

Brilliant Voice[®] 2016 Voice Artist Price List

valid January 1, 2016
 Status: December 16, 2015

This price list reflects the most common prices set by many of our voice artists and service providers. It is based on many years of experience in the industry and is the product of continuous develop. In many cases it is oriented on prices recommended by the Verband Deutscher Sprecher e.V. (VDS) and the Gagenliste deutscher Sprecher (GDS), as well as to meet the requirements of international voice artists and market conditions.

Pricing depends on a number of factors and may vary. We will prepare an individual price quote for each individual case!

Prices are based - among other criteria - on the recognition and market positioning of each voice artist. Basic price information for individual voice artists can be found in their profile at <https://brilliantvoice.com>.

We will gladly provide individual consultations. Package prices for regularly recurring bookings and for larger projects are available on request. Final prices are determined based on the length of text, choice of voice artist, and brand name of the originating client, as well as usage rights (time period, media, geographical).

Studio costs are not included. Several German voice artists offer certain recordings (e.g. local commercial spots) from their personal studios at no additional cost (upload of the raw audio file / data transfer via ISDN / IP).

A completed recording is presumed to be accepted by the originating client at the end of the studio session. The desired pronunciation and inflection must be provided prior to the recording. We recommend that a representative of the originating client monitor the recording in process via telephone or in person. Any later changes/alterations must be charged extra.

Content:

1. Minimum price	Page 2	
2. Continuous flow text	Page 2	
· Image film / Explanatory film / Trade Fair video / Corporate film / Product film / App		
· eLearning / Training film / Audio guide / Podcast		
3. Commercial Spot	Pages 3 to 7	
· Layout	Page 3	
· TV / Cinema / Out of Home	Page 4	
· Radio	Page 4	
· POS / Trade Fair / Events	Page 4	
· Internet	Page 5	
· Packages	Page 6	
· General Procedures	Page 7	
4. Commercial spot (localized)	Page 8	
· Radio		
· TV or cinema		
		· Internet (as additional medium)
		· General Procedures (Buyouts, etc.)
		5. Other voicing fees
		Page 9
		· Telephone
		· TV commentary / reports
		· Computer games / audio plays
		· Lip-synch
		· Audio book
		6. Additional prices
		Page 10
		· Studio services (Germany)
		· Translation
		· Text editing / correction
		· Changes / Alterations
		· Cancellation fee
		7. Definitions & conditions
		Page 11
		8. The Fine Print
		Page 14



1. Minimum price

Per voice artist per booking		Comments / Explanations
German voice artist (own studio / external studio)	55 € / 150 €	This sum is the minimum voicing fee per booking unless the voice artist has listed an individual minimum price under his/her profile at https://brilliantvoice.com . Minimum price for recordings outside of the voice artist's home vicinity must be agreed upon separately.
Non-German voice artist	200 €	

2. Continuous flow text

Usage: unlimited time period

Price estimates are determined based on the number of characters (including spaces).

1 minute = 900 characters (approximately 120 – 140 words).

Abbreviations for words that must be spoken (i.e., e.g., etc.) or numerals (1,884) must be spelled as words. Continuous flow texts are generally primarily informative. An image film, for example, usually describes the firm, its history, employees, location(s) and major business advantages. A product film describes the advantages of a specific product. Film texts with a sales character (less information, more emotion) are considered for pricing to be commercial spots.

