, advertising agency or Production Company to ANY social media site (including but not limited to You Tube/Facebook/Twitter/My Space) with commercial intent or content.

STUDIO TIME ALLOCATION

The amount of time allocated in studio per category, from time the artist is booked.

USAGE FEE

The amount payable depending on where and how the recording is going to be used.

TELEVISION DOCUMENTARY

A program or series that provides a factual record or report.

TELEVISION INSERT

The voice portion within a Television program or series

TELEVISION CHANNEL PROMOS

NON COMMERCIAL recordings used by Television Broadcasters to promote programs and events as well as to give channel information to their viewers. They are not part of this rate card, for further information, please see either the "Pay to View" or "Free to Air" Television Promo rate cards.

TOPS & TAILS AND DONUTS

When there are two separate sections of a script i.e.: The script has a set "opening section" and a set "closing section" and the information between the two sections changes or rotates. The "Top" and "Tail" MUST always be used together.

WEBSITE ADVERTISING

When any recording is intentionally uploaded by the client, advertising agency or Production Company onto any



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website (excluding Social Media Sites) with commercial intent or content.

Costing Formulas

General

AUDITION

Payment - Per Artist Per Script Per Character

BILLBOARDS

Radio/Television/Cinema

Performance fee per script & 1 x Usage for both (chose from below options)

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

CUT DOWNS OR ADDITIONAL USAGE

Usage fee (chose from below options) to be paid per version and or flighting code the audio is to be used on.

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

CANCELLATION

Fee to be paid for cancellation of booking with less than 24 hours' notice.

END BOARD OR TAG

Performance and Usage fee (chose from below options) to be paid per script recorded

Usage Period Options

- Up to 2 months
- Up to 6 months

- Up to 12 months

INFOMERCIAL

Double performance fee for voice over scripts (NOT the whole length of the commercial) of between 60" - 12-" in length. Triple performance fee if longer and one usage fee (chose from below options)

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

INTERNET ADVERTISING

Performance and usage fee (selected from below options) to be paid per script recorded

Medium Options

- Website ONLY – 100% Television usage fee
- Social Media ONLY – 75% of Television usage fee
- Package Deal for both Website & Social Media – 150% of Television usage fee

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

INTERNET USAGE

Applicable performance or Recording fee PLUS usage fee (selected from below options) to be paid per script recorded.

Medium Options

Long Form Recordings:

- Website ONLY (Renewals Payable) – 100% of total recording fee
- Social Media ONLY (Renewals Payable) – 75 % of total recording fee
- Package Deal for both Website & Social Media (Renewals Payable) – 150% of total recording fee
- Package Deal for both Website & Social Media – ONCE OFF UP FRONT FEE – 450% of total recording fee

Radio/Television/Cinema



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Usage fee (selected from below options) to be paid per script recorded.

SAME flighting period as on either Radio/Television/Cinema – Each medium to be paid for separately

- Website ONLY – 65% of Television usage fee
- Social Media ONLY – 50% of Television usage fee
- Both – N/A

DIFFERENT flighting period as on either

Radio/Television/Cinema

- Website ONLY - 100% Television usage fee
- Social Media ONLY - 75% of Television usage fee
- Package Deal for both Website & Social Media – 150% of Television usage fee

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

LONG FORM RECORDING CALCULATIONS

Recording fee is calculated on the ACTUAL recorded time of the script read in the session, NOT the final edited time. Calculations are worked out PER recording session e.g.. Should 5 minutes be recorded on one day and additional 5 recorded minutes recorded on another for the SAME project, calculations would begin at the 1st 5 recorded minute rate on EACH day.

PILOT

Long Form Recordings:

50% of the recording fee

Radio/Television/Cinema

Performance Fee - Per Artist Per Script Per Character

PITCH PILOT

Long Form Recordings:

N/A refer to Pilot rules

Radio/Television/Cinema

Performance Fee - Per Artist Per Script Per Character

PITCH TO CLIENT OR CLIENT PRESENTATION OR PITCH

Recording fee to be paid.

Once off presentation to a closed audience:

No additional fee.

Several presentations:

Marketing percentage to be applied

POSTPONEMENT

No Charge – PROVIDED new date and time given immediately

PUBLIC LOCATION USAGE

Applicable performance or Recording fee PLUS usage fee (selected from below options) to be paid per script used.

