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A FEW WORDS UPFRONT....

Hello! It's nice to see you are using the Brilliant Voice® price list as a basis for your work and calculations.

In the table of contents you can jump straight to the desired topic with one click. There are bookmarks within the price list that will quickly guide you to your goal. German explanatory videos for the price list can be found at <https://brilliantvoice.com/en/erklaerfilme.htm>.

Our price list reflects the current fees invoked by many of our voice artists and industry partners. It is the result of years of work and experience and is constantly being updated - so make sure you have the latest version. Basically, prices depend on a variety of factors and may vary in individual cases. So please feel free to have us prepare an individual offer just for you!

Net prices

All prices are net and subject to the applicable value added tax.

What does the price index stand for?

The price index of our voice artists not only stands for their quality, but also reflects the market positioning and name recognition of the respective person. Each Brilliant Voice® determines their own index. You can see which prices our voice artists have chosen in their respective profiles on brilliantvoice.com. Some of our voice artists have individual prices or shall agree on prices upon request.

Layout and Exploitation

All fees for voice artists given are complete prices with the exception of layout and session fees, the exploitation for which being the decisive factor. The recording (but not studio fee) is included. As a rule, our list does not split according to layout and usage.

Resellers, End Customers and Handling Fees

The prices stated in this list apply to recording studios, advertising agencies and other resellers, insofar as the billing can be made directly to the client on behalf of the voice artists or other service providers. Brilliant Voice® appears purely as an intermediary in the invoicing. If billing is done directly to end customers or by Brilliant Voice® as a contractual partner, a 15% handling fee will be added to the price.

Minute as a Basis for Calculation

As a rule, the lengths decisive for establishing our offers and talent fees are calculated on the basis of the text. The following applies: 900 characters including spaces = 1 minute. The term, "minute" is therefore a basis for calculation and, in this sense, an auxiliary parameter. It does not stand for the spoken minute or film minute in real time. Exceptions include, among others, audio books and TV reports.

Factors

Factors help avoid having to list an additional price table for each variable. There are two types of factors:

1.8x - here you get the exploitation fee for other media or regions by multiplying the applicable fee, e.g. TV national, by 1.8.

+1.5x - here you multiply the applicable fee (e.g. TV national) by 1.5. The "+" means that this fee must be added to another, e.g. adding the main spot to cut-downs.

Factor 1x = 100%.

Concrete key data - concrete prices

We would be happy to advise you personally and to provide you with an individual offer. This service is generally free of charge for you as a customer. We determine an exact price for the enquiry based on the text to be recorded, selection of the desired voice, naming of the advertising/end customer as well as the temporal, media and spatial utilization (or media budget and distribution).

Studio fees and services

Every good recording needs a good studio. Therefore, a studio fee is generally added to the talent fee, which covers equipment and labor for recording, editing and uploading. Whether an external recording studio or one's own professional home studio is used for this purpose is irrelevant. Exceptions are granted by some German voices with home studio for live transmission and recording (via IP or emulated ISDN) or recordings including uploading an unedited file for local commercials.

Get the best result with live briefing

We generally recommend tuning in live to each recording and briefing the talent on specific content, pronunciations or intonations during their work. This can be done over the phone, via Skype or various browser applications. When a recording session is ended, it is considered accepted. Notes on pronunciation and impression must be provided prior to the start of the recording; subsequent changes are subject to a charge.

Styles and Variations

In principle, the desired mood, attitude or speaking style should already be determined before recording. Often, however, working together on the recording with the voice actors is part of a creative process. Many voice actors are, therefore, happy to include this service and offer variations on their own. This is, however, not obligatory. Generally, the effort should always be in proportion to the payment and length of the text. So please always clarify this in advance, and remember that the studio fee is established on the basis

of working hours, meaning the studio time booked includes not only the recording, but also editing and uploading. Are you looking to work actively with the talent on style, text, wordings, etc.? Then book a session fee!

Active vs. passive use

Or: paid, non-paid & earned media

In addition to the length of the text, the decisive factor for our prices is the use or exploitation.

Active use (paid media) stands for advertising and includes the fact that money (media budget) is usually used so that the spot, film, etc. reaches an unsolicited audience. This happens, for example, as placement, AutoPlay, PreRoll, Push, sponsored post, etc. Please note: Passive spots or films with promotional content, e.g. on campaign pages on the Internet that are referred to elsewhere, are also considered active use / advertising. In the case of passive use (non-paid media), the spot or film can be found online, but may not, for example, be started or switched on without the viewer's permission. This includes, but is not limited to: usage on the customer's website, in the customer's own social media channels or video platforms such as YouTube or Facebook. Earned media is also considered passive use. This term suggests that followers or fans have already been attracted to the company's own brand, product, or campaign through social media, for example, and that the audience has thus been "earned" symbolically. If this group of followers shares the corresponding content (no advertising placement), this is also covered in the passive tariff. If, on the other hand, influencers or creators publish content on their channels, this distribution counts as paid media / active use, since this group of people generally earns money for this type of distribution.

Commercial vs. editorial use

We speak of commercial use when a voice recording and its use in films, commercials, etc. serves to promote sales or strengthen a brand.

Editorial use, on the other hand, means that the recording itself is

the product (such as documentaries or audio books). Attention regarding branded entertainment: editorial content can still be considered commercial if the content puts the product or brand at the center (as is the case with many Galileo reports or podcasts by major brands) or if content is paid for. Since there is often no clear dividing line here, our team is always at your side and happy to support you in clearly defining the use.

One version - one price

All prices apply to one final version, i.e. one edited version. If further versions are edited and published, such as cut-downs, short versions, individual chapters or even just image changes, an additional fee for the corresponding exploitation is due. The same applies if a work is used by another (end) customer.

Price per motif

Each text or image variation of a spot or film is called a motif. Producing various motifs from a single recording is particularly common in advertising. If a finished spot is subsequently changed (e.g. with a new voiceover text, new music, images, fade-ins, modified

editing, or cuts - see —>[Cut-Downs](#) – this always automatically constitutes another motif.