Image film / Explanatory film / Trade Fair video / Corporate film / Product film / App		Comments / Explanations
	Brand name	Prices are quoted per film. The price is determined by the voice artist's market position and the coverage area of the language. Many German voice artists can be booked at the lower price, with many English or Chinese voice artists tending to the higher range. Details can be found in the individual's profile. <u>Usage:</u> Complete Internet (Homepage and linked pages, video portals, Social Media, etc.), for presentations, DVDs, convention openings, apps, etc. No usage for commercial spots (TV, radio, cinema, stadium, POS, etc. or as PreRoll / AutoPlay / commercial messages in the Internet). Lip-synch recording: additional 50-100%
Up to 2 minutes of text	300 € - 900 €	
Up to 5 minutes of text	400 € - 1.200 €	
Each additional 5 minutes	100 € - 300 €	
	SME / Mittelstand	
Up to 2 minutes of text	250 € - 300 €	
Up to 5 minutes of text	300 € - 400 €	
Each additional 5 minutes	75 € - 100 €	
eLearning / Training film / Audio guide / Podcast		
Up to 2 minutes of text	200 € - 300 €	
Up to 5 minutes of text	250 € - 300 €	
Each additional 5 minutes	60 € - 100 €	
For eLearning modules over 30 minutes: per minute of audio (edited in individual files) Optional, i.e. not all voice artists offer this package.	25 €	Additional cost for recording to video / timecode Package price includes voice artist and studio (recording, clean edit in individual files, upload). Max. 5 files per minute on average. Valid for selected studios based on the delivered text. The price consists of 50% voice artist fee and 50% studio services and begins at the first minute of recording.

SMEs / Mittelstand: Companies with fewer than 250 employees and less than €50 million in annual revenues (as defined by the European Union). We reserve the right to deviate from the norm in quoting prices, in particular when it is expected that usage / presentation will correspond to that of a major brand name firm. SME prices are offered only on request.

3. Commercial spots

For commercial spots a distinction is made between a Layout (unreleased recording, individual or flat-rate session fee) and public usage (individual or as a package, usually for one year). Layouts are credited to the usage fee or package for the first year. In following years, usage fees are based on a percentage noted in General Procedures (Page 7).

Layout / without release		<u>Comments / Explanations</u>
Layout per subject / theme	250 €	Classic layout for TV, cinema, radio, Internet, etc.
Mood film	250 €	Up to 5 minutes of text
TV Animatic / TV Narrative	250 €	Up to 5 minutes of text
Session Fee	600 €	1st hour
	300 €	Each additional 30-minute period

Layout

A paid commissioned Layout recording may be used for presentations and market testing, but not for public distribution. In case of additional usage, the difference between the Layout fee and commercial spot price will be charged. Should the price for commercial spot including usage rights be lower than the Layout, no reimbursement will be made. A Layout fee can only be charged once. A Layout fee will be charged for each different text version. No charge will be made for minor text alterations (change in word order, changes for timing purposes without changing the text meaning, etc.).

Examples of text versions subject to additional charge:

"Everything you need to know, you'll now find in the new issue of Men's Health"

Alternative: "Starting today, Men's Health will tell you everything you need to know. New: Men's Health"

Alternative: "In the new Men's Health you'll learn everything you need to know. On sale now."

Examples of text versions without additional charge:

"Everything you need to know, you'll now find in the new issue of Men's Health"

Doesn't "need" sound too strong?

"Everything you want to know, you'll now find in the new issue of Men's Health"

Session Fee

As an alternative to individual Layouts, a flat Session Fee can be booked.

Bookable in advance, the voice artist will be available in the studio for one hour to work with the client's marketing / creative team in preparing and recording the final spot text. During this time a number of text versions for one campaign for one product can be produced. Accompanying texts for internal use (e.g. Case films, Making Of's, Board presentations, etc.) can also be recorded within this framework. After 60 minutes, a new increment of 30 minutes begins. The price is independent of the number of versions spoken. Usage rights for individual spots from a single Session Fee are based on the following:

The price for the public use of the first spot will be that of a classic Layout (to be deducted from the Session Fee). Each following publicly released spot will be charged per spot according to the Spot/Medium listing (see Page 7).

If several spots from a single Session Fee are released publicly as a package (see Page 6), for each usage package one classic Layout will be deducted. Annual fees of new usage agreements for new subjects / themes, other products, a new medium, etc. will be charged in accordance with the valid price list (see Page 7).

Commercial spots (continued)

All prices (except Reminders, Tag-Ons, Closes and radio riders) are based on a maximum spot length of 60 seconds.

Should a spot (or a portion of it, i.e. a Cut-Down) be used for a new subject / theme or for a new medium or for an additional year, the appropriate usage fee will be charged (see Commercial spot - General Procedures, Page 7).

