

This rate sheet facilitates the calculation of remuneration for voice recordings. Rates listed represent the recommended minimum fees, covering the cost of speaker activity, as well as the right of use in accordance with the agreed scope of usage. Implementation is restricted to members of VPS/ASP and rates are solely applicable by members of VPS/ASP. The VPS/ASP rate sheet is an integral part of the organization's Terms & Conditions.

By payment of the recording fee, usage rights are transferred to the client, however solely within the scope as hereinafter defined, for the purpose specified and through the agreed media channel or channels.

Usage of voice recordings beyond the agreed purpose and scope is prohibited. This includes the usage of recordings in the realm of Artificial Intelligence (AI), e.g. for the training or generation of artificial voices (TTS).

VPS/ASP is committed to keeping pace with current language developments. This entails, amongst other issues, gender-neutral formulations. Adaptation in this respect is an ongoing process and may not yet be reflected in all documents of the organization at this time. Thank you for your understanding.

## 1 RATES AND SEPARATE AGREEMENTS

The various applicable rates are defined in the VPS/ASP rate sheet, which may be viewed and downloaded at [www.vps-asp.ch](http://www.vps-asp.ch). It is also made available in the various production studios. For any contracts beyond applicable rates, the amount due is subject to negotiation. Long-term contracts require a special agreement.

### 1.1 Naming of addresses, dates or dealerships

For the naming of addresses, dates or dealerships, the rate sheet contains specific tariffs. If the addresses are not spoken by the same artist as in the main commercial, the speaker of the main commercial is entitled to a buyout (to be agreed separately).

### 1.2 Agency pitches

Within the time booked, agencies may produce a multitude of layouts for commercials. In case of broadcast, the difference between the pitch fee and the regular broadcast rate is due.

### 1.3 Author corrections

For author corrections, the rate sheet contains specific rates.

### 1.4 APP

For secondary app usage of a recording, the adaptation rate applies. This rate is applied in addition to primary e.g. online usage. This rule applies with the exception of commercials broadcast through the internet into an app as external content; in this case, the adaptation rate for online usage includes the in-app usage, and no extra usage fee is due.

### 1.5 Buyout rates

In case of a one-media buyout for an unlimited timeframe, VPS/ASP recommends per recording of a commercial (independent from the visuals used, does not apply to corporate or brand claims) the basic rate of the corresponding category in addition to five times the re-usage rate of the corresponding category.

For an all-media buyout for one year, VPS/ASP recommends per recording of a commercial (independent from the visuals used, does not apply to corporate or brand claims) five times the basic rate of the corresponding category.

In case of an all-media buyout for an unlimited timeframe, ten times the basic rate of the corresponding category per recording of a commercial (independent from the visuals used) is recommended.

For corporate claims or brand claims (e.g. Volkswagen. Das Auto) the all media buyout always applies.

### 1.6 Industrial films / commercials

For the recording of industrial films, the actual spoken time on the final product is invoiced. Normal reading speed is the basis to assess actual spoken time; breathing pauses are integral part of the text.

Commentary rates apply. For non-profit / non-commercial films, separate agreements may be concluded. If major editorial changes are required prior to recording, an additional fee is charged.

### 1.7 Lipsync for films / lipsync for cartoons

The day rate and half-day rate refer to the actual time spent in the studio. All further time and work, e.g. preparation time, must be paid in addition to the applicable rate.

### 1.8 Layout

The layout rate grants the client the right to use the recording for non-public presentations and market testing. At the layout stage, the client is also allowed to create an unlimited number of edits from the recorded material.

These layouts may under no circumstances be broadcast or made accessible to a wider public, e.g. for commercial, informational, festival or sales purposes, without prior consent of the voiceover artist. In case of broadcasting without re-recording, the difference between the layout rate and the basic commercial rate is invoiced. The client and studio are required to proactively inform the voiceover artist regarding the usage of the layout as a commercial.

### 1.9 Visual medium for web usage only

The generally recognised principle that higher usage entails corresponding remuneration is reflected in this package rate. The comprehensive, indivisible package allows budget security and caps fees in this growing area. Distinction between visual medium and purely explanatory production can be achieved considering text content.