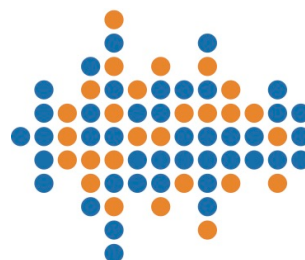
Generally, voice artists are remunerated at 100% of their fee for each motif or with a post-licensing fee for the respective exploitation. For campaigns or package orders of several motifs, cut-downs or image changes, we offer our attractive —>[Multi-work prices](#). Classic subtitles do not count as image changes.

Commencement of exploitation

In the case of a limited period of use (e.g. three months or one year), the right of exploitation shall commence on the day of the recording, unless the time of the first broadcast is defined in advance, or Brilliant Voice® is informed of the same no later than ten days after the first broadcast/use. The obligation to report any use beyond this shall remain unaffected.

Additional exploitation

Further exploitation (such as additional media or an extended time period) must be reported prior to exploitation, otherwise —>[Contractual penalties](#) may be incurred.



STUDIO

Studio costs per hour or part thereof	140 to 210 €
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Special conditions for e-learning —>[E-Learning studio deal](#)

In general, a studio fee is incurred for recordings. Some German voice artists offer the transmission or recording (upload of the unedited file) of small-scale commercials (without picture) free of studio charges. Higher rates for additional services are possible.

VOICE ARTIST FEES

Fees for voice artists do not include studio costs.
Prices apply per version and per end customer.

Minimum price per booking

Price Index	A	B	C	D	E
external recording studio	100 €	150 €	200 €	250 €	300 €

A minimum fee applies regardless of the price for exploitation per voice artist and for each recording date in an external studio. Minimum fee for recording in studios outside your own city by arrangement. See also —>[Travel and accommodation fees](#).

Correction loop

booked in advance	fee + 40%
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Alternatively to —>[Changes](#), a correction loop can be booked in advance. Instead of 50%, the surcharge is only 40% (= factor 1.4 times the booked voice artist fee). In addition, an extended deadline of 90 days instead of just 30 days from the original recording date applies.

So that the change can be implemented on time, the client must notify Brilliant Voice® no later than two weeks prior to the end of the 90-day period. During the recording session, either the whole text or parts thereof - including possible text changes - can be re-recorded. No reimbursement or refund shall be granted if the correction loop is not used. The studio fee will be charged separately. Only one of the two may be used; otherwise, an additional exploitation fee shall be charged. The text length of the correction loop may not exceed the length of the underlying tariff.

Layout & Session Fee

Layout per motif

Price Index	A	B	C	D	E
up to 2 minutes length	200 €	250 €	250 €	300 €	400 €
up to 5 minutes length	250 €	250 €	250 €	350 €	500 €
each additional 5 minutes	50 €	50 €	50 €	75 €	100 €

Booking a layout entitles the use of voice recordings for internal preliminary presentations such as pitches and market tests. Any publications or broadcasts, as well as other internal uses (such as on the intranet or at company presentations) are excluded. If another use is booked subsequently, the difference between the layout fee and the voice artist fee will be charged. If the fee is lower than the layout fee, no refund shall be issued. A layout fee can only be credited once. For mood films / tv animatic / tv narrative see —>[Internal](#); see also —>[Layout in small-scale fares](#).

Session Fee

Price Index	A	B	C	D	E
1st hour of recording	500 €	600 €	600 €	700 €	800 €
each additional half hour	250 €	300 €	300 €	350 €	400 €

As an alternative to individual layouts, a flat-rate session fee can be booked in advance. In this case, the talent is made available to the studio, creatives and clients for a booked timeframe in order to resolve any creative issues in the script including wordings and formulations. During this time, copy adjustments and text variations of a campaign or product can be worked on. Related texts for internal use (e.g. case films, making ofs, board

For the layout a script must be available in its final form. In the case of open text variations, an additional layout fee is due for each variant. The exception is when words are merely rearranged, a word is omitted for timing reasons, or a word is replaced without changing the meaning. Such variations are free of charge.

Examples of chargeable variants:

"Pineapple from Costa Rica - this is how exotic tastes."

"Pineapple from Costa Rica - exotic to enjoy."

"Pineapple from Costa Rica - a touch of the exotic."

Examples of free variants:

"Pineapple from Costa Rica - purely exotic."

"Pineapple from Costa Rica – exotic pure."

presentations, etc.) can also be recorded within this framework. After the first full hour of recording, we then bill on a half-hour basis. The price is independent of the number of spoken variations.

The exploitation of individual spots from a session fee is regulated as follows:

For the broadcast of the 1st spot, a classic layout is credited (i.e. deducted).

From the 2nd broadcasted spot on, the full exploitation / fee per spot and per medium applies.

ACTIVE USE / PAID MEDIA / ADVERTISING

National advertising

Price per spot/motif up to 2 minutes length incl. national exploitation (per country with a population of up to 100 million)**—>Advertising defined

Exploitation cycle:	3 months					1 year				
Price Index	A	B	C	D	E	A	B	C	D	E
INDIVIDUAL MEDIA										
Online	400 €	500 €	600 €	700 €	800 €	600 €	750 €	900 €	1,050 €	1,200 €
TV or Cinema	400 €	500 €	600 €	700 €	800 €	600 €	750 €	900 €	1,050 €	1,200 €
Stadium or (Digital) Out of Home	400 €	500 €	600 €	700 €	800 €	600 €	750 €	900 €	1,050 €	1,200 €
POS / Store Radio	200 €	250 €	300 €	350 €	400 €	300 €	375 €	450 €	525 €	600 €
Radio	300 €	375 €	450 €	525 €	600 €	450 €	565 €	675 €	785 €	900 €
MEDIA BUNDLE										
Online Audio + Radio (audio only)	450 €	550 €	650 €	750 €	850 €	675 €	825 €	975 €	1,125 €	1,275 €
TV + Online + POS + Trade Fairs*	800 €	1,000 €	1,200 €	1,400 €	1,600 €	1,200 €	1,500 €	1,800 €	2,100 €	2,400 €
All Moving Media*	1,000 €	1,250 €	1,500 €	1,750 €	2,000 €	1,500 €	1,875 €	2,250 €	2,625 €	3,000 €
ALL MEDIA*	1,200 €	1,500 €	1,800 €	2,100 €	2,400 €	1,800 €	2,250 €	2,400 €	3,150 €	3,600 €

When booking a three-month exploitation period, an upgrade to a one-year exploitation period can be booked additionally within the three-month term, in which case, only the difference between the fee for the three-month and one-year exploitation period shall be charged. Upon expiration of the exploitation period, only a new booking is possible. Downgrading from a one-year exploitation period to three months is only possible within 14 days of the invoice date.

