



The following Commercial Voiceover rates are the agreed industry minimum for the engagement of Voice Artists in Australia.

These rates were developed by Equity in consultation with its Members and the Communications Council of Australia.

Rates effective 1 November 2023.



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BROADCAST RATES

TELEVISION & RADIO + INTERNET BUNDLE OPTIONS

TV / CINEMA COMMERCIALS / DIGITAL

Per product, per hour, per medium & per key number.

Submission: \$212

Per track/script that has not yet been communicated to the public or isn't going to air. It is strictly for demonstration purposes only. Please advise artist/agent at time of booking. Revisions/Subsequent hours for the same commercial will be charged at submission rate, if previously recorded tracks have not gone to air, otherwise full rate applies.

SINGLE STATE				NATIONAL (MORE THAN 1 STATE)			
Ad Length	12 Months	4-6 Months	3 Months	Ad Length	12 Months	4-6 Months	3 Months
1 x 6"/10"	\$545	\$460	\$385	1 x 6"/10"	\$850	\$680	\$500
1 x 15"/30"	\$645	\$545	\$445	1 x 15"/30"	\$980	\$785	\$590
1 x 45"/60"	\$705	\$590	\$465	1 x 45"/60"	\$1045	\$830	\$615
1 x 90"	\$765	\$625	\$500	1 x 90"	\$1115	\$885	\$660
1 x 120"	\$805	\$630	\$525	1 x 120"	\$1175	\$935	\$695

Where a single Television track requires a number of Tags to be recorded in the one session, to air in a national campaign that is substantial in nature, the employer will negotiate in good faith a rate other than and superior to these agreed rates.

BUNDLED TELEVISION AND DIGITAL BROADCAST

Use of commercials produced for television or radio on the internet or Australian mobile devices.

Per product, per hour, per medium & per track basis.

Where a voiceover has been produced for a television or radio commercial and the client wishes to then use the same commercial on the internet or on Australian mobile devices, the following provisions shall apply:

- (a) Where the commercial was produced as a radio commercial and it is transmitted as audio only and not with images, the performer will be paid an additional 50% of the national radio rate for the relevant period (either 3, 6 or 12 months).
- (b) Where the commercial was produced as a television or cinema commercial or where the commercial is to be synchronized with images, the performer will be paid an additional 50% of the national television rate for the relevant period (either 3, 6 or 12 months).
- (c) When both television/cinema and internet usage are purchased as a bundle at the time of the initial booking, via a single invoice and billed at the final rate card rate, a 10% discount of the rate applies as follows:

ALWAYS CHARGED AS PER NATIONAL RATE (MORE THAN 1 STATE)			
Ad Length	12 Months	4-6 Months	3 Months
1 x 6"/10"	\$1245	\$995	\$750
1 x 15"/30"	\$1320	\$1055	\$795
1 x 45"/60"	\$1410	\$1120	\$830
1 x 90"	\$1500	\$1195	\$885
1 x 120"	\$1585	\$1265	\$940

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RADIO COMMERCIALS / TAGS / PODCASTS

Per product, per hour, per medium & per key number.

Submission: \$212

Subsequent recording hours for the same commercial shall be at the submission rate if the recording has not yet been transmitted.

SINGLE STATE				NATIONAL (MORE THAN 1 STATE)			
	12 Months	4-6 Months	3 Months		12 Months	4-6 Months	3 Months
Per Product Per Hour	\$445	\$410	\$370	Per Product Per Hour	\$525	\$465	\$410

RADIO & DIGITAL BUNDLE

12 Months	4-6 Months	3 Months
\$785	\$695	\$615

Charged per product, per hour (up to 5 tracks for a single product). Revisions/Subsequent hours will be charged at submission rate, if previously recorded tracks have not gone to air, otherwise full rate applies.

RADIO STATION PROMOS - fee by negotiation

RADIO COMMERCIALS FOR DIGITAL USE ONLY - 100% of above broadcast rates.

If to air on both radio and digital broadcast, an additional 50% is applicable to the National rate.

INTRODUCTION VOICE TO PODCAST OR PROMO: \$500 p/hr

MINOR ROLES: Up to 60" dialogue: \$300 p/character role p/podcast - podcast, in perpetuity

MAIN HOST / NARRATOR ROLE IN PODCAST: \$450 p/hr p/podcast - podcast, in perpetuity

MINOR CHARACTER ROLES: \$212p/hr p/podcast eg. Newsreaders, short burst dialogue up to 10"

DISCLAIMERS AND/OR T+C'S ON EACH EPISODE ACROSS A SERIES: \$300 p/hr

ADVERTISING ON PODCAST PLATFORM - for any advertising / credits etc as per Radio broadcast MEAA p/podcast

PODCAST DRAMA SERIES: UP TO 30 MINUTE PER PODCAST EPISODE

Lead role: \$1000p/episode

Primary role (secondary): \$750p/episode

Ensemble role: Multiple roles across multiple episodes recorded at a flat hourly rate of \$450p/hr

ADDITIONAL RATES/LOADINGS

TELEVISION STATION PROMOS – fee by negotiation. Please contact the talent or agent to discuss.

Singing sessions for Jingles are POA.