### 1.10 Reminder

For reminders, special rates apply. If the voiceover artist is booked exclusively for a reminder, the main commercial rate is invoiced.

### 1.11 «Tag-On»

If a reminder is always broadcast with the same tag-on, and the tag-on is recorded within the same session, one main commercial is invoiced. If the tag-on is used with new, different or modified visuals, or the tag-on is broadcast separately, the re-usage rate applies. Should an artist be booked solely for the recording of a tag-on, a main commercial is invoiced.

### 1.12 Re-usage and conversion

If a client uses a recording in its entirety or in part, e.g. to produce a new audio or visual commercial, the corresponding re-usage rate applies, in case of usage in a different medium, the conversion rate applies. We distinguish the following media for re-usage and conversion rates:

- TV
- Cinema
- Radio
- Stadium
- POS/Shop
- Content TV
- Industrial films/documentaries
- Telephone systems
- Public transportation
- App

### 1.13 Re-usage on the internet

For clients who also use their audio or visual commercials on the internet, the conversion rate applies if internet is the secondary usage. To include the international buyout as per 1.9, the conversion rate is multiplied by the same augmenting factor (total international buyout rate divided by basic visual spot rate, times re-usage rate). At the time of publication this factor amounts to 3.42 (rounded down).

### 1.14 Visual commercials for online/POS/DVD use

For visual commercials produced exclusively for online/ POS/ DVD use, the visual medium web package rate applies. In justified exceptions the audio commercial rate may serve as basis, augmented by the same buyout factor.

### 1.15 Usage Continuation

The use of an audio or visual commercial may be extended after the expiration of the one-year broadcast right, as long as the commercial remains unchanged. The usage continuation rate applies, with the exception of pure internet usage, where no continuation rate applies.

### 1.16 Re-usage

A recording (or parts thereof) may be used for additional commercials, e.g. a jingle or claim, which is added to additional commercials. The re-usage fee applies.

### 1.17 Studio Services

If a VPS/ASP member operates his/her own studio facilities, studio fees are additionally invoiced, unless the studio functions purely as slave. Backups or further studio services are to be paid separately and in addition to voiceover rates.

### 1.18 Motion and Performance Capture

Motion and performance capture are not part of the speaker fee, and are to be remunerated separately through the production. Rates for productions out of Switzerland are currently under preparation in cooperation with the professional acting associations

### 1.19 Voiceover for Games and Interactive Media

This includes voice recordings for video games and interactive formats, such as virtual or augmented reality. Vocally demanding sessions are limited to a duration of two hours. Such sessions might include repetitive whispering, shouting or screaming, singing or the development and delivery of creature voices. Speakers may be booked for several voices per medium. This rate also applies to voice recordings for toys, mobile games and educational 3D formats.

## 2 CANCELLATION / NON-USAGE OF A RECORDING

In case a production appointment is not observed by the client, the amount of an audio layout rate is invoiced, unless the client cancels the production appointment at least 24 hours prior to said appointment. In case a completed recording is not used, at least the amount of the applicable layout rate is invoiced: larger volumes require a special agreement.

## 3 OPTION

As long as an option or pencil booking has not been confirmed, it may be cancelled by either side.

Cancellation deadline is 24 hours prior to said option date and time for both parties. Upon cancellation by the client after said deadline, a cancellation fee amounting to an audio layout must be paid.

## 4 EXCLUSIVENESS

Payment for the recording does not constitute a non-competition right over the voiceover artist. Full exclusiveness (e.g. the voiceover artist is not allowed to speak for any other commercials within a pre-defined timeframe) or product exclusiveness (the voiceover artist is not allowed to speak for any other commercials e.g. for car brands for a pre-defined timeframe) can be contractually arranged for the payment of an additional, negotiable fee. All exclusiveness agreements must be in written form.

## 5 USAGE RIGHTS / BROADCAST RIGHTS

Broadcast rights for audio and visual commercials are granted for the period of one year as of the first airing. For every subsequent year, the usage continuation rate applies. Usage of all other recordings is not subject to time constraints. Exception: long-term contractual relationships require a special contractual agreement.