* When booking exploitation rights for one year incl. —>Archive (passive use): includes the unlimited temporal exploitation rights of the tariff —>IMAGE complete

** Countries / states / territories with up to 20 million inhabitants as well as international exploitation —>Regional + international advertising

regio / DACH+	Factor					
Price Index	A	B	C	D	E	
regio	0.8x					A country with up to 20 million inhabitants or an area (within a country) with up to 20 million inhabitants.
DACH+	1.8x	1.8x	2x	2.6x	3x	Germany, Austria, Switzerland & East Belgium

Further exploitation options

The factors correlate to the prices of advertising **regionally, nationally** and **internationally**.

Temporal Exploitation	Factor	
3 years	2.5x	Each based on the fee for 1 year of exploitation
in perpetuity	3x	

Extra Lengths	Factor	
motif up to 5 minutes	1.3x	
for each additional 5 minutes, plus	+0.3x	in addition to Factor 1.3x

Further Options	Factor	
Per —> Cut-Down	+1x	
each additional medium	+1x	the respective exploitation of the new medium
Individual TV stations	0.5x to 0.8x	—> List: TV Broadcasting Stations
—> Archive	see —> IMAGE complete	

Types of Advertising	Factor
Sponsoring / Patronage with up to 4 parts	same as 1 spot
Spot + Reminder	1.5x
Spot + Tag-on	1.5x
Individual reminders / Boilerplates / Re-cuts / Tag-ons	same as 1 spot

No special factor / discount available on short spot lengths (such as 6-second ads / bumper ads / boilerplates). Exception —>[Reminder](#)
Individual TV stations: If a spot is broadcast on more than one station from the individual TV station list, factor 1x applies.

Examples of national + regional + international advertising

Example regio: The regio tariff (up to 20 million inhabitants) applies, e.g. to North Rhine-Westphalia, Czech Republic, Austria or Switzerland. So if an Index A voice artist is booked for a spot that will be used on Swiss TV for up to 3 months, this costs $0.8x 400 \text{ €} = 320 \text{ €}$.

Example DACH+: A spot including a reminder is to run for three months on TV in the DACH+ area. The basic national price in Index B is €500. So the total price for spot & reminder is 750 € ($1.5x 500 \text{ €}$). For DACH+ in Index B, we take a factor of $1.8x 750 \text{ €} = 1,350 \text{ €}$.

Example Extra Length: The factor for a text script of up to 15 minutes is 1.9x (factor 1.3x up to 5 minutes +0.3x for each additional 5 minutes). If the spot is to be exploited nationally online for up to 3 months, the fee in Index B is 950 € ($1.9 x 500 \text{ €}$).

Example individual TV station: The factor for the RTL television channel is 0.8x. If a spot is to be broadcast on this station for 3 months in Germany, the cost in Index B will be: $0.8x 500 \text{ €} = 400 \text{ €}$. A spot on RTL in Austria (3 months) in Index B costs $0.8x 0.8x 500 \text{ €} = 320 \text{ €}$ (0.8x for regio, 0.8x for RTL as an individual TV station). If the spot is aired for 3 months on RTL in Germany, Austria and Switzerland, the calculation in Index B is: $1.8x 0.8x 500 \text{ €} = 720 \text{ €}$ (1.8x for DACH+, 0.8x for RTL as an individual TV station).

Regional + international advertising

These factors apply to the prices for national advertising.

Worldwide	Factor	
Global 1	8x	Worldwide audience (English speaking or international)
Global 2	6x	Advertising with an Arabic, Chinese, French, Portuguese or Spanish audience
Global 3	4x	Advertising with an audience in a language that was not mentioned in the two lines above (e.g. German)

The global factors denote the spatially unlimited use on the basis of the target group:

Global 1 is applied if a worldwide, international audience is addressed, e.g. because the spot is in English or the foreign-language claim is used internationally (cf. "Volkswagen. Das Auto." or "Renault. Créateur d'automobiles").

Global 2 applies to spots in Arabic, Chinese, French, Portuguese or Spanish for worldwide use.

Global 3 applies to spots in German and all other languages not mentioned that are used worldwide.

regio / DACH+	Factor					
Price Index	A	B	C	D	E	
regio	0.8x					A country with a population of up to 20 million or an area (within a country) with up to 20 million inhabitants.
DACH+	1.8x	1.8x	2x	2.6x	3x	Germany, Austria, Switzerland & East Belgium

Countries & (World) Regions	Factor	
Countries with (mostly native) English speaking populations	4x	Antigua and Barbuda, Australia, Bahamas, Barbados, Belize, Dominica, Grenada, Great Britain (United Kingdom), Guyana, Ireland, Jamaica, Canada, New Zealand, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, USA
Europe, Asia or North America	4x	North America: USA, Canada, Mexico and Central America; —>Europe and —>Asia see Wikipedia
EU, USA, Africa or China	3x	—>Africa see Wikipedia
South America	2.5x	—>Countries of South America see Wikipedia
Brazil, Russia, India or Japan	2x	

Countries & (World) Regions	Factor	
Maghreb (West Africa)	2x	Tunisia, Algeria, Morocco, Western Sahara, Libya and Mauritania
Near and Middle East	3x	Egypt, Bahrain, Iraq, Iran, Israel, Yemen, Jordan, Qatar, Kuwait, Lebanon, Oman, Palestinian Territories (Gaza Strip and West Bank), Saudi Arabia, Syria, Turkey and the United Arab Emirates
Nordic Countries	2x	Åland, Denmark, Estonia, Faroe Islands, Finland, Greenland, Iceland, Norway, Sweden.
United Kingdom	1.5x	Great Britain (England, Scotland, Wales) and Northern Ireland

Small-scale advertising

The use is time limited as well as limited by: geographic area, listeners/ viewers, media budget or dissemination. Billing based on residents only applies to parts of states and countries. For prices for entire countries / states, see —>[National advertising](#) or —>[Regional + international advertising](#).

