

Minimum fees for Voice Actors in Austria - 01.01.2020

Voice Over Fee Price List (Recommended Guide Prices) for Austria serves as a guideline for clients, agencies, studios and film productions to calculate voice recordings in cost estimates.

Services not included in this list should be negotiated directly between the client and the desired artist.

The prices of VOICE Verein für Leistungsschutz der SprecherInnen und DarstellInnen for the transfer of rights of use and exploitation of creative textual work refer to a period of use of one year from the date of recording, unless explicitly stated otherwise. These prices are a non-binding price recommendation.

Attention is drawn to the applicable General Terms and Conditions of Contract (last page of this PDF).

The extension (=tag-on) is a direct addition to a main spot (initial spot), so as to refer for instance to a product innovation or the period of a special campaign.

The cut-down is a reduction or the use of parts of spots already recorded and is regarded as a new spot and to be charged as such

The mutation is a minor change to the main spot, for instance so as to achieve a countdown effect ("In five / four... days/from tomorrow/today/now") or to refer to special campaigns ("only tomorrow/today").

The patronage refers to a cooperation between the product to be advertised and a specific broadcast and is usually inserted at the beginning and at the end ("This broadcast is/was brought to you by....") and/or as an interruption ("the broadcast will be resumed in a few minutes...")

The reminder refers to the message of the main spot but is inserted separately at least from a different spot in the same block of commercials.

Additional use of commercials (with or without video) in

- Switzerland (1 year): + 50% added to fee for Austria
- Germany (1 year): + 115% added to fee for Austria
- Germany & Switzerland (1 year): + 150% added to fee for Austria

Internet PAID MEDIA (e.g. YouTube, social media and streaming i.e. Spotify, Amazon etc, downloadable Podcasts): For the online usage of commercials as active advertising (e.g. pre-rolls, insertion of a spot that cannot be skipped) the relevant follow-up spot fee applies for one year of Internet usage.

Für die Online-Nutzung von Werbespots (TV, Radio, Cinema) as active advertising (spots with media budget), the respective follow-up spot fee applies for 1 Internet use.

Online use without active placement (company's own website), or exclusively for reference purposes: by agreement

Trade fair spots: For the trade fair use of commercials (TV or RF or CINEMA), the respective follow-up spot fee applies.

Active with Video

Active = Commercials; Placed spots with media budget

Net Fees in €

Description	Sequence	Layout fee	Complete fee	Follow-up one year buyout
TV spot or Internet spot or cut-down or POS w. video up to 40 secs.	1st spot	€ 300,00	€ 530,00	€ 530,00
TV spot or. Internet-follow-up or POS w. video up to 40secs.	per follow-up spot	€ 200,00	€ 460,00	€ 460,00
TV spot or Internet spot or cut-down or POS w.video up to 60 secs.	1st spot	€ 300,00	€ 680,00	€ 680,00
TV patronage up to 5 secs.	1st patronage		€ 500,00	€ 500,00
TV follow-up patronage up to 5 secs.	per follow-up patronage		€ 400,00	€ 400,00
TV reminder, extension, mutation	Only in addition to the charge for the main spot, within one session		€ 400,00	€ 400,00
Cinema spot or cut-down up to 40 secs.	1st spot	€ 300,00	€ 460,00	€ 460,00
Cinema follow-up spots up to 40 secs.	per follow-up spot	€ 200,00	€ 390,00	€ 390,00

Active without Video

Active = Commercials; Placed spots with media budget

Description	Sequence	Layout fee	Net Fees in €	
			Complete fee	Follow-up one year buyout
Radio spot or cut-down or Internet spot up to 40 secs.	1st spot	€ 300,00	€ 410,00	€ 410,00
Radio or internet follow-up spot up to 40 secs	per follow-up spot	€ 200,00	€ 350,00	€ 350,00
Radio patronage up to 5 secs.	1st patronage		€ 380,00	€ 350,00
Radio follow-up patronage up to 5 secs.	per follow-up patronage		€ 290,00	€ 380,00
Radio reminder, extension, mutation	Only in addition to the charge for the main spot, within one session		€ 290,00	€ 290,00
Radio spot venue, shop announcement			by agreement	€ 290,00

Agency pitch

Agencies can produce a variety of layout spots in the booked time. When broadcasting: additional payment on top of regular spot prices. The fees are due even if the agency does not win the pitch.

