

**CPA /NAMA / PMA / SAPAMA -ADDENDUM 1 - INTERNATIONAL PERFORMERS AGREEMENT**

**INDIVIDUAL COUNTRY PERSENTAGES 2014/ 2015 - ON CAMERA / STILLS**

| <b>AFRICA</b>       | <b>%</b> | <b>AFRICA (CONT)</b> | <b>%</b> | <b>CENTRAL AMERICA &amp; THE CARIBBEAN</b> | <b>%</b> | <b>CENTRAL AMERICA &amp; THE CARIBBEAN (CONT)</b> | <b>%</b> |
|---------------------|----------|----------------------|----------|--|----------|---|----------|
| ALGERIA             | 120      | MALAWI               | 60       | ANGUILLA                                   | 60       | TRINIDAD & TOBAGO                                 | 60       |
| ANGOLA              | 60       | MALI                 | 60       | ANTIGUA / BARBUDA                          | 60       | TURKS & CAICOS                                    | 60       |
| ASCENSION ISLAND    | 60       | MAURITANIA           | 60       | ARUBA                                      | 60       | VIRGIN ISLANDS - BRITISH                          | 60       |
| BENIN               | 60       | MAURITIUS            | 60       | BAHAMAS                                    | 60       | VIRGIN ISLANDS - USA                              | 60       |
| BOTSWANA            | 60       | MAYOTTE              | 60       | BARBADOS                                   | 60       | <b>NORTH AMERICA</b>                              | %        |
| BURKINA FASO        | 60       | MOROCCO              | 120      | BELIZE                                     | 60       | CANADA  | 200      |
| BURUNDI             | 60       | MOZAMBIQUE           | 60       | BERMUDA                                    | 60       | UNITED STATES                                     | 600      |
| CAMEROON            | 60       | NAMIBIA              | 60       | CAYMAN ISLANDS                             | 60       | GREENLAND   | 60       |
| CAPE VERDI ISLANDS  | 60       | NIGER                | 60       | COSTA RICA                                 | 60       | <b>SOUTH AMERICA</b>                              | %        |
| CENTRAL AFRICAN REP | 60       | NIGERIA              | 180      | CUBA                                       | 60       | ARGENTINA   | 175      |
| CHAD                | 60       | REUNION              | 60       | DOMINICA                                   | 60       | BOLIVIA   | 60       |
| COMOROS             | 60       | RWANDA               | 60       | DOMINICAN REP                              | 60       | BRAZIL  | 300      |
| CONGO               | 60       | SAO TOME             | 60       | EL SALVADOR                                | 60       | CHILE   | 60       |
| DEM REP. OF CONGO   | 60       | SENEGAL              | 60       | GRANADA                                    | 60       | COLOMBIA  | 165      |
| DJIBOUTI            | 60       | SEYCHELLES           | 60       | GUADELOUPE                                 | 60       | ECUADOR   | 60       |
| EGYPT               | 165      | SIERRA LEONE         | 60       | GUATEMALA                                  | 60       | FALKLAND ISLANDS                                  | 60       |
| EQUATORIAL GUINEA   | 60       | SOMALIA              | 60       | HAITI                                      | 60       | FRENCH GUIANA                                     | 60       |
| ERITREA             | 60       | SOUTH AFRICA         | 200      | HONDURAS                                   | 60       | GUYANA  | 60       |
| ETHOPIA             | 60       | ST HELENA            | 60       | JAMAICA                                    | 60       | PARAGUAY  | 60       |
| GABON               | 60       | SUDAN                | 60       | MARTINIQUE                                 | 60       | PERU  | 60       |
| GAMBIA              | 60       | SWAZILAND            | 60       | MEXICO                                     | 300      | SURINAM   | 60       |
| GHANA               | 60       | TANZANIA             | 60       | MONSERRAT                                  | 60       | URUGUAY   | 60       |
| GUINEA              | 60       | TOGO                 | 60       | NETHERLANDS ANTILLES                       | 60       | VENEZUELA   | 60       |
| GUINEA - BISSAU     | 60       | TRISTAN DA CUNHA     | 60       | NICARAGUA                                  | 60       | <b>EUROPE</b>                                     | %        |
| IVORY COAST         | 60       | TUNISIA              | 60       | PANAMA                                     | 60       | ALBANIA   | 60       |
| KENYA               | 60       | UGANDA               | 60       | PUERTO RICO                                | 60       | ANDORRA   | 60       |
| LESOTHO             | 60       | ZAMBIA               | 60       | SALVADOR                                   | 60       | ARMENIA   | 60       |
| LIBERIA             | 60       | ZIMBABWE             | 60       | ST CHRISTOPHER                             | 60       | AUSTRIA   | 120      |
| LIBYA               | 60       |                      |          | ST LUCIA                                   | 60       | AZERBAIJAN  | 60       |
| MADAGASCAR          | 60       |                      |          | ST VINCENT                                 | 60       | AZORES  | 60       |