The following basic prices apply to each spot/motif with a length of up to 2 minutes. Depending on the medium and temporal exploitation, the prices provided are to be multiplied by the factors listed below. The basic prices apply, e.g. for **1 year radio** or **3 months radio + online** (because of Factor 1x). —>[Explanations](#)

Price Index	A	B	C	D	E	Residents	Listeners/ Viewers	Dissemina- tion	Media Budget (online)	Layout
local	60 €	60 €	75 €	100 €	200 €	1,000,000	100,000	25,000	1,250 €	100 %
local plus	75 €	80 €	100 €	120 €	200 €	1,500,000	150,000	50,000	2,500 €	80 %
city light	90 €	100 €	120 €	150 €	300 €	2,500,000	250,000	100,000	5,000 €	70 %
city	100 €	120 €	150 €	200 €	300 €	5,000,000	500,000	500,000	25,000 €	60 %
city plus	150 €	200 €	250 €	300 €	350 €	10,000,000	1,000,000	1,000,000	50,000 €	50 %
for —> online exploitation: city plus plus*	+ 50 €	+ 60 €	+ 75 €	+ 90 €	+ 100 €	-	-	+ 1,000,000	+ 50,000 €	50 %

* For bookings that exceed a dissemination of 1,000,000 or a media budget of € 50,000. —>[Example](#).

Exploitation options (small-scale advertising)

Media & Temporal Exploitation	Factor	
	3 months	1 year
Radio	1x	
Online	1x	1.5x
Radio + Online	1x	1.5x
TV	1x	1.5x
Cinema	1x	1.5x
TV + Online	1.5x	2x

Temporal Exploitation	Factor	
3 years	2.5x	each based on the talent fee for 1 year of exploitation
unlimited	3x	

Extra Length	Factor
motif up to 5 minutes	1.3x
for each additional 5 minutes, plus	+0.3x

Types of Advertising	Factor
Sponsoring / Patronage with up to 4 parts	1x
Spot + Reminder	1.5x
Spot + Tag-on	1.5x
Individual reminders / Claims / Re-cuts / Tag-Ons	1x
Cut-down / additional medium	+1x
—> Archive as —> IMAGE complete	

—>[See next page](#) for explanations and examples

Explanation of small-scale advertising

How to find the right price

Find the right tariff for you. Either you already know the basic information as to exploitation (residents, listeners, dissemination or media budget) or you can do a search on our —>[Tariff Finder](#). You multiply the basic price (according to price index) by the desired media and temporal exploitation.

Example: You are looking for the price for a spot that is to run throughout Berlin & Brandenburg on radio + online (via geo-targeting). Berlin & Brandenburg together have approx. 6.2 million residents —>City plus tariff. A voice artist in Index B costs 200 €. The spot should be used for 1 year radio & online —>Factor 1.5. $1.5 \times 200 \text{ €} = 300 \text{ €}$. Or would you rather a spot and a reminder? —>Factor 1.5. $1.5 \times 300 \text{ €} = 450 \text{ €}$ for the spot + reminder for one year radio + online in Berlin and Brandenburg.

Layout in small-scale tariffs:

The percentage value of the specified fee is calculated as the [layout](#) fee. So, in the local tariff, the layout fee is exactly the same as the fee and the exploitation together. In the local plus tariff it is 80%.

Depending on the medium, the usage can be limited by the number of residents or listeners / viewers:

- **Inhabitants RADIO, TV & ONLINE:** The number of people who live in the broadcast area or the area that is "hit" with advertising, e.g. via geo-targeting (technical coverage).
- **Residents CINEMA:** The number of residents in the respective city where cinemas are located including the surrounding district(s) or the maximum number of annual visitors of the movie theaters booked.
- **Listeners / viewers TV, RADIO and / or ONLINE:** Billing based on daily reach (e.g. listeners yesterday, Mon-Fri, in total). You can easily find a variety of stations & station combinations including rates with our tool Brilliant Voice® Tariff Finder at <https://brilliantvoice.com/en/funk-tarif-finder.htm>.
- **ONLINE dissemination:** Billing according to specific placements (ad impressions / views / searches). If a spot is played once to the users of a service or even just started (cf. also if the spot is canceled / skipped on YouTube), this is referred to as dissemination.
- **Media budget** (all media): The media budget describes the amount spent simply on ad placement. In the event of a countertrade (such as free advertising in return for providing products for sweepstakes) or a compensation model (free ad placements in return for a share of the turnover), the price that is usually due for the placements according to the price list applies. In this price list only the values for **ONLINE Media Budgets** are given. Other media available on request.

Online = incl. placements

Special prices are possible if a spot is understandably only intended for a fraction of the broadcast area or if it can be justifiably argued that although the booked broadcast area cannot be reduced, only a partial target group shall be reached (e.g. because the broadcaster may not split its program or advertising blocks according to frequencies).

- *Example: A commercial for a bakery in Frankfurt is broadcast throughout Hesse. However, it is very unlikely that customers from Kassel will be inclined to travel to this bakery —>special arrangements are possible.*
- *Counterexample: An ad for an event in Frankfurt, on the other hand, may very well lead to visitors from Kassel.*

Special arrangements are always a matter of discretion - our team will be happy to assist you with a precise assessment at any time!

Please note: Upon request, the client must provide evidence of actual use by a means suitable. See —>[The fine print](#).

Explanation of small-scale advertising (continued)

When booking a three-month exploitation, an upgrade to a one-year exploitation can be booked in addition within the three-month term, so that in this case, only the difference between the fee for the three-month and the one-year exploitation is charged. Upon expiration of the exploitation only a new booking is possible. A downgrade from a one-year to a three-month exploitation period is only possible within 14 days from the date of invoice.

For a further 3 months, the price for 3 months shall be due again. For each additional year, the price for 1 year is due again.

Additional passive use: unlimited in terms of space and time like —>[IMAGE complete](#).

Additional medium: The factor refers to the fee for the additionally booked medium.