## 6 OBLIGATION OF PROACTIVE INFORMATION

The client must inform the voiceover artist if a recording is used beyond the initially agreed time or in other media or in a different country.

## 7 RIGHTS OF USAGE, EXPLOITATION AND BROADCAST

Contractual rights of usage, exploitation and broadcast for recordings within the agreed framework and regarding purpose and



defined medium of usage are granted to the client subsequent to payment of the relevant invoice(s). Prior to this point in time, the rights are deemed as not granted.

8 EXPENSES

Travel expenses are charged according to the issued travel rates, based on current SBB ticket prices. No travel expenses are charged within a distance of 20 km from domicile to studio.

9 LIABILITY

The voiceover artist cannot be held liable for the content of productions.

10 VALIDITY OF TERMS & CONDITIONS

These terms & conditions are considered agreed and take effect upon commissioning of the voiceover artist. Moreover, terms & conditions of the client may not automatically be applied.

11 APPLICABLE LAW / JURISDICTION

For these terms and conditions, as well as for all legal relations of the contractual parties, Swiss Law applies. Court of jurisdiction is the domicile of the defendant party, respectively the place where the voiceover artist usually pursues his profession (according to Art. 10 and Art. 34 Swiss Civil Procedure Code).

01.01.2024



Gross rates include 8.33 % holiday compensation as well as 16.616 % for statutory deductibles, accident insurance and administrative expenditure (in addition to 8.1 % VAT). Services performed by members of the association are generally invoiced by the SPK with the exception of voiceover artists with their own company.

The VPS Terms & Conditions form an integral part of this rate list.

Options and bookings must be cancelled at least 24 hours prior to recording. Otherwise a cancellation fee amounting to CHF 251.-- is invoiced.

1	Visual Media Commercials (TV/cinema/internet/stadium or POS)*	salary voiceover artist	invoice client
Usage: 1 year (Switzerland) as of first broadcast For buyout options and international rates see Terms & Conditions			
-	1st Commercial (or 1st tag-on, reminder, bumper, if specifically called for this)	CHF 450.00	525.00
-	2nd Commercial	CHF 380.00	444.00
-	3rd Commercial	CHF 325.00	380.00
-	4th Commercial	CHF 280.00	327.00
-	5th Commercial or re-usage, version or single sentence in combination with commercial	CHF 250.00	292.00
-	Further commercials by separate agreement		
-	Address or date change	CHF 100.00	117.00
-	First layout commercial (if specifically booked for layout commercial)	CHF 250.00	292.00
-	Every further layout commercial or combination with other commercials	CHF 100.00	117.00
-	Author corrections prior to first broadcast	CHF 250.00	292.00
-	Reminder / cut-down / bumper / re-usage / usage continuation 1 year	CHF 250.00	292.00
-	Tag-on as of 2nd day if recorded in same session	CHF 250.00	292.00
-	Agency pitch per 60 minutes studio attendance per 60 min.	CHF 350.00	409.00
-	* Re-usage per media within the category visual media commercials	CHF 250.00	292.00
-	** Re-usage per media within the category acoustic media	CHF 100.00	117.00
-	Adaptation for in-app use, additionally	CHF 250.00	292.00
-	Internet Visual Rate includes basic fee, international buyout, all rights for entire internet (paid or owned) and intranet domains, all rights for usage at trade fairs, sales presentations, internal events, including onsite visitors; no re-usage charge, no channel constraints, unlimited duration of usage, excluding TV/Cinema/Radio usage)	CHF 1543.00	1800.00

2	Audio Media Commercials (radio / stadium / POS or Internet)**	salary voiceover artist	invoice client
Usage: 1 year (Switzerland) as of first broadcast (Buyout: see Terms & Conditions)			
-	1st Commercial	CHF 250.00	292.00
-	2nd Commercial	CHF 200.00	234.00
-	3rd Commercial	CHF 150.00	175.00
-	4th Commercial or reminder or version in combination with main commercial	CHF 100.00	117.00
-	Further commercials by separate agreement		
-	Address or date change	CHF 50.00	59.00
-	First layout commercial (if specifically booked for layout commercial)	CHF 215.00	251.00
-	Further layout commercials or in combination with main commercial	CHF 100.00	117.00
-	Author corrections prior to first broadcast	CHF 150.00	175.00
-	Re-usage or usage continuation 1 year	CHF 100.00	117.00
-	Agency pitch per 60 minutes studio attendance per 60 min.	CHF 350.00	409.00
-	** Re-usage per media within the category audio media	CHF 100.00	117.00
-	Re-usage per media within the category visual media	CHF 250.00	292.00