| <b>EUROPE (CONT)</b> | <b>%</b> | <b>EUROPE (CONT)</b> |          | <b>ASIA (CONT)</b>            |          | <b>NEAR &amp; MIDDLE EAST (CONT)</b> | <b>%</b> |
|----------------------|----------|----------------------|----------|-------------------------------|----------|--------------------------------------|----------|
| BALEARIC             | 60       | MOLDOVA              | 60       | KYRGYZSTAN                    | 60       | YEMEN                                | 60       |
| BELARUS              | 90       | MONACO               | 60       | LAOS                          | 60       | <b>AUSTRALASIA / PACIFIC</b>         | <b>%</b> |
| BELGIUM              | 120      | NETHERLANDS          | 165      | MACAO                         | 60       | AUSTRALIA                            | 210      |
| BOSNIA - HERZEGOVINA | 60       | NORWAY               | 120      | MALAYSIA                      | 165      | COOK ISLANDS                         | 60       |
| BULGARIA             | 60       | POLAND               | 240      | MALDIVES                      | 60       | EASTER ISLANDS                       | 60       |
| CANARIES             | 60       | PORTUGAL             | 120      | MONGOLIA                      | 60       | FIJI                                 | 60       |
| CROATIA              | 60       | ROMANIA              | 165      | MYANMAR                       | 60       | FRENCH POLYNESIA                     | 60       |
| CYPRUS               | 60       | RUSSIA               | 300      | NEPAL                         | 60       | GALAPAGOS                            | 60       |
| CZECH REPUBLIC       | 120      | SAN MARINO           | 60       | PAKISTAN                      | 165      | GUAM                                 | 60       |
| DENMARK              | 120      | SLOVAKIA             | 60       | PHILIPPINES                   | 180      | KIRIBATI                             | 60       |
| DOM TOM              | 120      | SLOVENIA             | 60       | SINGAPORE                     | 120      | MARSHAL ISLANDS                      | 60       |
| ESTONIA              | 60       | SPAIN                | 300      | SRI LANKA                     | 60       | MICRONESIA                           | 60       |
| FARO                 | 60       | ST PIERRE & MIQUELON | 60       | TAIWAN                        | 180      | NAURU                                | 60       |
| FINLAND              | 120      | SWEDEN               | 120      | TAJIKSTAN                     | 60       | NEW CALEDONIA                        | 60       |
| FRANCE               | 300      | SWITZERLAND          | 120      | THAILAND                      | 240      | NEW ZEALAND                          | 90       |
| FRANCE & DOM TOM     | 400      | UKRAINE              | 240      | TURKMENISTAN                  | 60       | NORFOLK ISLANDS                      | 60       |
| GEORGIA              | 60       | UNITED KINGDOM       | 300      | UZBEKISTAN                    | 60       | NORTHERN MARIANAS                    | 60       |
| GERMANY              | 300      | SERBIA & MONTENEGRO  | 120      | VIETNAM                       | 60       | NUIE                                 | 60       |
| GIBRALTAR            | 60       | <b>ASIA</b>          | <b>%</b> | <b>NEAR &amp; MIDDLE EAST</b> | <b>%</b> | PALAU                                | 60       |
| GREECE               | 120      | AFGHANISTAN          | 60       | BAHRAIN                       | 60       | PAPUA NEW GUINEA                     | 60       |
| HUNGARY              | 120      | BANGLADESH           | 60       | IRAN                          | 60       | PITCAIRN ISLANDS                     | 60       |
| ICELAND              | 60       | BHUTAN               | 60       | IRAQ                          | 60       | EASTERN SAMOA                        | 60       |
| REP OF IRELAND       | 90       | BRUNEI               | 60       | ISRAEL                        | 60       | WESTERN SAMOA                        | 60       |
| ITALY                | 300      | CAMBODIA             | 60       | JORDAN                        | 60       | TOKELAU                              | 60       |
| LATVIA               | 60       | CHINA                | 300      | KUWAIT                        | 60       | TONGA                                | 60       |
| LIECHTENSTEIN        | 60       | HONG KONG            | 120      | LEBANON                       | 60       | TUVALU                               | 60       |
| LITHUANIA            | 60       | INDIA                | 300      | OMAN                          | 60       | VANUATU                              | 60       |
| LUXEMBOURG           | 60       | INDONESIA            | 240      | QATAR                         | 60       | WALLIS & FUTUNA                      | 60       |
| MACEDONIA            | 60       | JAPAN                | 300      | SAUDI ARABIA                  | 120      |                                      |          |
| MADEIRA              | 60       | KAZAKHSTAN           | 60       | SYRIA                         | 60       |                                      |          |
| MAJORCA              | 60       | KOREA - NORTH        | 60       | TURKEY                        | 240      |                                      |          |
| MALTA                | 60       | KOREA - SOUTH        | 240      | UAE INCLUDING DUBAI           | 120      |                                      |          |

