



# SOUTH AFRICAN PROMO VOICE OVER RECORDING HANDBOOK

## PAY TO VIEW PROMOS

(Where either a monthly subscription has to be paid and/or a decoder purchased in order to view the Broadcasters channel/s)

## GLOSSARY OF TERMS

### **ADDITIONAL UNSPONSORED PROMO**

Any Un-sponsored Promo script/s recorded in the same session as another Un-sponsored Promo.

**ADD-ON-SERVICE PROMO** eg: Box Office or ShowMax  
Any script that showcases a single or multiple shows, with no date or time mentioned, on the service, with NO commercial content or intent ie: No mention of price or "subscribe now" or any other similar wording. May be used for a MAXIMUM of 4 consecutive weeks from the time of the recording

### **AUDITION**

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

### **CALL TO ACTION PROMO**

An Un-sponsored script inviting subscribers to enter a competition or audition for a reality Television Program.

### **CANCELLATION**

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

### **CUT DOWNS**

Any edit of a single performance to a different duration

### **DAILY LINE UPS**

An Un-sponsored script highlighting shows on consecutive days on a single or over multiple channels that are time specific and have a short teaser per show of no more than 30" seconds in length each. Each's days information is

defined as a "Line Up Group"

### **EXTENDED RUNS**

The addition of an another 4 consecutive weeks usage of a Promo

### **FIRST UNSPONSORED SCRIPT/READ**

A single Un-sponsored Promo.

### **MONTHLY HIGHLIGHTS**

An Un-sponsored script showcasing multiple shows grouped together by a specific theme or genre (eg: Kids, Action, Sport etc .) over a one month period single or over multiple channels of no more than 60" seconds in length, can also have a 30" cutdown script. Each Theme/Genre information is defined as a "Highlight Group"

### **MONTHLY LINE UPS**

An Un-sponsored script highlighting different shows and dates during a month on a single or over multiple channels no more than 30" seconds in length each. Each shows information is defined as a "Line Up Group"

### **PERFORMANCE FEE**

The reading of a script for a Promercial, 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

### **POSTPONEMENT**

Changing 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.

### **PROGRAMME/CHANNEL SPONSORSHIP**

Any script, bumper or tag that advertises that fact that a programme or channel is being sponsored by, brought to you by (or any similar wording) to be paid at Television Commercial rates



# SOUTH AFRICAN PROMO VOICE OVER RECORDING HANDBOOK

## **PROMERCIAL**

Any script that does not meet the requirements of an Un-sponsored Promo, a Sport Broadcast Sponsored Promo or a Watch and Win Promo, that promotes an event, contains sales information or commercial content or intent. To be flighted on the Broadcasters platform only.

## **RECORDING**

The reading of script (PER artist, PER Character, PER Accent, PER script)

## **REJECTION**

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

## **RE-RECORDING**

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

## **SOCIAL MEDIA USAGE**

When any Un-sponsored Promo, Sport Broadcast Sponsored Promo or Promerical is used on any social media site

## **UNSPONSORED TAG**

Must be recorded during the same session as an Un-sponsored Promo.

- Only a change flighting information on an already recorded un-sponsored promo eg: ""Coming soon on M-Net" is replaced by "Starts Thursday 25 January at 10pm only on M-Net"
- The original Un-sponsored promo must be replaced by the promo with the tag, if both flight simultaneously they would be considered a First and Additional Script.
- Each tag/change is to be paid for SEPARATELY 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.

## **SUBSCRIBER SPECIAL OFFER INSERT**

Any script that does not meet the requirements of an Un-sponsored Promo, Sport Broadcast Sponsored Promo or a Promerical communicating special offers to subscribers

that contains commercial content or intent.

## **SUBSCRIBER INFORMATION INSERT**

Any script of no more than 3 minutes in length that does not meet the requirements of a Un-sponsored Promo, Sport Broadcast Sponsored Promo or Promerical communicating any non-commercial information to subscribers, be it "How to Instructions", "Time Changes", "Channel Up Dates" etc ..

## **SPORT BROADCAST SPONSORED PROMO**

Script must give the 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.

- Tag on SuperSport Broadcast Sponsored Promos 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
- Any other script, bumper or tag that advertises that fact that a programme or is being sponsored by, brought to you by (or any similar wording) to be paid at Television Commercial rates

## **UNSPONSORED PROMO**

A script of no more than 60" in length that promotes a specific event/programme, promotes a generic time slot on a channel/s - Be it sport, movies, series etc ...being broadcast on the Broadcaster's Platform ONLY and does not contain any commercial intent or content.

- Can flight for up to a maximum of 4 consecutive weeks on the Broadcasters Platform and concurrently on their Website 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.
- Programme sponsorship scripts, bumpers or tag to be paid as per the Television commercial rates.