### 3 Billboards (Intro und Outro)

salary invoice  
voiceover artist client

Usage: regular billboard broadcasts for one year as of first airing (Switzerland) - Buyout according to Terms & Conditions

- 1st visual billboard for regular broadcasts	CHF	560.00	654.00
- 2nd visual billboard for regular broadcasts	CHF	515.00	601.00
- 3rd visual billboard for regular broadcasts	CHF	475.00	554.00
- further visual billboards by separate agreement			
- Visual re-usage or continuation for one year	CHF	450.00	525.00
- Visual billboards for events/promotions up to one month use or local use only	CHF	450.00	525.00
- Conversion to another visual medium	CHF	450.00	525.00
- 1st Audio billboard for regular broadcasts	CHF	390.00	455.00
- 2nd Audio billboard for regular broadcasts	CHF	300.00	350.00
- 3rd Audio billboard for regular broadcasts	CHF	215.00	251.00
- Further audio billboards by separate agreement			
- Audio re-usage or continuation for one year	CHF	250.00	292.00
- Audio billboard for events/promotions up to one month use	CHF	250.00	292.00
- Conversion to another audio medium	CHF	250.00	292.00

### 4 Commentary for film / video / DVD / CD Rom / podcast / announcements in public areas / audio guides / stadium / POS / multimedia / DOC / lipsync for corporate productions \*

invoice client

- Commentary up to one minute of initial recording			292.00
- Minimum rate for 1st minute			467.00
- 6th to 10th minute	CHF	65.00	76.00
- 11th to 20th minute	CHF	100.00	117.00
- Author corrections of minor nature within one month of the initial recording	CHF	250.00	292.00

When multiple productions for the same end client, recorded in the same session, commentary times can be cumulated. For small volume productions (e.g. 1 to 5 minutes) with long studio attendance time (above one hour), one additional minute from the category "6th to 10th minute" (CHF 76.-) must be paid per additional hour.  
Non-profit / non-commercial documentaries: rates can be negotiated individually.

### 5 Commentary for film/video/DVD/CD Rom/podcast/announcements in public areas/audio guides/stadium/POS/multimedia/lipsync for corporate productions/announcements for telephone systems/answering machines/prompts, etc.

salary invoice  
voiceover artist client

- Text up to 5 minutes (prompts/announcements: unlimited number)	CHF	400.00	467.00
- 6th to 10th minute	CHF	65.00	76.00
- 11th to 20th minute	CHF	55.00	65.00
- 21st to 30th minute	CHF	45.00	53.00
- 31st to 60th minute	CHF	35.00	41.00
- Exceeding 60 minutes: by separate agreement			
- Author corrections of minor nature within one month of the initial recording	CHF	250.00	292.00

With multiple productions for the same end client, recorded in the same session, commentary times can be cumulated.  
For small volume productions (e.g. 1 to 5 minutes) with long studio attendance time (above one hour), one additional minute from the category "6th to 10th minute" (CHF 76.-) must be paid per additional hour.  
Non-profit / non-commercial documentaries: rates can be negotiated individually.  
Lip sync for corporate productions: 25 % surcharge

Prompts for telephone systems as update

- 1st minute	CHF	250.00	292.00
- 2nd minute	CHF	51.50	61.00
- 3rd minute	CHF	42.90	51.00
- 4th minute	CHF	34.30	40.00
- 5th minute	CHF	25.80	31.00
- Every additional minute	CHF	25.80	31.00

## 6 Examples of usage of commercials abroad

Recommended surcharge:

- Additional usage in:	Germany	+	100%
	Austria	+	50%
	France	+	100%
	Global (as negotiated)	+	1000%
- Exclusive usage in:	Germany	+	50%
	Austria	+	25%
	France	+	50%
	Global (as negotiated)	+	900%

The above surcharges are to be based on the rates of the respective category.