**GROUP COUNTRY PERSENTAGES 2014 / 2015 - ON CAMERA / STILLS**

|  |                        |                      |                                |             |
|--|------------------------|----------------------|--------------------------------|-------------|
| <b>PAN AFRICAN - ALL OF AFRICA EXCLUDING SOUTH AFRICA</b>                    |                        |                      |                                | <b>400%</b> |
| <b>SUB SAHARA - ALL COUNTRIES BELOW SAHARA DESERT EXCLUDING SOUTH AFRICA</b> |                        |                      |                                | <b>300%</b> |
| ANGOLA   | GABON                  | LIBERIA              | SOMALIA                        |             |
| BENIN  | GAMBIA                 | MADAGASCAR           | SWAZILAND                      |             |
| BOTSWANA   | GHANA                  | MALAWI               | TANZANIA                       |             |
| CAMEROON   | GUINEA BISSAU          | MOZAMBIQUE           | TOGO                           |             |
| CENTRAL AFRICAN REP  | GUINEA                 | NAMIBIA              | UGANDA                         |             |
| CONGO  | IVORY COAST            | NIGERIA              | ZAMBIA                         |             |
| DEMOCRATIC REP OF CONGO  | KENYA                  | SIERRA LEONE         | ZIMBABWE                       |             |
| ETHIOPIA   | LESOTHO                | SENEGAL              |                                |             |
| <b>CENTRAL AMERICA</b>   |                        |                      |                                | <b>300%</b> |
| COSTA RICA   | GUATEMALA              | MEXICO               | PANAMA                         |             |
| EL SALVADOR  | HONDURAS               | NICARAGUA            |                                |             |
| <b>CARIBBEAN</b>   |                        |                      |                                | <b>200%</b> |
| ANGUILLA   | BRITISH VIRGIN ISLANDS | GUADELOUPE           | PUERTO RICO                    |             |
| ANTIGUA & BARUDA   | CAYMAN ISLANDS         | HAITI                | SAINT KITTS & NEVIS            |             |
| ANTILLES   | CUBA                   | JAMAICA              | SAINT VINCENT & THE GRENADINES |             |
| ARUBA  | DOMINICA               | MARTINIQUE           | ST LUCIA                       |             |
| BAHAMAS  | DOMINICAN REPUBLIC     | MONTSERRAT           | TRINIDAD & TOBAGO              |             |
| BARBADOS   | GRENADA                | NETHERLANDS ANTILLES | VIRGIN ISLANDS                 |             |
| <b>CARIBBEAN &amp; CENTRAL AMERICA</b>                                       |                        |                      |                                | <b>400%</b> |
| <b>UNITED STATES OF AMERICA &amp; CANADA</b>                                 |                        |                      |                                | <b>700%</b> |
| <b>UNITED STATES OF AMERICA &amp; MEXICO</b>                                 |                        |                      |                                | <b>700%</b> |
| <b>SOUTH AMERICA</b>   |                        |                      |                                | <b>400%</b> |