The price will be based on the overall coverage area population. For radio and TV this is the population of the transmission coverage area of all broadcasters receiving the spot. For cinema this is the audience catchment area of all cinemas receiving the spot. This includes the city in which the cinema is located as well as directly adjacent counties. For Internet spots, the catchment area of the company – as with cinema spots - will be the fee basis. Additionally, the size and public recognition of the firm's brand name plays a role (a local restaurant has a more limited catchment area than an online retailer, for example). These will therefore be determined on a case-by-case basis as will special prices for broadcasters with a relatively large transmission area but comparatively small audiences. Streamed content (Internet radio) is not considered an additional medium, since it is merely a different transmission form. Radio stations broadcasting a spot via streaming as well as terrestrially / via cable will therefore only be charged for one medium.

TV or cinema or Out of Home			Usage: 1 year	
regional	One state / region up to 20 million inhabitants	500 €	Valid also for Austria or Switzerland	
national	One state up to 100 million inhabitants	600 €		
D-A-CH	Germany + Austria + Switzerland	1,100 € - 1,600 €		
national	Niche broadcasters / Pay TV	375 € - 600 €	e.g. only on n-tv or Sky	
Radio			Usage: 1 year	
regional	One state / region up to 20 million inhabitants	350 €	Valid also for Austria or Switzerland	
national	One state up to 100 million inhabitants	450 €		
D-A-CH	Germany + Austria + Switzerland	800 € - 1,150 €		
Radio riders		Usage incl. new recording	Usage without new recording	Usage: 1 year
	1st rider	150 €	60 €	
	2nd-10th rider	80 €	40 €	
	11th + riders	50 €	30 €	
POS or Trade Fairs or Events			Usage: 1 year / up to 5 minutes of text	
national	One state up to 100 million inhabitants	400 €		

Commercial spots (continued)

Internet (specific bookings / PreRoll)			Limited number of play opportunities for one year
Up to 1 million		200 €	If a spot is started and/or played for the user of an internet service (i.e. YouTube, where spots can be clicked over), it is referred to as a play opportunity.
Up to 2 million		250 €	
Up to 5 million		350 €	
Up to 10 million		450 €	
Internet (bookings for one year)			Unlimited number of play opportunities for one year
city plus	One service with up to 10 million users / one state	350 €	e.g. Spotify, etc.
regional	One state / region up to 20 million inhabitants	500 €	
national	One state / up to 100 million inhabitants	600 €	
D-A-CH	Germany + Austria + Switzerland	1,100 € - 1,600 €	
Internet (no bookings / no PreRoll)			Usage: 1 year
Internet complete global	English	1,200 €	Price based on language. Usage incl. YouTube, Vimeo, etc., but without booking, banner or PreRoll
	Chinese / French / Portuguese / Russian and Spanish	800 €	
	German & other languages	600 €	
Website only		300 €	Usage rights granted exclusively for one website (no campaign pages permitted)

The "Website only" rate means that the spot may only be playable on a sub-page of a company's Internet site (no specially prepared campaign pages, no homepage display). The spot may not otherwise be playable in the Internet (i.e. YouTube, Vimeo, facebook, linked pages, etc.). If, for example, YouTube is used to host the video, the settings must be selected to prevent the spot from being searchable within YouTube. Additionally, it must be ensured that the spot cannot be downloaded / copied from the published link.

It is often said, "Once in the Internet, always in the Internet". This is only conditionally the case. First, a client can ensure that a spot is removed from his/her Internet site and/or his/her YouTube channel. Second, intellectual property can be protected in the Internet. If a user has uploaded a spot to YouTube without the necessary rights, for example, YouTube can be asked to remove it.

Commercial spots (continued)

Package (with image) 1 spot incl. up to 3 Cut-Downs + possible image alterations		Usage: 1 year / 1 state
TV-SPOT plus	1,600 €	Only for TV usage
INTERNET-SPOT plus	1,600 €	Only for Internet usage (incl. bookings).
TV-INTERNET-SPOT plus	2,100 €	TV + Internet (incl. bookings) + Trade Fairs + POS
ALL MEDIA-SPOT plus	3,000 €	Usage in all media
Radio Package		Usage: 1 year / 1 state
RADIO-SPOT plus	650 €	Usage for Radio and Internet (without image).