TELEVISION BILLBOARDS			VOICE LOADING	
Single	Double	Triple	POST SYNCHRONISATION OR ADR	
\$410	\$460	\$680	Up to 60"	\$240p/commercial
			Over 60"	\$305p/commercial
			CHARACTER VOICE SINGING	
			Add loading to applicable base fee per medium, per key number.	\$212
			SINGING / JINGLE FOR BRANDING POA	
			Singing session fees start at \$500p/hr	

Rights for billboards up to 3 months National

DEFINITIONS

ADDITIONAL USAGE: OVERSEAS USE: Double Australian national fee per country in which used - excluding U.K. + U.S.A. which are by negotiation. Except - New Zealand, Singapore, Hong Kong and some Pacific Island countries are a single fee equal to the Australian national rate.

NAME ASSOCIATION: Double the total fee where the performer's name (either visually or audibly) is to be used in conjunction with any campaign.

OTHER MEDIUM: Stadiums, In flight, Point of Sale, Trade fairs, Street Vision all payable at one additional fee each provided that where three or more of these rights are exercised concurrently a maximum fee for these rights of a double fee is payable. Other uses - By negotiation eg. GPS navigation, video games, Mobile Messaging.

POLITICAL: A double fee is charged for Party Political advertising. whether the performers name is used visually, audibly or not. Check before booking for talent approval to record political commercials, scripts must be supplied prior to voice artist agreeing to record.

TAGS: A Tag is (for the purpose of the Minimum Rates clause above) additional information added to the end of one original script, and that script will run in an identical format, across many Australian markets, the only difference being the end information:

- a business name
- a physical location
- a phone number
- an update (referring to a day or time in a variety of ways). A Tag may also include information that relates solely to the legal requirements of the jurisdiction where the commercial is to be transmitted.

CANCELLATION FEE: \$212 if less than 24 hours notice is given prior to the scheduled recording.

POSTPONEMENT: You may postpone a booking within 24 hours without a cancellation fee being applied providing the booking is rescheduled within 7 days of the original booking date

EXTENDED USAGE / ROLLOVERS: When the intended usage exceeds the contracted period, a rollover is applied. It is the client responsibility to advise the talent for any extension of usage, and are charged at the current rate

CHARACTER VOICE: Determined as a voice or sound that is outside the domain of the talent's natural speaking voice, including any accent or character. Please discuss further at the time of booking. Voice impersonations are client's liability

EXCLUSIVITY: Negotiation only.

WORKING WITH CHILDREN: Bookings cannot be made within school hours. Please check your local governing state regarding the process for engaging talent under the age of 16 years.

NSW: <http://www.kidsguardian.nsw.gov.au>

VIC: <https://www.business.vic.gov.au/hiring-and-managing-staff/employing-children/laws-and-act>

QLD: <https://www.business.qld.gov.au/running-business/employing/ta-king-on-staff/employing-children/entertainment>

USAGE: Applied from date of recording unless first broadcast date is advised at the time of booking.

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CORPORATE, ANIMATION & DOCUMENTARY RATES

CORPORATE NARRATION

Per client, per product, per hour, per video, per 12 months - within Australia

INTERNAL PRESENTATIONS	Non broadcast, non saleable, inhouse company use only. Not for commercial distribution. eg. Promotional Hype Reel or Showreel	\$475 Revisions / Pick ups: \$335p/30 minute booking
BRANDED CONTENT / EXPLAINER VIDEOS - DIGITAL RELEASE	Short online video used to explain company product/services. Internet Presentation, AV Presentation/Sales Videos. Per hour/Per entity. Hosted on Client website - includes social media platforms (Unpaid media only) *Includes Hype / Sizzle reels	\$655 Revisions / Pick ups: \$335p/30 minute booking
LIMITED EXTERNAL USAGE	Events, Trade Shows, Narrowcasts, Awards.	\$580
PUBLIC USAGE PR ACTIVATION EVENTS	General Public usage or for sale, broadcast or commercial distribution.	\$925
BRANDED CONTENT / EXPLAINER VIDEOS - INTRANET RELEASE	Short online video used to explain company product services, employee training modules, Internet Presentation, AV Presentation/Sales Videos. Per hour/Per entity. Intranet based, student or employee services, (not for sale) & FREE APPS. Non public access platform.	\$475 Revisions / Pick ups: \$335p/30 minute booking

TELEPHONE MESSAGING

Per entity, per product, per hour, per country. No pick up fees apply to telephone / IVR. Overseas use POA.

ON-HOLD MESSAGING Add character \$212	\$370	INTERACTIVE VOICE RESPONSE (IVR)	\$475 1H Booking
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ANIMATION

Fees subject to current Media Alliance Agreements. Contract must be supplied prior to recording for Television, Film and Video projects with all voice artists' rights & residuals stated. Personal margin fees apply.

DOCUMENTARIES

Fee by negotiation, POA depending on length, countries and mediums used – minimum fee \$800p/hr for recording - Australian TV release only. Overseas and other mediums POA.

AUDIOBOOKS

Fee by negotiation, based on Final finish hours.

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SYNTHETIC VOICE (A.I.)

Artificial Intelligence, often referred to as AI, represents computer or machine-based applications created to emulate human thought processes and actions. Generative AI harnesses the power of Artificial Intelligence to generate fresh content.

The utilization of any portion of a recording or performance within an AI application is strictly prohibited without obtaining explicit written consent from the artist or their designated representative. Furthermore, appropriate compensation must be arranged in advance.

Pricing for the use of AI is subject to negotiation.

Please consult with a legal expert to ensure compliance with copyright and intellectual property regulations when using AI for creative purposes.

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