|  |                |               |                     |              |
|--|----------------|---------------|---------------------|--------------|
| <b>SCANDANAVIA</b>   |                |               |                     | <b>250%</b>  |
| DENMARK  | ICELAND        | NORWAY        | SWEDEN              |              |
| FINLAND  |                |               |                     |              |
| <b>WESTERN EUROPE EXCLUDING UNITED KINGDOM</b>               |                |               |                     | <b>600%</b>  |
| ANDORRA  | GERMANY        | ITALY         | NETHERLANDS         |              |
| AUSTRIA  | GREECE         | LIECHTENSTEIN | PORTUGAL            |              |
| BELGIUM  | ICELAND        | LUXEMBORG     | SPAIN               |              |
| FRANCE   | REP OF IRELAND | MALTA         | SWITZERLAND         |              |
| <b>WESTERN EUROPE (SEE ABOVE) INCLUDING UNITED KINGDOM</b>   |                |               |                     | <b>700%</b>  |
| <b>EASTERN EUROPE</b>  |                |               |                     | <b>400%</b>  |
| ALBANIA  | CZECH REPUBLIC | MACEDONIA     | SERBIA & MONTENEGRO |              |
| BELARUS  | ESTONIA        | MOLDOVA       | SLOVAKIA            |              |
| BOSNIA & HERZEGOVINA   | HUNGARY        | POLAND        | UKRAINE             |              |
| BULGARIA   | LATVIA         | ROMANIA       |                     |              |
| CROATIA  | LITHUANIA      | RUSSIA        |                     |              |
| <b>WESTERN &amp; EASTERN EUROPE EXCLUDING UNITED KINGDOM</b> |                |               |                     | <b>900%</b>  |
| <b>WESTERN &amp; EASTERN EUROPE INCLUDING UNITED KINGDOM</b> |                |               |                     | <b>1000%</b> |
| <b>CENTRAL EUROPE</b>  |                |               |                     | <b>350%</b>  |
| ALBANIA  | CROATIA        | POLAND        | SLOVENIA            |              |
| ALGERIA  | CYPRUS         | ROMANIA       | TURKEY              |              |
| BOSNIA - HERZEGOVINA   | HUNGARY        | SERBIA        | YUGOSLAVIA          |              |
| CZECH REPUBLIC   | MACEDONIA      | SLOVAKIA      |                     |              |
| <b>CEE (CENTRAL &amp; EASTERN EUROPE) EXCLUDING RUSSIA</b>   |                |               |                     | <b>400%</b>  |
| <b>CEE (CENTRAL &amp; EASTERN EUROPE) INCLUDING RUSSIA</b>   |                |               |                     | <b>500%</b>  |

|  |             |                     |                |              |
|--|-------------|---------------------|----------------|--------------|
| <b>CIS - COMMONWEALTH OF INDEPENDENT STATES EXCLUDING RUSSIA</b>             |             |                     |                | <b>400%</b>  |
| ARMENIA  | GEORGIA     | MOLDOVA             | UKRAINE        |              |
| AZERBAIJAN   | KAZAKHSTAN  | TAJIKISTAN          | UZBEKISTAN     |              |
| BELARUS  | KYRGYZSTAN  | TURKMENISTAN        |                |              |
| <b>CIS - COMMONWEALTH OF INDEPENDENT STATES (SEE ABOVE) INCLUDING RUSSIA</b> |             |                     |                | <b>500%</b>  |
| <b>ZUG COUNTRIES</b>   |             |                     |                | <b>300%</b>  |
| ALBANIA  | CYPRUS      | LATVIA              | MONTENEGRO     |              |
| BOSNIA   | ESTONIA     | LITHUANIA           | ROMANIA        |              |
| BULGARIA   | ICELAND     | MACEDONIA           | SLOVENIA       |              |
| CROATIA  | IRAN        | MALTA               |                |              |
| <b>EMEA COUNTRIES</b>  |             |                     |                | <b>1200%</b> |
| AUSTRIA  | HUNGARY     | POLAND              | SPAIN          |              |
| BELGIUM  | ISRAEL      | PORTUGAL            | SWITZERLAND    |              |
| CZECH REPUBLIC   | ITALY       | REPUBLIC OF IRELAND | TURKEY         |              |
| GERMANY  | KAZAKHSTAN  | RUSSIA              | UNITED KINGDOM |              |
| GREECE   | NETHERLANDS | SOUTH AFRICA        | UKRAINE        |              |
| <b>ASIA</b>  |             |                     |                | <b>600%</b>  |
| <b>SOUTH EAST ASIA</b>   |             |                     |                | <b>300%</b>  |
| BRUNEI   | EAST TIMOR  | MALAYSIA            | SINGAPORE      |              |
| BRUMA  | INDONESIA   | MYANMAR             | THAILAND       |              |
| CAMBODIA   | LAOS        | PHILIPPINES         | VIETNAM        |              |
| <b>NEAR &amp; MIDDLE EAST</b>  |             |                     |                | <b>300%</b>  |
| <b>MENA - MIDDLE EAST &amp; NORTH AFRICA</b>                                 |             |                     |                | <b>600%</b>  |
| <b>PAN ARABIC</b>  |             |                     |                | <b>400%</b>  |
| <b>AUSTRALASIA</b>   |             |                     |                | <b>400%</b>  |