In an agency pitch, several advertising agencies are commissioned by a client to present - virtually against each other - for a new campaign to be awarded.

1st hour recording time:

€ 300,00

Cancellation fee

for appointments cancelled at short notice (within 24 hours in a working week)

€ 350,00

Passive with Video

Passive = Unpaid Media: No use as placed spots with media budget

Net Fees in €

Industrial film Image film, art video, trade-fair film, films for the internet, E-Learning, Apps e.g: YouTube, Vimeo, Social Media etc. Duration of usage by agreement	up to minutes, length of film or words	small company	Large company
	To what extent voice artists deviate from these guidelines depends on their reputation and Individual experience It is differentiated between small and large enterprises because of media penetration and advertising effectiveness. Company definition as recommended by the EU Commission: a company with more than 250 employees or over 50 million euro annual turnover is regarded as a large-scale	2 min./ up to 200 words	€ 350,00
4 min./ up to 400 words		€ 450,00	
8 min./ up to 800 words		€ 550,00	
15 min./ up to 1500 words		€ 650,00	
25 min./ up to 2500 words		€ 700,00	from € 1.000,00
35 min./ up to 3500 words		€ 800,00	
45 min./ up to 4500 words		€ 900,00	
50 min./ up to 5000 words		€ 1.000,00	from € 1.300,00

Passive without Video

Passive = Unpaid Media: No use as placed spots with media budget

Complete fee

Telephone information unlimited duration of usage	Up to 3 modules: text before speaking, holding the line, night message	€ 350,00	
	longer tel. announcements	by agreement	



GENERAL TERMS OF CONDITION

1. The right of usage and utilisation agreed for the voice artist's performance in each case is not acquired until the invoice has been paid.
2. The invoice submitted by the voice artist is payable immediately without deduction. A default interest rate of 1% per month will apply to due payments after the 15th day of default
3. The agreement of an appointment with the recording studio is considered as an order placed by the customer
4. A cancellation fee based on the applicable rates will be charged for cancellations made within 24 hours of the recording appointment (on working days).
5. The voice artist's performance is considered as provided and payable in full when the agreed recording time has expired or the recording assignment is approved and accepted at the studio.
6. The usage and utilisation right to commercials is limited to the duration of one year from the date of recording. The right is acquired exclusively for the country and medium named in the invoice..
7. The customer undertakes to obtain the voice artist's consent if he intends to use the voice artist's recording (in its original form or in a modified form) in a different medium or continues to use it or uses it again after the utilisation period has expired.
8. The customer is obliged to inform the voice artist immediately and of his own accord if the voice artist's:
 - a) recording is used in a medium or a country other than those specified in the invoice or if it is used
 - b) in a modified form (remixed) after the utilisation period has expired.A new invoice will be issued and is to be paid by the customer. The rate valid at the time of reuse applies.
9. Unless agreed otherwise, the right to utilise the voice artist's recordings for commercials are valid for every broadcasting organisation in the respective country
10. The voice artist's name is to be published for recordings that are not used for advertising purposes:
 - a) in the opening or closing credits for video and audio productions
 - b) on the cover of the media carrier if duplicated for public sales.
11. The customer agrees to pay a penalty amounting to three times the invoiced amount if he is in breach of any stipulation of this contract. The customer is obliged to reimburse all dunning and collection costs and the cost of legal representation in this regard.
12. In the case of any disputes the court of jurisdiction is in Vienna..