



PERSONAL MANAGERS' ASSOCIATION



South African

Pay To View Promo Rates

1 April 2017 - 31 March 2018



SOUTH AFRICAN PERFORMING ARTISTS
MANAGEMENT ASSOCIATION

Please take notice that the minimum rates as set out herein are to serve as a guideline only based upon industry standards and does not serve the purpose of setting a minimum rate that must be adhered to. It remains the responsibility of the contracting parties to negotiate and agree to fees acceptable to all contracting parties on a case to case basis.

Terms and Definitions

Additional Unsponsored Promo	Any Unsponsored Promo script/s recorded in the same session as another Unsponsored 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 Unsponsored 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 Unsponsored 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 Unsponsored Promo
First Unsponsored Script/Read	A single Unsponsored Promo.
Monthly Highlights	An Unsponsored 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	A Unsponsored 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"
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 a of 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.



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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
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.
Re-recording Fee	The work the artist does correcting part of a script.
Rejection	Where the script or chosen voice is rejected by agency or client
Social Media Usage	When any Un-sponsored Promo, Sport Broadcast Sponsored Promo or Promercial is used on any social media site
Un-sponsored Tag	Must be recorded during the same session as an Un-sponsored Promo
	Only a change of a single word or phrase eg: Today, Tomorrow, Next Week, Date
	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 a Un-sponsored Promo, Sport Broadcast Sponsored Promo or a Promercial 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 Promercial 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



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Un-sponsored 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 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 Promercial 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"



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General Rates and Rules

Different Category Promos and their additional scripts to be charged for PER Category rules should multiple categories be recorded on ONE session

Audition	Two or more artists	R 400.00	each per script	
	One artist	R 920.00	per script	
Cancellation	All Categories	R 920.00	per artist	
Cut Downs	Un-sponsored Promo	PLUS	R 410.00	per promo for each 4 consecutive weeks usage
	Any Sponsored Category	PLUS	R 500.00	per promo for each additional 4 consecutive weeks usage
Extended Runs	Un-sponsored Promos	PLUS	R 410.00	per promo for each additional 4 consecutive weeks usage
	Any Sponsored Category	PLUS	R 500.00	per promo for each additional 4 consecutive weeks usage
	Add-On-Service /Subscriber Information Insert	PLUS	R 530.00	per promo for each additional 4 consecutive weeks usage
Pilot	All Categories		R 920.00	per artist per script
Postponement	All Categories		No Charge	
Rejection	All Categories		R 920.00	per artist per script
Re-Recording	All Categories		R 920.00	per artist per script
Social Media Usage	Un-sponsored Promos	PLUS	R 410.00	per promo for each 4 consecutive weeks usage
	Any Sponsored Category	PLUS	R 500.00	per promo for each 4 consecutive weeks usage
Website Usage	Un-sponsored Promo being at the same time as flighting on the Broadcaster Platform	PLUS	R 0.00	Included in Un-sponsored Promo Rate
	Any Sponsored Category	PLUS	R 500.00	per promo for each 4 consecutive weeks usage
Variation on Reads Cinema/Radio/Television	Recording a single script in several different ways within the allocated studio time - No Charge.			
	Recording similar script/s as options - An Additional fee according to the category to be paid per script/s			



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Individual Category Rates

Add-On-Service Promo eg: Box Office or ShowMax

1st Script	R 1 930.00	Each Additional Script in the same session	R 560.00
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Daily Line Ups

1st Line Up Group	R 1 780.00	Each Additional Line Up Group on the same script	R 535.00
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Monthly Highlights

1st Highlight Group	R 1 740.00	30" Cut Down Script of highlight script	R 530.00
Additional Highlight Group/s in the SAME recording session	R 945.00	30" Cut Down Script of highlight script	R 530.00

Monthly Line Ups

1st Line Up Group	R 1 780.00	Each Additional Line Up Group on the same script	R 535.00
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Promercial

Performance Fee Per Artist Per Script - Additional		Usage Fee Per Artist Per Script on the Broadcaster Platform ONLY	
R 920.00		65% of the applicable Television Commercial Usage fee	
Usage	Cinema	PLUS	50% of the applicable Television Commercial Usage fee
	Internet - Broadcaster Website ONLY	PLUS	Same Flighting Period Included in above usage fee
	Internet - Social Media		Different Flighting Period 40% of the applicable Television Commercial Usage fee

Un-sponsored Promo

Recording First Script in a Session	Addition per script in Same Session	Tag replacing ONE word or Phrase
R 1 780.00	R 535.00	R 338.00
For a maximum of 4 consecutive months usage		Does NOT extend usage period



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Subscriber Information Insert

For a script of no more than 3 minutes in length	
Recording and Usage Fee Per Artist Per Script on the Broadcaster Platform ONLY	
Up to 3 consecutive months usage	R 2 120.00
Up to 6 consecutive months usage	R 2 920.00
Up to 12 consecutive months usage	R 4 030.00

Subscriber Competition Insert

Recording and Usage Fee Per Artist Per Script on the Broadcaster Platform ONLY	
R 2 930.00	For recording a script of up to a maximum of 2 recored minutes
PLUS	R 1 170.00 If script is longer than 2 recorded up to a maximum of 5 recorded minutes
For a maximum of 2 consecutive months usage	

Sport Broadcast Sponsored Promo

Recording PER script in ANY session - a Sport Broadcast Sponsored Promo is never treated	Tag replacing ONE word of Phrase
R 2 005.00	R 338.00
For a maximum of 4 consecutive weeks usage	Does NOT extend usage period

Television Commercials

Performance Fee Per Artist Per Script		Usage Fee Per Artist Per Script		Total
R 920.00		Up to 2 consecutive months	R 3 130.00	R 4 050.00
R 920.00		Up to 6 consecutive months	R 4 800.00	R 5 720.00
R 920.00		Up to 12 consecutive months	R 7 530.00	R 8 450.00
Usage	Cinema	50% of the applicable usage fee		
	Internet - Clients Website	Same Flighting Period	65% of the applicable usage fee	
		Different Flighting Period	100% of the applicable usage fee	
	Internet - Social Media	Same Flighting Period	50% of the applicable usage fee	
		Different Flighting Period	75% of the applicable usage fee	



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Website Promo

Recording First Script in a Session	Addition per script in Same Session	Tag replacing ONE word or Phrase
R 1 690.00	R 535.00	R 338.00
For a mximum of 4 consecutive months usage		Does NOT extend usage period

Weekly Line Ups

1st Line Up Group	R 1 780.00	Each Additional Line Up Group on the same script	R 535.00
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