Long Form Recordings:

Recording fee plus 50% of the recording fee

Radio

Performance fee plus 50% of the applicable usage fee

Television/cinema

Performance fee plus 65% of the applicable usage fee

RENEWALS

To be paid on expiry of initial period paid for

Long Form Recordings:

2nd consecutive 12 month period 75% of the TOTAL fee paid for at time of recording.

From 3rd year onwards previous consecutive year's fee paid PLUS 10%

Radio/Television/Cinema

100% of the current applicable usage fee (chosed from below options)

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

REJECTION

Long Form Recordings:

50% of the recording fee

Radio/Television/Cinema

Performance fee only per script/per character

RE-RECORDING



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Long Form Recordings:

To be discussed PRIOR to the recording depending on how much needs to be re-done or added. Any recordings done more than 4 months after the initial recording date are charged at the full rate.

Radio/Television/Cinema

Performance fee only per script/per character

SMS NUMBER CHANGES

1 x performance fee per number change, PLUS 1 x usage (chose from below options) for all numbers in a campaign provided that no two numbers are used on the same television or radio station

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

STUDIO TIME ALLOCATION

Calculated from the time the artist is booked to arrive at studio not from the time they start recording. Studio overtime (subject to artist availability) charged for each additional 30 minutes or part thereof

Long Form Recordings:

Maximum 30 minutes for each 5 recorded minutes

Television/Cinema

A maximum of 60 minutes per script

Radio

A maximum of 30 minutes per script

TOPS & TAILS AND DONUTS

Tops & Tails

1 x performance fee for the "top", 1 x performance for the "tail", 1 x usage fee (chosen from below options) for both

Donuts

1 x performance and 1 x usage fee (chosen from below options) per script

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

VARIATION ON READS

- Recording a single script in several different ways within the allocated studio time - No Charge.
- Recording similar script/s as options - Performance Fee per Script is payable.

Individual Categories

ANIMATION/CLAYMATION/PUPPETRY/GAMING ETC..

➤ *Dubbing*

Recording a voice for character that has ALREADY been created

➤ *Pre-Lay*

Recording Voice ONLY, PRIOR to the creation of the characters

➤ *Motion Capture*

Recording the voice as well as doing actions PRIOR to the creation of the characters

Recording fee per script

Charged for per minute, per episode, per character recorded.

Usage Options

Negotiable subject to where and how the recordings are going to be used

AUDIO BOOKS

Recording fee

Total number of recorded minutes calculated for each 10 recorded minutes or part thereof.

Usage Options

- FREE Education Purposes Only - Not to be sold
No Additional Fee Payable
- Tape Aids for the blind given away for FREE
No Additional Fee Payable
- Tape Aids for the blind being SOLD
PLUS 20% of Total Recording Fee Per Book or Story
- Sales. Including but not limited on In-Store, Downloads, Subscriptions, Apps etc. ..
PLUS 100% of Total Recording Fee Per Book or Story



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APP'S

Purely Educational in Nature

Calculated as per the E-Learning formula

Non-Educational

Recording Fee per script

Total number of recorded minutes calculated for each 5 recorded minutes or part thereof

Usage

Once off upfront 450% of the TOTAL recording fee

In-App Advertising

Performance Fee

Per artist, per script, per character

Usage Options

- With Visuals
- 75% of the Television usage fee (chosed from below options)) per script, per usage area
- Without Visuals
- 50% of the Radio Commercial usage fee (chosed from below options) per script, per usage area

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

AVM

Recording Fee per script

Total number of recorded minutes calculated for each 5 recorded minutes or part thereof

Usage Options

- Holding Company and the SAME messages is being recorded for ALL of their Subsidiaries or Divisions PLUS 25% of the Total recording fee PER Subsidiary or Division PER script
- Company that has many branches and the SAME is being recorded for all their branches PLUS 25% of the Total recording fee only
- Company offering AVM Services to a 3rd party using the SAME messages for each party PLUS 25% of the Total recording fee PER Script, PER 3rd party the service is being used by

CINEMA COMMERCIALS

Performance Fee

Per artist, per script, per character

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

CORPORATE

Recording Fee per script

Total number of recorded minutes calculated for each 5 recorded minutes or part thereof

