

NAMA / PMA / SAPAMA GUIDELINES FOR RECOMMENDED MINIMUM DAILY RATES FOR LOCAL ON - CAMERA COMMERCIALS 2015 / 2016.

PRODUCT A:	DAY RATE:
Consumables, Electrical, Toys, Furniture.	Excludes Usage.
Solo Lead with Dialogue.	6 000
Solo lead with No Dialogue.	5 300
Duo Lead with Dialogue.	5 300
Duo Lead with No Dialogue.	4 400
Featured with Dialogue.	4 400
Featured with No Dialogue.	3 850
Groups 1 - 3 (No Close Ups)	3 100
Groups 4 - 8 (No Close Ups)	2 750
PRODUCT B:	DAY RATE:
Clothing, Fast Foods, Beverages, Dairy, Confectionary,Alcohol, Financial, Motor Vechiles, Diet Products, Medical, Cigarettes, Computers, Hotels, Casino's, Shopping Malls, Cellular Phones, Mobile Network Providers.	Excludes Usage.
Solo Lead with Dialogue.	8 800
Solo lead with No Dialogue.	7 200
Duo Lead with Dialogue.	7 200
Duo Lead with No Dialogue.	6 300
Featured with Dialogue.	6 300
Featured with No Dialogue.	4 400
Groups 1 - 3 (No Close Ups)	3 850
Groups 4 - 8 (No Close Ups)	3 500
PRODUCT C:	DAY RATE:
Hair Products, Body Products, Facial Products, Fragrances, Cosmetics.	Excludes Usage.
Solo Lead with Dialogue.	17 500
Solo lead with No Dialogue.	16 500
Duo Lead with Dialogue.	14 500
Duo Lead with No Dialogue.	12 000
Featured with Dialogue.	10 500
Featured with No Dialogue.	8 800
Groups 1 - 3 (No Close Ups)	7 200
Groups 4 - 8 (No Close Ups)	4 400

PLEASE NOTE:

1. The above fees are a starting point for negotiation.
2. There are no half days in Television Commercials.
3. Usage is based on the Day Rate X Country Percentage concerned for Television.
4. Individual / Group Country percentages / All Media Packages pertaining to the Local On - Camera Performance Agreement is **Annexure 1**.
5. If the Primary medium - Television, is not purchased or renewed, the Secondary medium i.e. Cinema, Public Location or Internet becomes the Primary medium and a Usage Fee of 100% of the Country Percentage concerned apply .
6. Television Usage for South Africa is calculated on **200%**.
7. Local / International Usage Medium Percentages:

LOCAL - BASED ON DAY RATE.		INTERNATIONAL - BASED ON THE TV% OF THE COUNTRY CONCERNED.	
Cinema.	150%	Cinema.	25%
Public Location - 1 Year.	75%	Public Location - 1 Year.	37.5%
Public Location - 6 Months.	40%	Public Location - 6 Months.	25%
Internet - Corporate Website, Social Media and Blogs.	100%	Internet - Corporate Website, Social Media and Blogs.	37.5%
Direct Digital Marketing: E mails, MMS, Free Downloads.	75%	Direct Digital Marketing: E mails, MMS, Free Downloads.	25%
Payable Downloads.	To be negotiated with Agent.	Payable Downloads.	To be negotiated with Agent.

8. **Public Location** is the use of material on a Television screen that falls outside the broadcast of a Public Broadcaster.
9. A **Local** shoot day is **10 hours** inclusive of 1 hour lunch. An **International** shoot day is **11 hours** inclusive of 1 hour lunch.
10. The Day Rate is payable everyday the Artist / Model is on set.
11. **Featured:** The Artist / Model is featured if his / her image is viewed where they are recognizable and they have fulfilled the role for which they were cast in the Television Commercial. If the Artist / Model is recognizable and their role is integral to the flow of the commercial, then he / she must be seen as a Featured Artist and usage applies.
Practitioner has **90 days** from date of shoot to notify Agent whether Artist / Model is featured or not. Should the Artist / Model be featured, payment will be backdated **60 days** from date of shoot.
12. **Cut Downs:** Are permitted, provided **no new or additional footage** is used and the usage falls within the original contract period. Should new or additional footage be used or if the cut down is used outside of the original contractual period, another usage fee becomes applicable.
The Product must remain the same. Should the same footage be used, but a different Product is shown at any point, another usage fee is due.
13. **Renewals:** If the Practitioner takes a 2 year Buy - out, for example, and pays for the 2 year Buy - out in advance, no escalation applies.
2nd Consecutive year: NAMA - 125% of 1st year usage.

PMA / SAPAMA - 150% of 1st year usage.

3rd Year onwards: 25% of previous year usage compounded.

Practitioner must notify Artist / Model / Agent no later than **30 days** prior to the expiry date of the usage period, **in writing**, of their intention to renew.

14. **Hold day:** 100% of the Day Rate per day.
15. **Weather Day:** 100% of the Day Rate per day.
16. **Travel Day:** 50% of the Day Rate per day. Becomes applicable if shoot is 60 kilometers away.
17. **Rehearsal:** 50% of the Day rate.
18. **1st Call Back:** May not exceed 2 consecutive hours. Thereafter 15% of Day Rate or part thereof.
2nd / 3rd Call Backs: 15% of the Day Rate per hour or part thereof.
19. **Fittings:** 1st 2 Hours free. Thereafter R250 per hour or part thereof.
2nd Fitting: R500.
3rd Fitting: R750.
20. **Overtime:** For Local it is **15%** of the Day Rate per hour or part thereof for 1st 4 hours. Then **20%** per hour or part thereof.
21. **Rejection Fee:** 100% of the Day Rate.
22. **Topless:** 1 and a half times the Day Rate.
23. **Nude:** Double the Day Rate.
24. **Night Shoots:** Normal Day Rate applies. Will be 10 hours regardless of what time the Artist is called.
25. **Holding Fee:** Calculated at 1 / 12th of the usage fee for all the Media per month. The fee is calculated from 60 days from the shoot date, and notification from the Practitioner is accepted up to 90 days from the date of shoot or first flighting date.
26. **Children:** Please refer to the **Sectoral Determination 10** document for working hours / employment conditions for children in our Industry.
27. **Children Fees:** 12 Years and younger - Half of Adults.
Teenagers - 75% of Adults.
28. **Bit Parts:** Hands, Feet, legs, eyes - R5 000 per Full day.
29. For any additional / important information please refer to the Annexures and Terms and Conditions of the contracts.
30. All Media Calculations: South Africa x 3. Individual Countries / Groups x 2.
31. All Digital or All Stills Calculations: South Africa x 2.
Individual Countries x 1.5.
Groups x 1.25.
32. Please note that "**Archival**" use applies to a Clients corporate website **only** and does **not** apply to Social Media i.e. You Tube.
33. **The Making of**, also known as behind - the - scenes, is a documentary film that features the production, footage filmed of the production showing the process of the shoot as it progresses and the people involved in that process. It may **only** feature talent who are featured in the commercial / stills and who were paid usage fees for the medium on which it is being used. It is not a separate commercial and cannot be used to advertise the product, and is clearly seen as the making of and is free of charge.

34.If the Client paid for Internet then they are permitted to use a Screen Grab from the existing Television commercial, that the Artist / Model is currently tied to, on their website providing that no product and / or product logo appears on the image and that the image is not used to advertise a product.