

ESTABLISHED FEES FOR ENGLISH RECORDINGS IN GERMANY as of 2022

ADVERTISING: LAYOUTS AND USAGES

Designation	EUR Layout	Comment/Explanation
Layout (also Animatic, Narrative, Mood film)	400	Regular Layout for TV, cinema, radio, Internet, etc. (internal use only)

Designation	EUR USAGE		Comment/Explanation
TV Commercial	UK national	1,500	
TV Reminder	UK national	750	50% of the original commercial - in combination with the main commercial only, need to be recorded in the same session. Separately booked reminders are 100%
TV Sponsoring	UK national	1,500	Per program / format, including before / after / during the commercial, up to four versions. Additional variations subject to agreement.
INTERNET COMMERCIAL	web UK	1,500	Paid media
In-store / POS (with screen)	UK	1,500	
	US	2,500	

IMAGE AND CORPORATE FILM, E-LEARNING, PHONE PROMPTS

IMAGE AND CORPORATE FILM	EUR LAYOUT FEE	EUR USAGE FEE	Comment/Explanation
Up to a 2-minute script length (basic rate)	400	+50%	Usage rights for Company Website
		+50%	Usage rights for YouTube, Vimeo, social media, video, presentations, DVD, App, etc. <u>NOT to be used as pre-roll or embedded commercial or broadcast area!</u> (-> please see advertising)
		+50%	Usage rights for Trade fair, convention introduction
Up to a 5-minute script length	450	+50%	Usage rights for Company Website
		+50%	Usage rights for YouTube, Vimeo, social media, video, presentations, DVD, App, etc. <u>NOT to be used as pre-roll or embedded commercial or broadcast area!</u> (-> please see advertising)
		+50%	Usage rights for Trade fair, convention introduction

Up to a 10-minute script length	550	+50%	Usage rights for Company Website
		+50%	Usage rights for YouTube, Vimeo, social media, video, presentations, DVD, App, etc. <u>NOT to be used as pre-roll or embedded commercial or broadcast area!</u> (-> please see advertising)
		+50%	Usage rights for Trade fair, convention introduction
Each additional 5 minutes	200	+50%	Usage rights for Company Website
		+50%	Usage rights for YouTube, Vimeo, social media, video, presentations, DVD, App, etc. <u>NOT to be used as pre-roll or embedded commercial or broadcast area!</u> (-> please see advertising)
		+50%	Usage rights for Trade fair, convention introduction

E-LEARNING	EUR USAGE	Period of use	Comment/Explanation
Up to a 5-minute script length (basic rate)	400	In perpetuity	Usage internally/intranet (staff training, training video, after-sales texts, audio guides, tutorials etc.) <u>NOT FOR Internet or broadcast use!</u>
For each additional 5-minute increment started	100	In perpetuity	

PHONE PROMPTS	EUR USAGE	Period of use	Comments/Clarification
On hold/mailbox/answering machine - up to 3 modules	350	In perpetuity	Maximum length of each module 30 seconds.
Each additional module	75	In perpetuity	Maximum length of each module 30 seconds.
Phone commercial	from 450	per year	depending on the reach and size of the company

SCRIPT LENGTH for image and corporate film and e-learning

This formula for calculating spoken word length from written scripts may be helpful:

900 characters including spaces = approx. one minute of spoken word.

Please note: while long numbers, such as 1938 (nineteen-hundred-thirty-eight) as well as abbreviations such as "e.g. (for example)" ought to be written as numbers they ought to be considered as a written word.