Usage Options – South Africa

- Once Off or For Viewing by Staff ONLY Included in Recording Fee
- Public Location - At Exhibitions, In Store, Events etc. PLUS 50% of the TOTAL Recording Fee for 12 consecutive months
- Marketing - Used by sales staff, shown to potential clients etc. PLUS 50% of the TOTAL Recording Fee for 12 consecutive months
- Give Aways PLUS 100% of the TOTAL Recording Fee for 12 consecutive months
- Sales PLUS 200% of the TOTAL Recording Fee
- Television Broadcast PLUS 100% of the TOTAL Recording Fee for no more than 3 broadcasts

Usage Options – International PER Individual Country

- Once Off or For Viewing by Staff ONLY Included in Recording Fee
- Public Location - At Exhibitions, In Store, Events etc. PLUS 50% of the TOTAL Recording Fee for 12 consecutive months
- Marketing - Used by sales staff, shown to potential clients etc. PLUS 50% of the TOTAL Recording Fee for 12 consecutive months



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- Give Aways
PLUS 100% of the TOTAL Recording Fee for 12 consecutive months
- Sales
PLUS 200% of the TOTAL Recording Fee
- Television Broadcast
PLUS 100% of the TOTAL Recording Fee for no more than 3 broadcasts

DIRECT DIGITAL MARKETING

Performance Fee

Per artist, per script, per character

Usage Options

- With Visuals
- 75% of the Television usage fee (chosed from below options)) per script, per usage area
- Without Visuals
- 50% of the Radio Commercial usage fee (chosed from below options) per script, per usage area

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

DUBBING OF A TELEVISION LIVE TELEVISION SERIES INTO A DIFFERENT LANGUAGE

Not applicable on this rate card, please refer to the Guideline for Dubbing Document

E-LEARNING

Projects Under 10 000 words

Recording Fee per script

Total number of recorded minutes calculated for each 5 recorded minutes or part thereof

Usage

Unlimited usage included in recording fee

Projects Over 10 000 words

Recording Fee per script

Calculated by the number of words

Usage

Unlimited usage included in recording fee

INTERNET INSERTS OR EXPLAINER VIDEO

No Commercial Content

Recording Fee per script

Total number of recorded minutes calculated for each 5 recorded minutes or part thereof

Usage Options

- Website ONLY
- Social Media ONLY
- Both

INTERNET TUTORIALS

Commercial Content

Recording Fee per script

Total number of recorded minutes calculated for each 5 recorded minutes or part thereof

Usage Options

- Website ONLY
PLUS 100% of the TOTAL Recording Fee for 12 consecutive months
- Social Media ONLY
PLUS 75% of the TOTAL Recording Fee for 12 consecutive months
- Both
PLUS 150% of the TOTAL Recording Fee for 12 consecutive months

IVR/PBX/MOH

Recording Fee per script

Total number of recorded minutes calculated for each 5 recorded minutes or part thereof

Usage for 12 consecutive months use included in recording fee subject to the following:

- Should the Client be a Holding Company that has different branches/subsidiaries/division etc. .. And requires INDIVIDUAL recordings for each branch etc.. EACH script, be it in full or part is charged for separately
- Should the Client be a BRAND or FRANCHISE that has many branches but require only ONE script that will be used by all OFFICES or STORES only ONE usage fee is payable



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PODCAST

Purely Educational in Nature

Calculated as per the E-Learning formula

Commercials floating on a Podcast

Performance Fee

Per artist, per script, per character

Usage

65% of the Radio Commercial usage fee (chosed from below options) per script, per usage area

Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

RADIO COMMERCIALS

Performance Fee

Per artist, per script, per character

National - Usage Period Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

Community Station (35% of National rate) - Usage Period

Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

Single Local Station (50% of National rate) - Usage Period

Options

- Up to 2 months
- Up to 6 months
- Up to 12 months

Clients IVR System

As per public location calculation

TELEVISION COMMERCIALS

Performance Fee

Per artist, per script, per character

Usage Period Options

- Up to 2 months
- Up to 6 months

- Up to 12 months
Use of Cinema during SAME period
PLUS 50% of usage paid