## **WATCH AND WIN SPONSOR LINKED PROMO**

Any script of no longer than 60" in length that encourages viewers to watch a specific episode, programme or enter a



# SOUTH AFRICAN PROMO VOICE OVER RECORDING HANDBOOK

subscriber competition, answer a question and enter via SMS, a website or any other means for a chance to win something (this is the sponsor link) to be paid as per the Promotional rate.

## **WEBSITE PROMO**

Any Un-sponsored Promo that will flight on the Broadcasters Website ONLY

## **WEEKLY LINE UPS**

An Un-sponsored script highlighting shows and dates for a full week (either current or up-coming) on a single or multiple channels of no more than 30" seconds in length each. Each day's information is defined as a "Line Up Group"

## **COSTING FORMULAS**

### General

#### **AUDITION**

Performance Fee - Per Artist, Per Script, Per Character

#### **CANCELLATION**

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

#### **CUT DOWNS**

Usage fee for each additional set of visual (promo type to be selected from below options) for a maximum of 4 consecutive weeks flying to be paid per version and or flying code the audio is to be used on.

- Un-sponsored Promo
- Any Sponsored Category
- Add-On-Service /Subscriber Information Insert

#### **EXTENDED RUNS**

Usage fee for each promo (promo type to be selected from below options) for a maximum of 4 consecutive weeks flying to be paid per version and or flying code the audio is to be used on.

- Un-sponsored Promo
- Any Sponsored Category
- Add-On-Service /Subscriber Information Insert

#### **PILOT**

Performance Fee - Per Artist, Per Script, Per Character

#### **POSTPONEMENT**

No Charge – PROVIDED new date and time given immediately

#### **REJECTION**

Performance Fee - Per Artist, Per Script, Per Character

#### **RE-RECORDING**

Performance Fee - Per Artist, Per Script, Per Character

#### **SOCIAL MEDIA USAGE**

Usage fee for each promo to be used on Social Media (promo type to be selected from below options) for a maximum of 4 consecutive weeks flying to be paid per version and or flying code the audio is to be used on.

- Un-sponsored Promo
- Any Sponsored Category
- Add-On-Service /Subscriber Information Insert

#### **WEBSITE USAGE**

- Un-sponsored Promo being at the same time as flying on the Broadcaster Platform- No additional fee
- Any Sponsored Category – Use fee Per Artist Per Script

#### **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

### **ADD-ON-SERVICE PROMO EG: BOX OFFICE OR SHOWMAX**



# SOUTH AFRICAN PROMO VOICE OVER RECORDING HANDBOOK

Payment per script read, for a maximum of 4 consecutive week's usage per script, in a single recording session, split into

- First Script
- Each additional Script/s in same session

## DAILY LINE UPS

Payment per script read in a single recording session, split into

- First Line Up Group
- Additional Line Up Group/s in same session

## MONTHLY HIGHLIGHTS

Payment per script read in a single recording session, split into

- First Highlight Group PLUS Tag/s replacing ONE word or Phrase on a script
- Each additional Script/s PLUS Tag/s replacing ONE word or Phrase on a script in same session – this does not extended the usage period of the promo

## PROMERCIAL

### Performance Fee

Per artist, per script, per character

### Usage Options

- Broadcaster Television Platform ONLY  
65% of the Television Commercial usage fee (chose from below usage options) per script, per usage area
- Cinema  
50% of the Television Commercial usage fee (chose from below usage options) per script, per usage area
- Broadcasters Website ONLY
  - Same flighting period as being used on Television – Included in Television usage fee
  - Different flighting period from Television – 40% of the Television Commercial usage fee (chose from below usage options) per script, per usage area
- Social Media  
40% of the Television Commercial usage fee (chose from below usage options) per script

### Usage Period Options

- Up to 2 months

- Up to 6 months
- Up to 12 months

## UNSPONSORED PROMO

Payment per script read, for a maximum of 4 consecutive week's usage per script in a single recording session, split into

- First Script
- Each additional Script/s in same session
- Each Tag/s replacing ONE word or Phrase on a script in same session - this does not extended the usage period of the promo

## SUBSCRIBER INFORMATION INSERT

Recording fee per script of no more than 3 minutes in length to be used on the Broadcaster platform only (chose from the below usage options)

### Usage Period Options

- Up to 3 months
- Up to 6 months
- Up to 12 months

## SUBSCRIBER COMPETITION INSERT

Recording fee per script of no more than 2 minutes in length to be used on the Broadcaster platform only for no more than 2 consecutive months

If script is longer than 2 minutes but no more than 5 minutes add 50% of the recording fee

## SPORT BROADCAST SPONSORED PROMO

Payment per script read in a single recording session, split into

- Each Script/s
- Each Tag/s replacing ONE word or Phrase on a script in same session - this does not extended the usage period of the promo