Packages

An alternative to individual charges for usage fees, Cut-Downs and edited versions is the opportunity to pre-book a usage rights package.

In each case, this includes:

1 spot / main subject or theme

including up to 3 Cut-Downs (e.g. a 30 sec. main spot plus Cut-Downs of 25 sec., 20 sec., 10 sec., etc.)

including possible image alterations, such as extra banner displays ("New and improved!" "For the World Cup only", etc.) Valid for one year after booking of the first version for a given state.

Prerequisite for all packages is that the original content remains unchanged (e.g. no new or different products are presented in the images). The package solely offers the opportunity to book a variety of spot lengths with minor image adjustments. The valid term for the various spots begins with the first booking of any version and is limited to a period of one year. A classic Layout will be deducted per package booking for spots recorded on a Session Fee basis.

All Packageplus versions can also be used in the following year on an individual basis (for example a 20 sec. version). In such cases, classic usage rights will be charged, as before.

Radio Package

If a radio station streams its terrestrial/cable broadcast live and simultaneously without alteration in the Internet, usage rights are included in the standard spot price, as this is considered to be merely an alternate means of program reception.

If the spot is to be aired at other times or in an alternative form other than the regular broadcast – such as PreRoll before streaming begins, or as advertising preceding or interspersed between content on Internet service platforms (i.e. Spotify, etc.) or as storable content (downloadable podcasts, for example) – a separate usage fee will be independently charged.

The RADIO-SPOT plus package can be **booked in advance**, which includes live streaming, PreRoll, music service and podcast usage rights. However, this does NOT include more than one edited version of a given spot.

Usage fees for radio spots used in conjunction with image(s) or (animated) banners, GIFs, pictures, etc., will be charged as individual Internet spots (see Page 5).

Commercial spots (continued)

General Procedures (Buyouts, etc.)			
Cut-Down/subsequent year/additional medium	100%		
Indefinite usage period	300%		
Patronage / Sponsoring	Spot equivalent	With up to four parts	
Spot & Reminder	150%		
Spot & Tag-On	150%		
Reminder / Claim / single Tag-On	Spot equivalent		
Unlimited geographical usage (global). Factors refer to national spot price	English	3,000%	For global brand claims („Volkswagen – Das Auto“) or English-language spots, the spot price is the same as for English.
	Arabic / Chinese / French / Portuguese / Russian and Spanish	1,000%	
	German and all non-listed languages	400%	
Geographically restricted usage for	Europe	700%	The maximum applicable price will reflect the factor used for unrestricted geographical rights (worldwide) in a given language (for example, a maximum 400% for a German-language spot).
	USA or EU	400%	
	Russia or Japan	300%	
	China	500%	

4. Commercial spots (localized)

Unless otherwise noted, prices per spot subject / theme include usage rights for one year after the first broadcast / publication in each medium and each geographical region. Prices for spots over 60 seconds in length on request.

Index		a	b	c	d	e	
Radio							
local	Up to 1 million inhabitants	55 €	60 €	75 €	100 €	200 €	
city	Up to 4 million inhabitants	100 €	100 €	120 €	150 €	350 €	
city plus	Up to 10 million inhabitants	150 €	150 €	200 €	300 €	350 €	
Local retailer riders							
1st rider	Up to 1 million inhabitants	55 €	60 €	75 €	100 €	150 €	
2nd and more riders	Up to 1 million inhabitants	40 €	40 €	40 €	80 €	80 €	
TV or cinema							
local	Up to 1 million inhabitants	55 €	60 €	75 €	150 €	300 €	
city	Up to 4 million inhabitants	120 €	120 €	150 €	250 €	500 €	
city plus	Up to 10 million inhabitants	250 €	250 €	300 €	350 €	500 €	
General Procedures							
Cut-Down / subsequent year / additional medium		100 %					
Additional Internet usage (without PreRoll / booking!)		Website only		100%			
		Internet (global)		150%			
Indefinite usage period		300%					
Patronage / Sponsoring		Spot equivalent				With up to 4 elements	
Spot & Reminder		150%					
Spot & Tag-On		150%					
Reminder / Claim / single Tag-On		100%					

