

## MINIMUM FEES FOR ANNOUNCERS IN AUSTRIA, 2014

The tariffs of VOICE - the Guild of Announcers and Voice Artists - refer, when transferring usage rights concerning artistic speech design, to a usage period of one year after the date of recording, unless explicitly stated otherwise. The tariffs stated here are non-binding recommendations.

valid from 01.06.2014		net fees in euro		
Description	Sequence	Layout fee	Complete fee	Follow-up one year buyout
<b>TV spot or Internet spot or cut-down</b> up to 40 secs.	1 <sup>st</sup> spot	€ 300,00	€ 500,00	€ 500,00
<b>TV or Internet follow-up spots</b> up to 40 secs.	per follow-up spot	€ 200,00	€ 430,00	€ 430,00
<b>TV spot or Internet spot or cut-down</b> up to 60 secs.	1 <sup>st</sup> spot	€ 300,00	€ 650,00	€ 650,00
<b>TV patronage</b> up to 10 secs.	1 <sup>st</sup> patronage		€ 500,00	€ 500,00
<b>TV follow-up patronage</b> up to 10 secs.	per follow-up patronage		€ 400,00	€ 400,00
<b>TV reminder/extension/mutation</b>	only in <b>addition</b> to the charge for the main spot, within one session		€ 400,00	€ 400,00
<b>Radio spot or cut-down</b> up to 40 secs.	1 <sup>st</sup> spot	€ 300,00	€ 380,00	€ 380,00
<b>Radio follow-up spots</b> up to 40 secs.	per follow-up spot	€ 200,00	€ 320,00	€ 320,00
<b>Radio patronage</b> up to 10 secs.	1 <sup>st</sup> patronage		€ 380,00	€ 380,00
<b>Radio follow-up patronage</b> up to 10 secs.	per follow-up patronage		€ 290,00	€ 290,00
<b>Radio reminder/extension/mutation</b>	only in <b>addition</b> to the charge for the main spot, within one session		€ 290,00	€ 290,00
<b>Radio spot venue/shop announcement</b>			by agreement	
<b>Cinema spot or cut-down</b> up to 40 secs.	1 <sup>st</sup> spot	€ 300,00	€ 430,00	€ 430,00
<b>Cinema follow-up spots</b> up to 40 secs.	per follow-up spot	€ 200,00	€ 360,00	€ 360,00
<b>Cinema spot venue</b> up to 40 secs.	per spot		from € 200,00	from € 200,00

### Internet:

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.

### RECOMMENDATION:

Online usage of commercials as banners, mouse-overs etc.: 50% surcharge on the relevant spot fee for one year of Internet usage.  
Online usage without active insertion (company's own website): by agreement. Online usage exclusively for reference purposes, e.g. of the agency or production should be agreed individually.

**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.

valid from 01.06.2014		Net tariffs in euro		
Description			Full fee	Full fee
<b>Telephone information</b> unlimited duration of usage	up to 3 modules: text before speaking, holding the line, night message			€ 350,00
	longer tel. announcements		by agreement	
<b>Industrial film</b> Image film, art video, trade-fair film, films for the Internet, E-Learning.  Unlimited duration of usage. Follow-up one year buyout inapplicable.  <b>To what extent voice artists deviate from these guidelines depends on their reputation and individual experience.</b>  It is differentiated between small and intermediate companies, 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 enterprise.		up to minutes, length of film or words	Small/Intermediate company	Large company
		3 min./ ca. 300 words	€ 350,00	from € 650,00
		5 min./ ca. 500 words	€ 450,00	
		10 min./ca. 1000 words	€ 550,00	
		20 min./ca. 2000 words	€ 650,00	
		30 min./ca. 3000 words	€ 700,00	from € 1.000,00
		40 min./ca. 4000 words	€ 800,00	
		50 min./ca. 5000 words	€ 900,00	
	60 min./ca. 6000 words	€ 1.000,00	from € 1.300,00	
<b>Agency pitch:</b> agencies can, in the time booked, produce a large number of layout spots. When transmitted: additional fee to regular spot tariffs. The fees are also due if the agency does not win the pitch. In the case of an agency pitch several advertising agencies are commissioned by a client for the presentation of a campaign that is to be newly awarded.				
			1 hour of recording time:	€ 350,00
<b>Cancellation fee</b> for appointments cancelled at short notice (within 24 hours in a working week):				€ 350,00
<b>For further information please refer to the general terms and conditions of contract.</b>				

## GENERAL TERMS AND CONDITIONS

### VOICE | the Guild of Announcers and Voice Artists in Austria

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.