## TELEVISION COMMERCIALS

### Performance Fee

Per artist, per script, per character

### Usage Period Options

- Up to 2 months



# SOUTH AFRICAN PROMO VOICE OVER RECORDING HANDBOOK

- Up to 6 months
- Up to 12 months

Use of Cinema during SAME period

PLUS 50% of usage paid

## WEBSITE PROMO

Payment per script read, for a maximum of 4 consecutive week's usage per script in a single recording session, split into

- First Script
- Each additional Script/s in same session
- Each Tag/s replacing ONE word or Phrase on a script in same session - this does not extended the usage period of the promo

## WEEKLY LINE UPS

Payment per script read in a single recording session, split into

- First Line Up Group
- Additional Line Up Group/s in same session

## FREE TO AIR PROMOS

(Any Television Service allowing a person with the appropriate receiving equipment to receive the signal and view or listen to the content without requiring a subscription, other ongoing cost or one-off fee)

## GLOSSARY OF TERMS

### ADDITIONAL SCRIPT

A second promo recorded in the same session as an the 1<sup>st</sup> Promo" - all conditions of a standard promo apply

### CALL CANCELLATION

Booking cancelled with less than 24 hours' notice

### CALL RATE

The amount payable to the artists for arriving at studio

### EPISODIC PROMO

Has a limited run of no more than 4 consecutive weeks

### GENERIC PROMO

Has a limited run of no more than 12 consecutive weeks

### EXTENDED RUNS

Extended use of a standard promo

### PILOT

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

### 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

### SPONSORED PROMO

- May flight for a maximum of 4 consecutive weeks - for a longer flighting period please refer to the extended run fee must be paid
- Nonspecific 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

### STANDARD PROMO

- Promotes a specific event/programme on ONE specific channel
- 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"

### TAG

Must be recorded during the same session as an a Standard Promo

- Only a change flighting information on an already recorded unsponsored promo eg: ""Coming soon on



# SOUTH AFRICAN PROMO VOICE OVER RECORDING HANDBOOK

SABC 3” is replaced by “Starts Thursday 25 January at 10pm only on SABC 3”

- The original Standard Promo must be replaced by the promo with the tag, if both flight simultaneously they would be considered a First and Additional Script.
- Any STANDARD promo used on the Channel Social Media Platforms during the SAME time period as it is flighted on the channel.
- Recording a tag does not imply that the promo may flight for 8 consecutive weeks.

## USE OF PROMOS ON THE CHANNEL WEBSITE ONLY

Any STANDARD promo used on the Channel’s Website during the SAME time period as it is flighted on the channel.

## USE OF PROMOS ON THE SOCIAL MEDIA

Any STANDARD promo used on the Channel’s Social Media Platforms during the SAME time period as it is flighted on the channel.

## COSTING FORMULAS

### General

#### AUDITION

Performance Fee - Per Artist, Per Script, Per Character

#### CANCELLATION

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

#### EXTENDED RUNS

Usage fee for each promo (promo type to be selected from below options) to be paid per version and or flighting code the audio is to be used on.

- Episodic Promo – 4 consecutive weeks
- Generic Promo – 12 consecutive weeks

#### PILOT

Performance Fee - Per Artist, Per Script, Per Character

#### POSTPONEMENT

No Charge – PROVIDED new date and time given immediately

#### REJECTION

Performance Fee - Per Artist, Per Script, Per Character

#### RE-RECORDING

Performance Fee - Per Artist, Per Script, Per Character

#### SOCIAL MEDIA USAGE

Usage fee for each promo to be used on Social Media (promo type to be selected from below options) during the same flighting period as on Television to be paid per version and or flighting code the audio is to be used on.

- Episodic Promo – 4 consecutive weeks
- Generic Promo – 12 consecutive weeks
- Sponsored Promo

#### WEBSITE USAGE

Usage fee for each promo to be used on Social Media (promo type to be selected from below options) during the same flighting period as on Television to be paid per version and or flighting code the audio is to be used on.

- Sponsored Promo
- Episodic and Generic Promos – no additional fee

#### VARIATION ON READS

- Recording a single script in several different ways within the allocated studio time - No Charge.
- Recording similar script/s as options – Either an Episodic, Generic or Sponsored rate to be paid per script.

## Individual Categories

#### STANDARD PROMO

- Call Rate fee PLUS a fee per promo script (selected from below list) and tag (if required) recorded



Intertalent  
(Pty) Limited



Registration No: 1980/002171/07 VAT No: 4160120327

Tel No: +27 11 787 5781 Fax No: +865589096 Email: talent@intertalent.co.za

## SOUTH AFRICAN PROMO VOICE OVER RECORDING HANDBOOK

- Episodic Promo – 4 consecutive weeks usage
- Generic Promo – 12 consecutive weeks usage

### **SPONSORED PROMO**

- Call Rate fee PLUS a fee per Sponsored script recorded