## 7 Lip sync for cartoons

salary  
voiceover artist      invoice  
client

Usage: Switzerland  
International usage: surcharge at least 50%

- Half day, max. 3 hours recording time	minimum	CHF	400.00	467.00
- Whole day, max. 6 hours recording time	minimum	CHF	700.00	817.00

Every additional day and preparation time by separate agreement.

## 8 Audiobooks

salary  
voiceover artist      invoice  
client

- each studio hour	per hour	CHF	425.00	496.00
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In certain cases, the scope of license transferal and a possible profit participation are to be negotiated.



## 9 Voiceover for Games

			salary voiceover artist	invoice client
- 1st studio hour	per hour	CHF	450.00	525.00
- Additional studio hour	per hour	CHF	350.00	408.00

Note: The fee for the first hour is due on every further recording day and for each further project on the same recording day.

The (additional) usage of the voice recordings for advertising purposes is payable according to section 1, Media Commercials. This fee applies regardless whether the product is a prototype (as preproduction) or a definitive production.

N.B. Motion capture (body movements) and/or facial or performance capture (face movements) are not included in this rate for voice delivery only!

## 10 Home studio recordings

			salary voiceover artist	invoice client
- per 30 minutes recording at home studio	minimum	CHF	100.00	117.00

Home studio usage in slave mode is not charged; backups and other services are to be paid separately.

### Impressum:

VPS/ASP  
Vereinigung Professioneller SprecherInnen  
Association des SpeakerInes Professionnels  
Postfach 2210  
8031 Zürich

info@vps-asp.ch / www.vps-asp.ch



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## VPS Travel expenses for SPK invoices

These rates include 14.116 % statutory pension cost as well as accident insurance for travel time compensation, excluding VAT

	Basel								
Bern	169.00	Bern							
Solothurn	130.00	88.00	Solothurn						
Geneva	364.00	242.00	255.00	Geneva					
Lausanne	307.00	159.00	190.00	92.00	Lausanne				
Lugano	405.00	408.00	406.00	562.00	512.00	Lugano			
Lucerne	153.00	160.00	149.00	373.00	314.00	280.00	Lucerne		
St.Gallen	281.00	299.00	283.00	455.00	402.00	405.00	255.00	St.Gallen	
Neuenburg	202.00	86.00	91.00	176.00	111.00	457.00	229.00	350.00	Neuenburg
Zurich	140.00	172.00	150.00	360.00	314.00	302.00	114.00	146.00	229.00

No travel expenses are charged within a distance of 20 km from domicile to studio.  
Travel rates for other destinations can be requested by e-mail: [sprecherkasse@vps-asp.ch](mailto:sprecherkasse@vps-asp.ch)

## VPS Travel expenses for client invoices

	Basel								
Bern	39.00	Bern							
Solothurn	36.00	23.00	Solothurn						
Geneva	87.00	59.00	Geneva						
Lausanne	109.00	69.00	69.00	Geneva					
Lugano	237.00	160.00	173.00	Geneva					
Lucerne	89.00	45.00	52.00	2300	Lausanne				
St.Gallen	205.00	107.00	129.00	64.00	Lausanne				
Neuenburg	128.00	130.00	129.00	201.00	178.00	Lugano			
Zurich	256.00	258.00	257.00	329.00	306.00	Lugano			
Bern	41.00	41.00	41.00	113.00	91.00	79.00	Lucerne		
Solothurn	103.00	111.00	99.00	241.00	207.00	188.00	Lucerne		
Geneva	81.00	79.00	79.00	151.00	127.00	128.00	75.00	St.Gallen	
Lausanne	185.00	207.00	192.00	279.00	255.00	256.00	166.00	St.Gallen	
Lugano	59.00	23.00	23.00	46.00	27.00	153.00	65.00	103.00	Neuenburg
Lucerne	131.00	59.00	63.00	121.00	77.00	281.00	152.00	231.00	Neuenburg
St.Gallen	35.00	37.00	37.00	107.00	86.00	85.00	31.00	41.00	60.00
Neuenburg	97.00	128.00	105.00	235.00	214.00	201.00	76.00	96.00	158.00