5. Other Voice Artist Fees:

Indefinite usage period

Telephone			Comment / Explanation
Call queue / Mailbox / Answering machine	Brand name	SME / Mittelstand	Usage fees are valid for the end user. For telephone messages, the maximum module length is 450 characters including spaces (approx. 30 sec.). A module with 1,000 characters would therefore be charged as three. If more than one content element is included in a call queue, each element is considered a separate module.
1 module	200 €	80 €	
3 modules	250 €	150 €	
Each additional module	50 €	30 € – 50 €	
Mailboxes	On request		Individual Mailboxes with names
IVR Systems	On request		Interactive Voice Response systems
TV commentaries / reports			
Off			Valid for editorial, non-advertising content. Global usage in all media. No usage for advertising (TV, radio, cinema, stadium, POS or as PreRoll / AutoPlay / booked or embedded Internet advertising).
Per broadcast minute	8-15 €		
Minimum price per booking	250 €		
Actualities / Voiceover / single reports			
Per broadcast minute	50-70% of off fee		
Minimum price per booking	150 € - 200 €		
Computer games / Audio plays			
1st recording hour	150 € - 250 €		
Each additional hour begun	100 € - 200 €		
Lip-synch	TV	Cinema	
Basic fee / Show-up fee	OR	OR	
Fee per take	OR	OR	1 Take: ø length 6 sec. for ø 12 words
Audio book			
<i>Per hour of audio</i>	300 € - 700 €		Depending on the voice artist and topic one hour of audio equals approx. 54,000 characters including spaces. Added to the price per hour of audio is a 2% share of the product's suggested retail price (Händlerabgabepreis - HAP).

OR = on request

SMEs / Mittelstand: Companies with fewer than 250 employees and less than €50 million in annual revenues (as defined by the European Union). We reserve the right to deviate from the norm in quoting prices, in particular when it is expected that usage / presentation will correspond to that of a major brand name firm. SME prices are offered only on request..

6. Other prices

		Anmerkungen / Erklärungen	
Studio services in Germany		Studio rental is generally necessary to record. Some German voice artists offer recordings (upload of an raw file) or data transfer via ISDN / IP for commercial spots (Commercial spots localized) without additional studio costs. Higher rates for additional services are possible.	
For each hour begun	Generally		140 €
	Berlin		> 120 €
	Munich		< 205 €
Translation		Good audio recordings begin with good translations. We therefore recommend our professional translators, who are specialized in creating spoken texts.	
Per standard 55 character line	1.50 € - 3.50 €		
Minimum price	100 €		
Text correction / adaptation		This is charged in cases where the provided text needs correction/adaptation requiring more than 15 minutes to edit. In general, the client is notified in advance. Editing/adaptation may be necessary if a rough translation is provided, the text is inadequate for speaking or does not meet timing requirements of the film material.	
For each hour begun	80 €		
Changes / Alterations		Changes / alterations can be booked up to a maximum of 30 days after the original recording. <u>Continuous flow texts:</u> If 10 minutes were originally booked and only five minutes of new text need to be re-recorded, one half of the five-minute price will be charged. <u>Spots:</u> Minor changes or corrections can be made if the spot has not yet been aired or has only begun airing. In each case, the Voice Artist's pre-defined minimum price will be the lowest acceptable price per booking.	
	50%		
Cancellation fee		A cancellation fee will be charged if a booking (Monday - Friday) is cancelled less than 48 hours prior to the recording. The % factor refers to the booking price. A cancellation fee must also be paid to the studio.	
Up to 48 hours prior to recording	No cost		
Up to 24 hours prior to recording	30%		
Less than 24 hours prior to recording	100%		

7. Definitions and Conditions:

COMMERCIAL SPOTS

Usage rights

Usage rights are generally granted for one year following the initial broadcast/publication. If the initial broadcast/publication date is unknown, rights are granted from the recording date. If a portion of a spot is re-used for another spot, an additional usage fee must be paid.