Passive use is valid for 1 year on the internet without any placements / non-paid (homepage & external websites, video portals, social media etc.), for presentations, DVDs, conference intros, at trade fairs and events.

Examples of small-scale advertising

Example online exploitation city plus plus:

Spot up to 3 minutes / Online exploitation / 3 million disseminations / Price Index C

—>250 € city plus index C (up to 1 million disseminations) + 2 x 75 € (for an additional 2 million disseminations)

—>400 € x 1.3 (for extra length of up to 5 minutes) —>520 €

Example unlimited time period:

Munich radio spot, unlimited temporal exploitation, voice artist in Index D

150 € base price Index D in the tariff: city light - 2.5 million residents in Munich's greater metropolitan area

Factor 1x 150 € = 150 € for 1 year radio (as the basis for unlimited use temporally)

Factor 3x 150 € = **450 €** for unlimited temporal exploitation

Example —>Online exploitation campaign:

Campaign with 6 spots up to 2 minutes each. Exploitation: 3 months online. Media budget: € 18,000 in total. Voice artist in Index B.

120 € base price (Index B; up to 25,000 € Media Budget)

Factor 1x 120 € = 120 € (for 3 months online).

Factor 4x 120 € = **480 €** for campaign with 6 motifs (factor 3x for 4 motifs + 2 times factor 0.5 for 2 additional motifs —>[Multi-work Prices](#))

Note: As this is a campaign, exploitation beyond 3 months is not possible in this particular calculation (the spots would have to be calculated individually, for this).

Ad extensions (radio) for use in local and local plus

Price Index	A	B	C	D	E
1st extension	60 €	60 €	75 €	100 €	200 €
each additional extension	40 €	40 €	40 €	80 €	80 €

Price applies to the lead-in for 1 spot/motif and max. 1 year exploitation. A shorter exploitation period is not offered.
If the speaker for the ad extension is also the voice artist from the main spot, the first ad extension is included in the price of the main spot.

Ad extensions (radio) for use in city light or greater

Price Index	A	B	C	D	E
1st extension	90 €	100 €	120 €	150 €	300 €
each additional extension	50 €	50 €	60 €	75 €	100 €

Price applies to the lead-in for 1 spot/motif and max. 1 year exploitation. A shorter exploitation period is not offered.
If the speaker for the ad extension is also the voice artist from the main spot, the first ad extension is included in the price of the main spot.

Stadium (individual)

Price per spot/motif with a length of up to 2 minutes incl. exploitation for **12 months**.

Price Index	A	B	C	D	E	Capacity
Stadium S	125 €	150 €	150 €	250 €	400 €	< 5,000 seats or average of < 2,000 spectators per game / event
Stadium M	250 €	300 €	300 €	450 €	800 €	< 50,000 seats or average of < 20,000 spectators per game / event
Stadium L	350 €	400 €	400 €	600 €	1,000 €	> 50,000 seats or > 20,000 spectators per game / event

Multiple stadiums: —>[National advertising](#) or —>[Regional advertising](#)

Multi-work Prices

Valid for —>[Advertising](#) and —>[IMAGE complete](#).

Multi-work refers to dubbing concepts in which numerous cut versions (edits) are already planned in advance as the final result. This includes campaigns, cut-down packages, multiple use of claims (audio logos), modular text templates resulting in a variety of final motifs, etc. Motifs/cut-downs booked together as a multi-work can only be booked for an integrative spatial, medial and temporal exploitation. The underlying data that make up the base price (e.g. residents, media budget, dissemination) remain unchanged and apply to all motifs, editions, cut-downs, image changes, etc.

Prices for Ad Campaigns

	Factor
2 motifs	1.8x
3 motifs	2.4x
4 motifs	3x
5 motifs and up, for each	+0.5x

Campaign prices always pertain to the same brand / (advertising) customer.

A campaign is a series of spots or image films that refer either to the same product or to a limited-time promotion for a (advertising) customer (e.g. "The new spring collection at ..." / "Christmas sale at ..."). The campaign may not run longer than 3 months. Campaign prices are only granted if the voice recording for all motifs takes place at one time.

Cut-Downs or Image Changes

	Factor
up to 3 Cut-Downs	+1.5x
up to 5 Cut-Downs	+2x
up to 10 Cut-Downs	+3x
for each additional Cut-Down	+0.25x
for unlimited Cut-Downs	+10x
for unlimited image changes (re-edits)	+1x

Factors are calculated **in addition to** the main spot or film (first full motif). The—>[Cut-Downs](#) for each campaign are added together.

If the individual motifs have different lengths, the respective individual prices (according to the specific length and the associated tariff level) are added, and an average value is used as the basis for the calculation.

Example: Let's say we have a 5-minute image film, from which two additional edits – both under 2 minutes – are to be created. The calculation would be as follows:

I) Add up each film: 1x IMAGE complete up to 5 mins. + 2x IMAGE complete up to 2 mins.

II) Divide the sum by 3 (films) = mean value

III) Multiply the mean value by a factor of 1.5x (for up to 3 cut-downs).

Should any changes be made to the spot or film (new pictures or footage, superimposing different images or information, etc.), this is referred to as an image change. An image change is a new version of the spot or film and entails additional exploitation fees. Subtitling does not count as image changes.

Brand Voice, Audio Logo or Claim Usage

	Factor
up to 10 motifs	+5x
up to 25 motifs	+10x
each additional motif	+0.25x
unlimited number of motifs	+20x
<i>unlimited usage and number of motifs (—>IMAGE complete only)</i>	50x

Definitions:

Brand Voice: Voice of the company. The same voice is always used for all publications of a company - this increases the recognition value.

Audio logo: Acoustic logo of the company, which can include sounds, music, singing and / or even voice.

Claim: The company's slogan ("I'm lovin' it!").

This price item is about the fact that a short audio sequence (no longer than 10 seconds) should be cut into several works. A one-time —>[Layout fee](#) or —>[Session fee](#) will be charged for the recording with the voice artist for the audio logo or claim. An additional fee for the use specified by the factors shall also be incurred.

Advertising: The exploitation period is derived from the underlying price.