|   |              |
|---|--------------|
| <b>AUSTRALASIA / PACIFIC EXCLUDING AUSTRALIA</b>  | <b>300%</b>  |
| <b>WORLDWIDE</b>  | <b>1600%</b> |
| <b>ALL MEDIA</b>  |              |
| WORLDWIDE   | 2400%        |
| UNITED STATES OF AMERICA  | 1000%        |
| WESTERN EUROPE EXCLUDING UNITED KINGDOM   | 900%         |
| WESTERN EUROPE INCLUDING UNITED KINGDOM   | 1100%        |
| EUROPE EXCLUDING UNITED KINGDOM   | 1200%        |
| EUROPE INCLUDING UNITED KINGDOM   | 1500%        |
| ALL OTHER GROUPS AND INDIVIDUAL COUNTRIES ARE CALCULATED AT 200% OF THE TV PERCENTAGE.                              |              |
| SOUTH AFRICA IS CALCULATED AT 300% OF THE TV PERCENTAGE.  |              |
| <b>ALL ELECTRONIC MEDIA PACKAGES - MOVING MEDIA</b>   |              |
| WORLDWIDE ALL MOVING MEDIA  | 2000%        |
| UNITED STATES OF AMERICA ALL MOVING MEDIA   | 800%         |
| WESTERN EUROPE EXCLUDING UNITED KINGDOM ALL MOVING MEDIA  | 700%         |
| WESTERN EUROPE INCLUDING UNITED KINGDOM ALL MOVING MEDIA  | 900%         |
| EUROPE EXCLUDING UNITED KINGDOM ALL MOVING MEDIA  | 1000%        |
| EUROPE INCLUDING UNITED KINGDOM ALL MOVING MEDIA  | 1200%        |
| ALL OTHER GROUPS ARE CALCULATED AT 125% OF THE TV PERCENTAGE AND INDIVIDUAL COUNTRIES AT 150% OF THE TV PERCENTAGE. |              |
| SOUTH AFRICA IS CALCULATED AT 200% OF THE TELEVISION PERCENTAGE.  |              |
| <b>ALL STILLS MEDIA PACKAGES</b>  |              |
| WORLDWIDE, USA, WESTERN EUROPE, EUROPE ARE THE SAME PERCENTAGES AS ALL ELECTRONIC MEDIA PACKAGES ABOVE.             |              |
| ALL OTHER GROUPS ARE CALCULATED AT 125% OF THE TV PERCENTAGE AND INDIVIDUAL COUNTRIES AT 150% OF THE TV PERCENTAGE. |              |
| SOUTH AFRICA IS CALCULATED AT 200% OF THE TELEVISION PERCENTAGE.  |              |

**USAGE MEDIUM PERCENTAGES - NEGOTIATED AS A PERCENTAGE OF THE TV USAGE OF COUNTRIES CONCERNED**

|  |       |
|--|-------|
| CINEMA   | 25%   |
| PUBLIC LOCATION - 1 YEAR   | 37.5% |
| PUBLIC LOCATION - 6 MONTHS   | 25%   |
| INTERNET <b>(MOVING MEDIA OR STILLS PER IMAGE)</b> EXCLUDING BRAND BUILDING THAT IS INCLUDED IN TV - POINT 6 BELOW. INTERNET INCLUDES CORPORATE WEBSITES, SOCIAL MEDIA I.E. YOU TUBE, FACE BOOK AND TWITTER AND BLOGS. | 37.5% |
| DIRECT DIGITAL MARKETING - EMAILS, MMS AND FREE DOWNLOADS <b>(MOVING MEDIA OR STILLS PER IMAGE)</b>  | 25%   |
| PAYABLE DOWNLOADS - <b>MUST ME NEGOTIATED WITH AGENT</b>   |       |
| PRESS AND MAGAZINE <b>(PER IMAGE)</b>  | 50%   |
| BILLBOARDS <b>(PER IMAGE)</b>  | 50%   |
| ELECTRONIC BILLBOARDS <b>(PER IMAGE)</b>   | 50%   |
| POSTERS - A0 AND BIGGER <b>(PER IMAGE)</b>   | 50%   |
| POSTERS - A1 AND SMALLER <b>(PER IMAGE)</b>  | 25%   |
| BUILDING WRAPS <b>(PER IMAGE)</b>  | 50%   |
| TRUCKS <b>(PER IMAGE)</b>  | 50%   |
| TAXI'S <b>(PER IMAGE)</b>  | 50%   |
| BUSES <b>(PER IMAGE)</b>   | 50%   |
| BUS STOPS <b>(PER IMAGE)</b>   | 50%   |
| PACKAGING <b>PER IMAGE)</b>  | 50%   |
| <b>PER POINT OF SALE (PER IMAGE)</b>   | 25%   |