Train travel time compensation (subject to statutory deductions) CHF 20.00/h
SBB ticket + travel rate (without statutory deductions) CHF. 20.00/h + 2nd class ticket or day pass CHF 127.-

No travel expenses are charged within a distance of 20 km from domicile to studio.  
Travel rates for other destinations can be requested by e-mail: [sprecherkasse@vps-asp.ch](mailto:sprecherkasse@vps-asp.ch)



# Glossary

## «What Is What?»

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### AGENCY PITCHES

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Agency pitches occur when advertising agencies are asked to present to a client their ideas for a possible future campaign. Agencies are allowed to produce a variety of layout commercials specifically for that pitch within the booked attendance time.

### ANNOUNCEMENTS IN PUBLIC AREAS

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Such announcements may not be commercials, but solely informative messages in public areas, e.g. trains, trams, stadiums, fairs, etc.

### APP

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An app (application) is a program, which is run on a smartphone, tablet pc (e.g. iPad) or other similar devices.

### AUDIO BOOKS

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An audio book is a recorded version of a literary work. Audio books may be distributed on compact discs or as downloads.

### AUDIO GUIDES

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An audio guide is a spoken guided tour through a city, an exhibition, a museum or other, made available on portable devices, such as iPod, iPad, dedicated earphones etc.

### AUTHOR CORRECTIONS

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Author corrections can occur, when e.g. technical features or the price of a product in a commercial or details in a commentary change. The special author correction rate is only applicable for minor changes.

### BILLBOARD

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A billboard is the announcement of a program including a corporate sponsor (e.g. «The weather forecast is presented by Smith's Shoes»). A billboard contains an intro and an outro, i.e. an opener prior to the program, a closing sentence at its end and frequently an intermediate part (e.g. «We now return to.....»).

### BUMPER

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A bumper is a short web commercial (approx. 6 seconds) placed in front of e.g. YouTube films. The bumper cannot be skipped.

### BUYOUT ONE OR ALL MEDIA

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A Buyout One or All Media is the purchase of broadcast or usage rights for recordings in a specific medium or in all media, either for a year or an unlimited amount of time. Special rates apply (see Terms & Conditions).

### CLAIM

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A claim is always part of a main commercial, usually located at its end. The terms slogan, payoff, pack shot, etc. also apply.

### CLIENT

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The client is generally the recipient of the invoice.

### CONVERSION

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The client may use audio or visual recordings (or parts thereof) in further media. A special conversion rate applies.

### CUT-DOWN

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The term cut-down is used, when the same commercial is produced in various lengths, e.g. 30"/20"/15". This entails the mandatory use of identical imagery and the unaltered text. Specific cut-down rates apply. If one or multiple cut-downs are used in other media however, full conversion rates apply.

### E-LEARNING

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Recordings for E-Learning are used on the internet or intranet for online courses or tutorials. They can also be applied on mobile devices.

### EXPENSES

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Structured travel rates, also reflecting incurred travel times.

### INDUSTRIAL FILMS/DOCUMENTARIES

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The term industrial film includes image films, product presentations, tutorials, technical films, explanatory and educational videos etc. Special agreements may be negotiated for non-profit or non-commercial productions.

### INTERNET COMMERCIAL

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Just like a TV commercial, an internet commercial advertises e.g. a product, or an event, but is broadcast exclusively online. It is therefore treated in the same way as a TV commercial according to Tariff 1. Hence, conversion rates and international buyouts apply identically.

### INTERNET COMMENTARY

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Internet commentary includes all recordings made for the internet, for which the online commercial rate and definition do not apply. Specifically, this entails the absence of solicitation, invitations, other calls to action, as well as commercial claims. Tariff section 5 applies.