If an unlimited number of motifs is booked in connection with a —>[Media bundle](#) (advertising) which contains the *Archive* option (= *IMAGE complete*), additional image films may only be released during the term of use. The term of use corresponds with the term of the underlying price.

IMAGE complete: The exploitation period is always unlimited temporally. Only when booking an unlimited number of motifs (factor 20x) is the publication of new works with the brand voice, audio logo or claim **limited to one year** (the exploitation period remains temporally unlimited).

Factor 50 applies if new works are to be published indefinitely (i.e. not just for one year).

Example: Index B, IMAGE complete, Brand: 20x 350 €. The customer may release as many image films with the audio logo / claim as he likes within one year. These may be used for an unlimited period of time. Should new temporally unlimited works be created, a factor of 50x applies (instead of a factor of 20x).

The basis for all factors (multipliers) is the talent fee for the tariff: up to 2 minutes —>[IMAGE complete](#) (even if the actual film is longer). This does not apply to advertising. The price does not include the right to —>[Exclusivity](#).

Modular Use

	Factor
up to 5 motifs	+2.5x
up to 10 motifs	+4.5x
up to 20 motifs	+8x
up to 50 motifs	+15x
up to 100 motifs	+20x
unlimited number of motifs	+30x

The text to be recorded contains a variety of usable elements, from which modular motifs can be created, e.g. if there is an advertising spot which has one or more variables. This use is mainly found in (micro)targeting in online advertising, when users are to be reached specifically according to their interests.

Example: "Fly with Brian Air to Munich / Düsseldorf / Mallorca - starting at 29 €/ 39 €/ 49 €."

The factor in each case refers to the price of the medium, that is, the media used as well as to the affiliated desired duration plus —>[Session fee](#) for the recording script (kind of like a basic fee).

The number of motifs means how many motifs are theoretically possible. If, for example, there are three different places in a commercial spot where 3 variables are recorded, up to 27 possible motifs are conceivable. The actual number of motifs used may vary.

PASSIVE USE / UNPAID MEDIA / COMMERCIAL USE

Commercial = to promote sales.

Use: worldwide & in perpetuity.

Not for commercial use (paid media in TV, radio, cinema, stadium, POS etc. or as preroll / autoplay / push / upstream or embedded advertising on the Internet). 1 minute = 900 characters incl. spaces (equals approx. 120 - 140 words). Abbreviations to be pronounced in full (plus or e.g.) or numbers (1884) are to be replaced by written words before counting characters.

IMAGE complete

Price Index	A	B	C	D	E
SMEs					
up to 2 minutes text length	250 €	300 €	350 €	450 €	600 €
up to 5 minutes text length	325 €	400 €	500 €	600 €	800 €
each additional 5 minutes	75 €	100 €	100 €	150 €	200 €
LARGE ENTERPRISES					
up to 2 minutes text length	300 €	350 €	450 €	600 €	900 €
up to 5 minutes text length	400 €	500 €	600 €	800 €	1.200 €
each additional 5 minutes	100 €	100 €	150 €	200 €	300 €
Lip sync	Factor 1.5x to 2x				
highly complex content	Factor 1.5x				

see also —>[Podcast Packaging](#)

see also —>[Editorial Podcasts](#)

Price applies per film / version per (end) customer. Includes image and corporate films, product videos, explanatory films, case films, award videos, trade fair videos, podcasts, apps and several other content types & formats.

Use: on the entire Internet (homepage & third-party sites, video portals, social media, etc.), for presentations, DVDs, conference intros, at trade fairs and events.

SMEs: Companies with fewer than 250 employees and a turnover of less than 50 million euros per annum (according to the EU definition for small and medium-sized enterprises SMEs).

Large Enterprises: Companies / groups with a turnover of up to 50 billion euros per year worldwide. Prices for larger companies (global players) on request. Cf, e.g. Haribo vs. Apple.

Lip sync: Also known as audio-to-video synchronization - this refers to the precisely timed recording of the voice artist analogous to the lip movements of the person visible in the film and is associated with increased effort. The delivery of an appropriate script (dubbing book / dialogue book) is required.

Highly complex content: e.g. specialist texts of a medical or technical nature that require greater preparation (e.g. for researching pronunciations) and impair the momentum at which the voice artist is used to recording.

INTERNAL USE / e-Learning (WBT) / Training Film / Audio Description

Use: worldwide & in perpetuity.

Price Index	A	B	C	D	E
up to 2 minutes text length	150 €	200 €	250 €	300 €	300 €
up to 5 minutes text length	200 €	250 €	300 €	350 €	400 €
each additional 5 minutes	50 €	60 €	60 €	75 €	100 €
Recording onto image / with timing	Factor 1.5x				
highly complex content	Factor 1.5x				
Training program as paid content / for a fee / public distribution	like —> IMAGE complete e.g. as a purchase app or behind payment barrier (password-protected area)				

Prices apply per version per (end) customer.

Internal Use / e-Learning (WBT) / Training Film: internal, intranet, closed user group, employee training. Does not apply to explanatory films / explainers.

Commercial use of audio description: On the entire Internet (homepage & third-party sites, video portals, social media, etc.). Price applies per version / motif.

E-Learning Studio Deal

This special price for the studio is only valid in connection with a talent booking, i.e. it does not include the voice artist's e-learning fee (see —>[Internal](#)).

up to 2 minutes text length	120 €
each additional minute	10 € to 15 € depending on the language

Commercial audio description refers to the barrier-free use of film content for commercial brands (e.g. for image films on the company's homepage) for people with impaired or no vision.

For non-commercial audio descriptions, such as in feature films, see —>[Editorial content](#).

Recording onto image / with timing: Exactly timed recording on image content (e.g. with time codes) increases the recording effort. This may also apply to lip sync dubbing.

Highly complex content: e.g. specialist texts of a medical or technical nature that require greater preparation (e.g. for researching pronunciations) and impair the momentum at which the voice artist is used to recording.

Applies exclusively to selected Brilliant Voice® partner studios and can be reconfirmed after text submission. The text supplied must meet the requirements (see —>[Text delivery](#)). The studio deal includes the recording, the rough cut in individual files and the upload of the files. On average a maximum of 5 files per minute.

Telephone

Use: worldwide & in perpetuity.