Re-use rights

If the spoken audio from an already broadcasted spot (regardless of medium) is re-used in another commercial spot within the first year usage rights were granted (without requiring the voice artist to re-record), an additional usage fee must be paid in accordance with the associated medium (radio, TV, cinema, Internet, POS, etc.). Usage rights are granted for one year following the initial broadcast/publication, as usual. If an existing spot is changed (cut down, re-edited or mixed with alternative packaging elements) or a new off text or Tag-on is added, it is considered to be a new spot. Even if these changes are made within the first year following initial broadcast/publication, an additional usage fee must be paid in accordance with the associated medium (radio, TV, cinema, Internet, POS, etc.). Usage rights are then again granted for one year following the initial broadcast/publication.

Commercial spots – Glossary of terms

Claim: This refers to the close of the spot in which a slogan or product brand name or sales message is stressed. (e.g. “Mercedes Benz: The best or nothing”). A claim is an element of the spot. If the claim is changed or used in another spot, an additional usage fee must be paid.

Riders (radio riders / local retailer riders)

These are the names of local retailers where a product can be purchased that are added to the end of a pre-produced spot. If a rider is added to several spots, a usage fee must be paid for each rider. If no pre-produced spot is identified, the usage fee for a new spot must be paid. The voice artist for the basic spot receives the normal spot price (generally national), but no additional rider fee. If the same voice artist speaks both the basic spot and the rider, both usage fees are included in the basic spot price.

Cut-Down

If a portion of an existing spot is used in the production of a new spot with another subject / theme, an additional usage fee must be paid.

Cell phone advertising: See Internet spots

Out of Home refers to advertising visible in public areas. In most cases, it means poster or billboard advertising but may also include audio or video elements, such as in train stations or airports. Out of Home advertising also includes taxis and public transportation vehicles. Advertising in stadiums or at POS (Point of Sale) are charged separately.

Reminder

These are brief spots aired late in a block of commercial spots to remind audiences of the main spot's message. The purpose of a reminder is to reinforce the primary selling point, otherwise it is considered a separate spot. Reminder fees are generally charged only in combination with the main spot (both for production and for broadcast).

Reminders that are aired within a block of commercial spots without the main spot (or can be aired independently based on the text) will be charged regular spot rates! If a Reminder's length is roughly equal to that of the main spot, it will be considered a new spot and charged regular spot rates. The definition of Reminder is also valid for so-called Preminders (also known as Tandem Spots), a form of Teaser for the main spot.

Example: "Still haven't bought any Christmas presents? XYZ Store is the place to go! More details in just a few moments. / Stay tuned for more!"

Tag-On is a brief tag that is broadcast with the main spot to promote a special event or activity for a limited period of time. (e.g. "20% more contents for a limited time only"). If a Tag-On is booked together with the main spot, it is treated as a Reminder (50% surcharge). If the Tag-On is booked separately, it is considered to be a new spot.

Sponsorings (Patronage) with up to four elements (e.g. "...is presented by... / will continue right after this... / ...now, back to ... / ...has been presented by...") are considered as standard spots for usage fees.

Display messages are additions to advertising images and are charged as Cut-Downs.

Time variants

Up to three time variants (e.g. Saturday, tomorrow, today) are included in the price of a commercial spot if the spot runs for a maximum of 14 days. For spots with a longer running time, a 50% surcharge will be added. The price includes a maximum of two instances in the spot for time variants and aside from the variants, no further changes to the spot are permitted. The time variants must be able to be spoken one after another when recording.

COMMERCIAL SPOTS (localized)

Index

The price is based on the index the voice artist has chosen. In some cases, prices can be negotiated with individual voice artists.

Layout

In the segments „city“ or "city plus“ Layouts cost 50% of the commercial spot price. If the Layout is used as a commercial spot, the Layout price will be deducted only once from the commercial spot price.

Layouts for local spots are valued at 100% regardless if the spot is actually aired locally in the first year after recording or not.

Internet

Price Category 3 is valid for Internet-only usage and spot booking.

Prices for usage of a radio, TV or cinema spot for Internet categories „local“, „city“ or „city plus“ are valid – depending upon the customer's specific circumstances. (A local retailer who operates a nationwide online shop is evaluated differently from a local driving school, for example).