**SHORTER FLIGHTING PERIODS**

|              |     |
|--------------|-----|
| 0 - 6 MONTHS | 75% |
|--------------|-----|

**ADDITIONAL INFORMATION**

1. IF THE PRIMARY MEDIUM - TELEVISION, IS NOT PURCHASED OR RENEWED, THE SECONDARY MEDIUM I.E. CINEMA OR PUBLIC LOCATION OR INTERNET BECOMES THE PRIMARY MEDIUM AND A USAGE FEE OF 100% OF THE TV PERCENTAGE FOR THE COUNTRY CONCERNED APPLIES.
2. ARTISTS IN A VIGNETTE COMMERCIAL DEPICTED IN GROUPS 6 - 8 GET 50% OF THE STANDARD APPLICABLE USAGE ON CONDITION THAT IT IS AGREED UPFRONT & STORYBOARD WITH FULL DETAILS ARE SUPPLIED AT CASTING STAGE. THE FEES STIPULATED ON THE BRIEF MUST REFLECT DPF AND USAGE PERCENTAGE PAYABLE (WITH THE 50% DISCOUNT DEDUCTED ALREADY) THIS DOES NOT APPLY TO ACTORS AND TOP MODELS.
3. 25% DISCOUNT FOR GUARANTEED USAGE (EVEN IF THE ARTIST IS NOT FEATURED OR THE COMMERCIAL IS NOT FLIGHTED) - USAGE MUST BE PAID WITH SESSION FEES. THIS DOES NOT APPLY TO VIGNETTE COMMERCIALS, DUO LEADS AND SOLO LEADS.
4. PACKAGE DEALS CANNOT BE BROKEN UP - ONCE OFFERED, THE CONTRACTED PACKAGE IS THE DEAL THAT EXIST AND ANY VARIATIONS NEED TO BE RE-NEGOTIATED. PACKAGE DEALS DO NOT NECESSARILY APPLY TO TOP MODELS AND ACTORS.

**5. CINEMA:**

**CINEMA IS CALCULATED AT 25% OF THE TV% OF THE COUNTRY CONCERNED. CINEMA IN SOUTH AFRICA IS CALCULATED AT 100% OF 200% = 200%**

E.G. TV IN FRANCE = 300%; THEREFORE CINEMA IN FRANCE = 75%

E.G. TV IN USA = 600%; THEREFORE CINEMA IN USA = 150%

**6. INTERNET AND DIRECT DIGITAL MARKETING:**

**INTERNET BRAND BUILDING IS INCLUDED WITH TV USAGE IF BROADCAST CONCURRENTLY WITH TV. THIS EXCLUDES:**

THE USE OF STILLS IMAGES - BRAND BUILDING APPLIES ONLY TO MOVING MEDIA.

UPLOADING TO SOCIAL NETWORKING SITES I.E. YOU TUBE, FACEBOOK ETC.

**INTERNET BROADCAST FOR COMMERCIAL PURPOSES IS CALCULATED AT 37.5% OF THE TV% THE COUNTRY CONCERNED (MOVING MEDIA OR OF STILLS PER IMAGE) THIS INCLUDES:**

BROADCAST ON A PAGE WHERE YOU CAN BUY THE PRODUCT ONLINE.

BROADCAST ON A PAGE DIRECTLY SELLING OR PROMOTING THE PRODUCT BEING ADVERTISED, CONTENT PROMOTING A SPECIAL OFFER OR DEAL.

PAID FOR BROADCAST OR LINKS ADVERTISING THE PRODUCT.