Price Index	A	B	C	D	E
up to 1 minute text length	100 €	150 €	200 €	250 €	300 €
up to 2 minutes text length	175 €	200 €	250 €	350 €	450 €
up to 5 minutes text length	400 €	450 €	500 €	600 €	750 €
each additional 5 minutes	200 €	225 €	250 €	300 €	400 €
SMEs	Factor 0.8x				
Advertising in telephone systems	200 €	250 €	250 €	400 €	550 €
Technical elements, each	3 € bis 10 €				
Prompts	upon agreement				
Personalization of telephone announcements					
Basic price per announcement*	200 €	250 €	250 €	350 €	450 €
per name	5 €	6 €	7 €	8 €	10 €
from 1,000 names, per name	4 €	5 €	6 €	7 €	8 €
from 10,000 names, per name	2.5 €	3 €	3.5 €	4 €	5 €

All rates apply per end customer and per language. For continuous texts (complete sentences), no distinction is made between waiting loops, answering machine or voice dialog announcements or announcements for IVR systems (Interactive Voice Response).

SMEs: Companies with fewer than 250 employees and a turnover of less than 50 million euros per annum (according to the EU definition for small and medium-sized enterprises SMEs).

Advertising in telephone systems: The price applies to advertising for one's own company in one's own telephone system (e.g. advertising for a product, campaign or service). The fee entitles 1 year of use. For advertising in third-party telephone systems, see —>[Advertising - Radio](#).

Technical elements: Individual words (such as days of the week, months and numbers). Price gradation depending on number of elements.

Prompts: Short (partial) sentences. Price gradation depending on content and number of elements.

Note: For follow-up recordings / follow-up bookings, the —>**Minimum price per booking** is to be observed.

* per announcement up to 450 characters including spaces (approx. 30 seconds)

(Half-)Day Rates

Price Recommendations for On-Screen / Voice of God / (Event-)Moderation / On-Stage / Appearances etc.

Day Rate	1,000 € - 3,000 €
Half-Day Rate	600 € - 2,000 €

Specific price information available upon request only. The rates are generally dependent on the selection of the voice artist incl. their significance within the project as well as the degree of work and type of performance.

A half-day rate equates to approx. 3-4 hours, a day rate approx. 6-8 hours, depending on the type of service to be provided. The effort and time for preparation as well as briefing, research and travel shall also be compensated.

As a rule, the prices quoted refer solely and completely to the work performed or on-site availability. Additional exploitation / buyouts for full or partial use (e.g. as e-learning, event film, etc.) will be charged additionally.

Event Announcements

Price Index	A	B	C	D	E
up to 1 minute text length	100 €	150 €	200 €	250 €	300 €
up to 2 minutes text length	175 €	200 €	250 €	350 €	450 €
up to 5 minutes text length	400 €	450 €	500 €	600 €	750 €
each additional 5 minutes	200 €	225 €	250 €	300 €	400 €
SMEs	Factor 0.8x				

SMEs: Companies with fewer than 250 employees and a turnover of less than 50 million euros per annum (according to the EU definition for small and medium-sized enterprises SMEs).

Individual announcements, which are all used in the context of an assigned event, are usually added together as flowing text.

On average, no more than 4 individual announcements per minute.

The fees include one-time use at an event. Any further use is to be paid for separately, in particular the prominent use of voice recordings in (online) films about the respective event.

Voice Coaching

Many of our voice artists are available for language consulting for their native tongue. In a language consultation, they prepare texts and / or recordings together with the booked talent (usually voice artists or actors for another language) regarding pronunciation, flow, sound, naturalness, etc., and attend the session(s) in order to ensure an optimal final result. Prices for this service (usually per hour or per day) are very individual and therefore per request.

Text-to-Speech (TTS)

Text-to-Speech or speech synthesis refers to software that artificially converts written text into acoustic speech output. As a basis for this type of software, the real voice of a person is usually used as a template. The voice is recorded with all its facets and then broken down into the smallest parts in order to create new spoken material and content from them - ideally unlimited. Well-known examples of this are Siri or Alexa.

More and more companies are also using TTS for branding, thereby generating brand voices that represent the brand or company through voice, significantly shaping them through their own recognition value. These brand voices accompany the users vocally through the brand's own audio world, e.g. as part of the Alexa system, a program or an app.

TTS must be clearly distinguished from the linear recording of a previously defined text (e.g. continuous text recording for a product).

Since this type of software means that one's own voice can be used (or abused) almost indefinitely, bookings of this type should always be carefully thought through, assessed and limited to a project-specific basis.

Generally, fees for TTS are made up of three or four elements:

1. LAYOUT

This factor stands for the pure work performance and its remuneration. In general, TTS sessions are complex, time-consuming and energy-intensive recordings, which often take place over several weeks. In the rarest of cases can they be measured purely based on the text length itself, as a lot of modulations are exercised here when speaking, and the smallest subtleties are worked on. Depending on the total duration of the recording(s) and the market position of the voice talent, the price per recording hour is between 80 € and 250 €. The material produced may then be used for internal research and development, but this does not include use/publication of the material for one's own product.

2. USAGE

Calculating an appropriate buyout for the actual use of the recordings is complicated and complex. The fees on the market can basically range from a one-time payment of a few thousand euros to an annual payment of several hundred thousand euros.

As always, the more specific the key usage data, the more specific a price can be set (e.g. type of product, target group, quantity, sales price, temporal, geographical or media usage, etc.). We strongly advise against blanket offers!

At the time the offer is prepared, however, it is not always possible to foresee how the product will develop, what new (technical) use possibilities might arise, for example, or even what the actual success and popularity of the product will be.

This kind of potential development / use should be part of the pricing and can also be integrated through annual buyouts, for example.

The following considerations ought to be included in the pricing structure:

a) Limitation / Scale

Generally speaking, the more the usage can be limited (e.g. temporal, product quantity, specific media and/or countries), the cheaper the price for usage can be. Conversely, this means that applications whose use is possible on various Internet-enabled end devices (such as Siri or Alexa) must be correspondingly higher priced. At the same time, however, this type of TTS use is also possible for a limited period of time, so that the voice can be replaced by a new one at a later date if necessary (as opposed to a fixed number of already produced and rigidly recorded sales products, such as a talking refrigerator).

