

BMEG VO RATES 2024

BMEG reps some of Australia's best VO artists - from commercial to corporate, animation to accents as well as a section dedicated to Indigenous VO artists. <https://www.bmegonline.com/>

Television/Cinema/Digital commercials

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

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.

If a commercial is produced specifically for the internet and/or mobile telephony & not intended for broadcast on radio, TV or in cinemas the following provisions apply:

1. Where the commercial is produced as audio only and not synced with images, the national **radio** rate for the relevant period shall apply.
2. Where the commercial is broadcast and synchronised with images, the national **television** rate for the relevant period shall apply.

SINGLE STATE

NATIONAL (MORE THAN ONE STATE)

Ad Length	12 Months	4 to 6 Months	3 Months	Ad Length	12 Months	4 to 6 Months	3 Months
1 x 6" / 10"	\$540	\$450	\$380	1 x 6" / 10"	\$845	\$675	\$495
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"	\$1170	\$930	\$695

Bundled Television & Digital

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

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

1. Where the commercial was produced as a radio commercial and is transmitted as audio only, the performer will be paid an additional 50% of the **national radio** rate for the relevant period—3, 6 or 12 months.
2. Where the commercial was produced as a TV or cinema commercial and is to be synchronized with images, the performer will be paid an additional 50% of the **national television** rate for the relevant period—3, 6 or 12 months.

3. When both television/cinema and internet usage are purchased as a bundle at the time of the initial booking, a 10% discount of the rate applies as follows:

ALWAYS CHARGED AT THE NATIONAL RATE (MORE THAN ONE 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

Radio Commercials

SINGLE STATE

NATIONAL (MORE THAN ONE STATE)

	12 months	4-6 months	3 months		12months	4-6 months	3 months
Per product	\$445	\$410	\$370	Per product	\$525	\$465	\$410
Per hour				Per hour			

RADIO & DIGITAL BUNDLE

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

Radio commercials are charged per product, per hour (up to 5 tracks for a single product). Revisions and 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— full broadcast rate applies.

Podcasts

PODCAST DRAMA SERIES (UP TO 30 MINUTE PER EPISODE)

Lead Role: \$1000 per episode

Secondary role: \$750 per episode

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

Minor role: Up to 60" of dialogue

PODCAST DOCUMENTARY SERIES (UP TO 30 MINUTE PER EPISODE)

Intro or promo: \$500 per hr

Main host/narrator: \$450 per hr/per podcast

Minor character roles: \$250 per hr/per podcast

Disclaimers/T & Cs: \$300 per hr—entire series

Corporate Narration

Per product, per hour, per video

INTERNET PRESENTATION, SALES VIDEO EXPLAINER VIDEO—BROADCAST RE- LEASE	Short online video – explanatory, sales, AV presentation. Per hour/per entity. Social media or company website	\$655 Revisions/pick-ups \$335 per 30 mins
LIMITED EXTERNAL USAGE	Events, trade shows, narrowcasts, awards.	\$580
PUBLIC USAGE	General public usage or for sale, broad- cast or commercial distribution	\$925
E-LEARNING, EMPLOYEE TRAINING— INTRANET ONLY	Intranet based, student or employee ser- vices (not for sale) & free apps	\$475 Revisions/pick-ups \$335 per 30 mins

Animation, Docos & Audiobooks

ANIMATION: Fees subject to current MEAA agreements

DOCUMENTARIES: Fees by negotiation, dependent on length, release and mediums. Minimum \$800 per hr Australian release only.

AUDIOBOOKS: Fee by negotiation based on Final Finished Hours.

Telephone Messages

Per entity, per product, per hour. No pick-up fees apply.

On-hold Messaging	\$370	Interactive Voice Response	\$475
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Tags

Where a single Television track requires more than three tags to be recorded in the one session, the employer will negotiate in good faith a rate commensurate with minimums noted above.

Definitions

ADDITIONAL USES: In-Store / Point of Sale, In-Flight, Trade Fair, Outdoor, Stadium Usage: Payable at 100% of the applicable TV or radio fee, provided that where three or more of these additional mediums are required concurrently, a **maximum double fee** is payable. Other usage or medium such as Television and Radio Station Promos, Mobile Phones, AI or Generative AI, Electronic Scoreboards, Shopping Centre P.A.s, Airlines, Kiosks, Talking Products, Street Vision and other electronic broadcast utilities are by negotiation.

CANCELLATION FEE: If less than 24 hours' notice is given prior to time of booking, a cancellation fee of \$212 per hour is payable.

CHARACTER VOICE: Means any voice or sound that is beyond the range of an Artist's normal speaking voice, including any accent or voice for an animated character. If in doubt please discuss with agent when booking. Broadcast clearance of voice impersonation is client's responsibility.

EXCLUSIVITY: Exclusivity should not be presumed for any voice artist or any product. Exclusivity is by negotiation only.

LICENSING: All voiceovers are licensed for use based on terms negotiated and agreed between the Artists' representative (Agent) and the Client making the booking. The Client agrees not to use the recordings in any manner beyond the usage agreed by both parties. This includes AI and Generative AI.

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

OVERSEAS USAGE: Double loading per country, excluding US and UK which are by negotiation and New Zealand, Singapore and Hong Kong which are charged at Australian national rates.

POSTPONEMENT: A call may be postponed within 24 hours of the booking without penalty provided that a further definite booking is made within 7 days of the original call. In all other cases a cancellation fee is payable. Only one postponement is allowed before a cancellation fee is incurred. If the rescheduled call is cancelled within the postponement period, a cancellation fee is payable.

ROLLOVERS: Where use exceeds the contracted period, a rollover must be paid. The producer/advertiser must advise the agent before this occurs and arrange for the rollover fee to be paid. Rollovers are charged at current rates.

SINGING: Add character loading to applicable base fee, per singing track.

SUBMISSIONS: "Submission" is defined as a recording where a performer is asked to voice a proposed script for a commercial for demonstration purposes only. A submission track may be broadcast provided a final/ broadcast fee is paid. If a track is a submission, this must be notified to the agent at the time of booking, otherwise the full fee is payable. It will be assumed, unless otherwise notified, that all submissions (excluding research-only tracks) are going to air. The balance of the final fee will be invoiced within 30 days of the date of the recording.

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TAGS: A tag is confined to the following information added to the end of a track: business name, location, phone number or information which relates solely to the legal requirements of the jurisdiction in which the commercial is to be communicated.

A recording may be considered a tag if it updates a track with the above information and where at least 1 full final fee has been charged. A tag or tags can only be added to 1 original main track and must be run in an identical format in all markets. In cases where multiple tags are used, rates by negotiation.

USAGE: Usage is considered to commence from date of recording unless first on-air date is advised at the time of booking. Voiceover recordings shall not be used in any manner beyond the usage being licensed.

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