INTERNET BROADCAST IS FREE FOR PRODUCTION HOUSES / AGENCIES / TALENT / TECHNICIANS. THEY MAY USE THE COMMERCIAL FOR MARKETING THEMSELVES OR THEIR COMPANIES. E.G. SHOWREELS, AWARD ENTRIES, INDUSTRY BLOGS, VIMEO AND SOCIAL MEDIA SITES PROVIDING IT IS PROMOTING THE COMPANY / TECHNICIAN AND NOT THE PRODUCT.

**INTERNET IS CALCULATED AT 37.5% OF THE TV% OF THE COUNTRY CONCERNED. INTERNET IN SOUTH AFRICA IS CALCULATED AT 100% OF 200% = 200%**

E.G. TV IN FRANCE = 300%; THEREFORE INTERNET IN FRANCE = 112.5%

E.G. TV IN USA = 600%; THEREFORE INTERNET IN USA = 225%

**DIRECT DIGITAL MARKETING I.E. VIRAL, MMS, FREE DOWNLOADS ARE CALCULATED AT 25% OF THE TV% OF THE COUNTRY CONCERNED.**

E.G. TV IN FRANCE = 300%; THEREFORE DIRECT DIGITAL MARKETING IN FRANCE = 75%

E.G. TV IN USA = 600%; THEREFORE DIRECT DIGITAL MARKETING IN USA = 150%

**7. PUBLIC LOCATION:**

**PUBLIC LOCATION - 1 YEAR - IS CALCULATED AT 37.5% OF THE TV% OF THE COUNTRY CONCERNED.**

E.G. TV IN FRANCE = 300%; THEREFORE PUBLIC LOCATION IN FRANCE 1 YEAR = 112.5%

E.G. TV IN USA = 600%; THEREFORE PUBLIC LOCATION IN USA 1 YEAR = 225%

**PUBLIC LOCATION - 6 MONTHS - IS CALCULATED AT 25% OF THE TV% OF THE COUNTRY CONCERNED.**

E.G. TV IN FRANCE = 300%; THEREFORE PUBLIC LOCATION IN FRANCE 6 MONTHS = 75%

E.G. TV IN USA = 600%; THEREFORE PUBLIC LOCATION IN USA 6 MONTHS = 150%

**8. TRADEFAIRS - CAN INCLUDE MULTIPLE USAGE MEDIUMS AND IS CALCULATED AT 37.5% OF THE COUNTRY CONCERNED PER TRADEFAIR THAT MAY NOT EXCEED 10 DAYS PER TERRITORY. INDIVIDUAL MEDIA CAN BE BOUGHT ANNUALLY OR FOR SHORTER FLIGHTING PERIODS WHICH INCLUDE TRADEFAIR USAGE.**



**9. SECONDARY MEDIA AND PUBLIC RELATIONS** - INCLUDES ALL FORMS OF PUBLIC RELATIONS (PRINT, BROADCAST, INTERNET AND EVENTS), ALL FORMS OF AWARDS AND SHOWREELS, DIGITAL ARCHIVE SYSTEMS, ANY MANNER OF INTERNAL COMMUNICATIONS, EDUCATION AND TRAINING, PROGRAM EDITORIAL, FILM FESTIVALS, EXHIBITIONS AND THE LIKE WITHOUT EXCEPTION AND THE CLIENT AND AGENCY WEBSITE (NOT PROMOTING THE PRODUCT OR SELLING IT ONLINE) AND ALL AGENCY PROMOTION. THERE IS NO COST INVOLVED IN SECONDARY MEDIA AND PUBLIC RELATIONS USE. HOWEVER IT MAY **ONLY** FEATURE TALENT WHO ARE FEATURED IN THE COMMERCIAL / STILLS AND WHO WERE PAID USAGE FEES.

**10. ARCHIVAL USAGE:** OF OLD CAMPAIGNS THAT ARE STILL ONLINE BUT NOT "ACTIVATED" IS FREE OF CHARGE.

**11. 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 SEPERATE COMMERCIAL. IT CANNOT BE USED TO ADVERTISE THE PRODUCT. IT IS CLEARLY SEEN AS THE MAKING OF AND IS FREE OF CHARGE.

**12. STILLS: PER IMAGE.**

**PRESS AND MAGAZINE IS CALCULATED AT 50% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.**

E.G. TV IN FRANCE = 300%; THEREFORE PRESS AND MAGAZINE IN FRANCE = 150% PER IMAGE.

E.G. TV IN USA = 600%; THEREFORE PRESS AND MAGAZINE IN USA = 300% PER IMAGE.