### LAYOUT

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A layout is a recording usually of a visual or audio commercial, used by the client for non-public presentations or market tests. At this stage of production, the client is allowed to create an unlimited amount of layout motifs from the available material. Under no circumstances however may this recorded material be broadcast or in any other way be made accessible to a public audience without prior consent of the speaker (e.g. for advertising, information or sales purposes).

### NAMING OF ADDRESSES, DATES OR DEALERSHIPS

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Naming of addresses, dates or dealerships are add-ons to audio or visual commercials, which are always produced together with a main commercial. Special rates apply.



## ONLINE TV

Commercials aired through online TV platforms, which do not form part of the program content of the respective TV channel, but rather the online platform itself, are treated as internet commercials. Thus, online usage rates apply, and if used additionally to direct TV usage, a re-usage fee for visual commercials applies.

## OPTION

An option is a reservation for a recording session, mutually established between studio and speaker, which is subsequently confirmed as a definitive booking, generally by a third party, i.e. an agency or producer. Prior to this confirmation of booking, an option may be cancelled by either party. If a booking cannot be confirmed, the option must be cancelled. Otherwise a cancellation fee applies.

## PERFORMANCE / MOTION CAPTURE

The recording of facial movements and voice using technology for 2D or 3D animations. Performance capture can be used for film, games and animated film and is usually post-produced by an animation specialist. Performance capture often also includes the recording of full-body movements (motion capture).

## PAID MEDIA

Paid media usage implies that a client actively places a commercial on the internet e.g. in front of a YouTube film, thus incurring placement expenditure. Such usage of recordings is chargeable. In contrast, usage on a client's own website or on YouTube generally constitutes non-paid media. This usage is included in the basic TV commercial rate. Rights in international usage can be reserved for negotiation. Podcast A podcast is an audio or video file, which may be downloaded from the internet. It is primarily intended for use on portable devices. POS POS is the acronym for «Point of sale», an alternative term for a shop or business.

## PROMPT

A prompt is an integral announcement, e.g. a welcome message, call forwarding message or explanation etc. in the field of telematics and answering systems.

## REMINDER

A reminder is a short version of a commercial «to remind customers» of the main commercial. It is aired in the same commercial segment, and is usually produced together with the main commercial. If a reminder is recorded in a different session than the main commercial, the reminder is charged as a standalone commercial.

## RE-USAGE

A recording (or parts thereof) may also be used for additional commercials of the same usage, e.g. for a jingle or claim that is added to other commercials. The re-usage fee applies.

## SHOP ANNOUNCEMENTS

Shop announcements are a means of communication at the «point of sale». They are short commercials used only on shop premises, and they exclusively address the customers present in the shop. Where employed by multi-national shop chains, international usage buyouts apply.

## TAG-ON

A tag-on is «attached» to a main commercial and can hence not be broadcast as a standalone commercial, as it would then classify as a reminder e.g. special sales offers. By content, the tag-on does not necessarily need to relate to the main commercial. Should a tag-on nonetheless be aired separately, the re-usage rate applies.

## TEXT-TO-SPEECH (TTS)

TTS is an application that converts written text into the spoken word. To this purpose, recordings of words, numbers and random sample sentences are made. These are edited to generate completely new statements for potential customers. Fees for this type of service must include an unlimited buyout without time constraints, as further recordings are redundant.

## TELEMATICS

The term includes all recordings used in connection with telephone systems.

## USAGE CONTINUATION

An audio or visual commercial may be used in unchanged form beyond the granted one-year broadcast right. The usage continuation rate applies.

## VARIATIONS (SEE ALSO VERSIONS)

Variations or alternative wordings are spontaneous, minute text alterations, which arise by chance during recording or upon discussion between present participating parties. If, for example, speaker and producer disagree about the pronunciation of a specific term, it is wise to record a variation of that text. The client subsequently has the choice between the two variations recorded, whereby the variation not selected for broadcast, may never be aired. Recording of variations is a voluntary and free additional service offered by the speaker.

## VERSIONS (SEE ALSO VARIATIONS)

Versions are different wordings of a main commercial, as requested by the client. If only one version is broadcast, a layout fee applies for all other individual versions recorded. If any of the other versions are broadcast at a later date, the difference between the layout fee and the broadcast rate must be paid.