„Website only“ means that a spot may not be visible anywhere else in the Internet (e.g. YouTube, Vimeo, facebook, linked sites, etc.). If YouTube is used to host the video, the settings must be selected to prevent the spot from being searchable within YouTube.

Internet global precludes any Commercial spot (localized) bookings (PreRoll, AutoPlay, embedded spots, etc.).

OTHER

Note on cost calculation

Should a number of different factors be taken into account (e.g. unlimited number of Cut-Downs or indefinite usage period), the percentages / prices will always be multiplied!

Broadcast

The term refers to everything that is transmitted or booked. This generally means any advertising means for which money is paid, such as commercial spots for radio, TV, cinema, stadium, POS, Out of Home or Internet. Internet advertising: if a clip or film is booked for an Internet site, it is considered to be advertising.

Internet booking can mean:

- **PreRoll / upstream advertising:** A spot is booked to play prior to accessing the desired content. In some cases, the spot can be skipped after a few seconds.
- **AutoPlay:** Advertising content / Commercial spot begins playing automatically.
- **Embedded advertising in links:** Regardless if the spot plays automatically or not, this is considered to be booked advertising.

Delivery format - Continuous flow text

For cases in which clients are not themselves recording a studio session (e.g. via ISDN or IP data transmission or on site), our studios will generally send the recorded files as rough cut edits in WAV format (wav, 48 kHz, 16 Bit, mono). Other common formats, such as aiff, mp3, etc. are, of course, possible, as is sound shaping (EQ), if desired.

Definition of edits:

Rough cut: Obvious mistakes by the voice artist are edited out. Clients may also require some form of sound shaping (EQ). One single file of the entire recording is delivered to the client.

- One voice track: Standard delivery form. No specific requirements concerning the length of the spoken text have to be met.
- Audio matches video: The delivered recording can be immediately added to the video track. For this, the client requires a reference video track (SMPTE timecode).
- Lip-sync: Lip-synch recording requires an appropriately prepared text that has been written to approximate on-screen lip movements. Lip-synch recordings usually require more studio time to ensure a perfect match between audio and video.
- Individual files: The finished recording is edited into individual sub-files prior to delivery to the client. The text should be provided as an Excel file divided into columns (File name / timecode / spoken text / additional directions or pronunciation tips).

Fine cut: In addition to eliminating obvious mistakes, breaths or other natural sounds (clicks, rasps, snaps in the voicing) are edited out. In some cases this is necessary for timing purposes or when extraneous noises are too audible. **Details concerning fine cut editing should be clarified individually.**

One single file of the entire recording is delivered to the client.

The following edit forms are also available in Fine cut:

- Individual files
- Audio matches video
- One voice track

8. The Fine Print

All listed prices are non-binding. Errors and omissions excepted. Unless explicitly otherwise agreed, the prices and conditions noted in this Price List are automatically valid, based on the applicable Brilliant Voice[®] General Terms and Conditions.

Additional services available on request. All prices are rounded up to the nearest € 5 increment. All prices are quoted in Euro. Legally applicable VAT of the service provider is listed separately.

Usage rights are granted only after the agreed fee is paid in full.

Limited usage rights (generally granted for one year) begin on the day the recording is completed unless Brilliant Voice[®] is notified not later than 10 days after the initial broadcast/publication of the recording. The responsibility of the rights user to notify Brilliant Voice[®] of any extension of the agreed upon usage period remains unaffected.

The commissioning client is obligated to notify Brilliant Voice[®] of any usage of a recording beyond the agreed upon medium or time period as well as any edited versions of the same. Infringements can have legal consequences. Additionally, the commissioning client is obliged to inform his/her client(s) which specific usage rights have been obtained as well as the subsequent legal parameters.

As a rule, Brilliant Voice[®] invoices in the name of the service provider and does not make any contributions to the Künstlersozialversicherung (Germany) on his/her behalf. Should this be desired, the necessary invoicing can be arranged.

Expenses for meals, travel and overnight costs are not included in the quoted prices.