**BILLBOARDS, ELECTRONIC BILLBOARDS, BUILDING WRAPS, TRUCKS, TAXI'S, BUSES AND BUS STOPS ARE ALL CALCULATED INDIVIDUALLY AT 50% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.**

**POSTERS - SIZE A0 AND BIGGER IS CALCULATED AT 50% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.**

E.G. TV IN FRANCE = 300%; THEREFORE POSTERS A0 AND BIGGER IN FRANCE = 150% PER IMAGE.

E.G. TV IN USA = 600%; THEREFORE POSTERS A0 AND BIGGER IN USA = 300% PER IMAGE.

**POSTERS - SIZE A1 AND SMALLER IS CALCULATED AT 25% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.**

E.G. TV IN FRANCE = 300%; THEREFOR POSTERS A1 AND SMALLER IN FRANCE = 75% PER IMAGE.

E.G. TV IN USA = 600%; THEREFORE POSTERS A1 AND SMALLER IN USA = 150% PER IMAGE.

**PER POINT OF SALE IS CALCULATED AT 25% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.**

E.G. TV IN FRANCE = 300%; THEREFORE PER POINT OF SALE IN FRANCE = 75% PER IMAGE.

E.G. TV IN USA = 600%; THEREFORE PER POINT OF SALE IN USA = 150% PER IMAGE.

POS INCLUDES BACKING CARDS, SWING TICKETS, BROCHURES, LEAFLETS AND STICKERS.

**PACKAGING IS CALCULATED AT 50% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.**

E.G. TV IN FRANCE = 300%; THEREFORE PACKAGING IN FRANCE = 150% PER IMAGE.

E.G. TV IN USA = 600%; THEREFORE PACKAGING IN USA = 300% PER IMAGE.

**13. 24 HOUR NOTICE PERIOD:**

THE MODEL AGENT / BOOKER MUST MAKE A COURTESY CALL TO THE CLIENT / PRODUCTION COMPANY / REPRESENTATIVE IN SOUTH AFRICA BEFORE / WHEN USING THE 24 HOUR NOTICE. THE MODEL AGENCY / BOOKER MUST E - MAIL BOTH PARTIES CONCERNED STRAIGHT AFTER ONE ANOTHER TO CONFIRM OR RELEASE THE MODEL / ARTIST. THE TIME THAT COUNTS IS THE TIME THAT THE SECOND CLIENT RECEIVES THE NOTICE. THIS PERTAINS TO SOUTH AFRICAN LOCAL TIME AND THEREFORE WILL NOT BE AFFECTED BY DIFFERENT TIME ZONES. THE DISCUSSION TO CONFIRM OR RELEASE MUST OCCUR BEFORE THE 24 HOUR NOTICE PERIOD IS UP AND NOT WHEN IT HAS EXPIRED. IF THE MODEL / ARTIST HAS NOT BEEN CONFIRMED BEFORE THE 24 HOURS IS UP, THE AUTOMATICALLY BECOME AVAILABLE TO THE COMPANY CONFIRMING.

THE 24 HOUR NOTICE PERIOD MUST BE MADE MONDAY TO FRIDAY FROM 9AM TO 6PM. 24 HOURS GIVEN ON A FRIDAY EXPIRES ON THE SAME TIME ON MONDAY, UNLESS IT IS THE FRIDAY IMMEDIATELY BEFORE THE SHOOT AND THE CLAUSE BELOW APPLIES:

BOOKINGS FOR THE WEEKEND AND MONDAY EXPIRE ON THE LAST FRIDAY BEFORE THE BOOKING AS FOLLOWS:

**OPTIONS FOR A SATURDAY OR SUNDAY MUST BE CONFIRMED / RELEASED BY NO LATER THAN FRIDAY AT 1 PM.**

**OPTIONS FOR A MONDAY MUST BE CONFIRMED / RELEASED BY NO LATER THAN FRIDAY AT 6 PM.**

DUE TO DIFFERENT TIME ZONES AND TAKING COGNIZANCE OF THE FACT THAT INTERNATIONAL CLIENTS - NOT IN SOUTH AFRICA - CANNOT ALWAYS BE REACHED OVER WEEKENDS, THE 24 HOUR NOTICE PERIOD AS SET OUT ABOVE MUST BE FOLLOWED.

**14. THE MILAGE RATE FOR ARTISTS/ MODELS ARE IN LINE WITH CREW WORKING GUIDELINES AT R3.30 PER KILOMETRE.**