Should a talent be just one of a repertoire of TTS voices that a software company offers to its customers, an annual share in the success may also be conceivable. The advantage for the commissioning company would be to limit its own risk in comparison to the fact that a high fixed amount would have to be remunerated for use from the start.

b) Risk Analysis

Being the voice of a product, a brand or a company may initially seem extremely positive for the career of a voice artist - after all, one usually expects increasing awareness and reputation. That being said, the potential negative consequences should not be disregarded either.

Example 1: Tommi Piper is well known and popular for being the distinctive dubbing voice behind Alf but consequently hardly received any other bookings for a long time.

Example 2: A car brand fraudulently installs software with falsified datasets in its models. News of the scandal catches wind, and the bad reputation of the brand becomes associated with the brand voice of the company. Placing said voice on the market in a new and high-quality way becomes equally difficult. In some circumstances, it could even be ruled out for the automotive market altogether.

So if one is „*The voice of...*“, an appropriate, *additional risk allowance* should always be factored in. The more well-known, more successful and more international the brand, the higher the ubiquity and worse for wear the voice.

If, however, the voice is merely one of several, that is interchangeable voices, the risk factor remains more manageable.

3. —>Exclusivity

4. Prohibition of Attribution

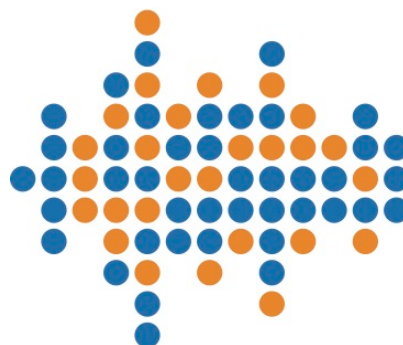
The voice talent's contractual waiver of the right to be credited by name (see Section 74 Copyright Act) must be compensated with an appropriate fee. This is up to 100% of the usage price. *Caution: The ban on naming is often part of NDAs (non-disclosure agreements). In general, it is important to check these carefully before signing, because disproportionately high contractual penalties for breach of contract are often already part of these pre-contractual agreements.*

Miscellaneous:

Contracts must be drawn up in writing.

The place of jurisdiction should always be Germany. Lawsuits abroad are sometimes protracted and bear considerable financial burden. Should the usage lead to great financial success, German law ensures an appropriate share. In the case of large projects, an attorney for (international) media and copyright law should always be consulted.

*We generally recommend that all voice talents put experienced experts at their side for inquiries on the topic of TTS. As a consulting service, Brilliant Voice® offers its **Brilliant Support**, starting at 30 € (per 15 minutes or part thereof). No additional commission is charged for consulting services.*



EDITORIAL CONTENT / UNPAID MEDIA / NON-COMMERCIAL

Use: worldwide & in perpetuity.

Audio Guide & Podcast Content

1 minute = 900 characters incl. spaces (equals approx. 120 - 140 words).

Abbreviations to be pronounced in full (+ or e.g.) or numbers (1884) are to be replaced by the written-out words before counting the characters. Editorial podcasts are defined by content with, for example, informative and / or entertaining content, which, however, may not explicitly promote sales. For —>[Branded Entertainment](#), the —>[IMAGE complete](#) prices apply.

Price Index	A	B	C	D	E	
up to 15 minutes text length	150 €	200 €	250 €	300 €	400 €	commercial use: see —> IMAGE complete
each additional 15 minutes	100 €	100 €	150 €	200 €	250 €	
moving picture products	Factor 1.5x					e.g. video podcasts

Use of audio guide: museums, listening stations & points of interest. Price applies per exhibition.

Use of podcast content: for downloading / streaming on the Internet. Applies only to editorial content. Commercial podcasts —>[IMAGE complete](#)

Podcast Packaging

Intro, outro, incl. max. 2 connecting elements

May be used for unlimited podcasts within the runtime.

Price Index	A	B	C	D	E
1 year of use	150 €	200 €	250 €	300 €	400 €
temporally unlimited use	450 €	600 €	750 €	900 €	1,200 €
each additional element	Factor 0.2x				
commercial use	Factor 2x				
advertising and / or sponsoring in the packaging	upon request				

TV Commentary / Reports / Audio Description

The following prices are based on experience and recommendations from Brilliant Voice®. The actual price depends on the chosen voice talents and the exact key data and content of the project. For example, a one-time, short TV report usually has a higher price per minute than a weekly 4-hour documentary. We will be happy to make you an individual offer!

Price Index	A	B	C	D	E
commentary per net broadcast minute	10 € to 20 €				
sound bytes / voiceovers / individual comments per net broadcast minute	5 € to 15 €				
audio descriptions per net broadcast minute	5 € to 15 €				
or					
per hour of recording (applies to audio descriptions or sound bytes / VoiceOver)	150 € to 350 €				
minimum price per recording / broadcast / episode	100 €	150 €	200 €	250 €	300 €

Billing is based on the length of the program. The number of net broadcast minutes applies, i.e. the broadcast without commercial breaks. The minimum price is charged for each recording, program or episode.

Applies to editorial / non-promotional content. Usage worldwide in all media.

No for use as advertising (in TV, radio, cinema, stadium, POS or as PreRoll / AutoPlay / upstream or embedded advertising on the Internet).

TV Audio Descriptions: The price depends, inter alia, on the length of the film, feature or program, the frequency or regularity of bookings, the language and the planned exploitation. A long TV program with no additional theatrical use that is recorded daily is less expensive than a feature film that is first exploited in movie theatres and later on TV.

For commercial audio descriptions, see —>Internal. The term, '*commercial audio description*' stands for the handicapped accessible conversion of film content of commercial brands (e.g., for image films on one's own homepage) for people with visual impairments and the blind.

Audiobook

per fully produced audio hour plus revenue sharing	200 € to 700 €
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Depending on the voice artist and topic, one audio hour corresponds to approx. 54,000 characters including spaces.

The price per audio hour does not include 2% revenue sharing. In the event of CD release or the like, a 2% share of the retail price (HAP) applies.

Fees for direction, studio and production will be charged additionally.

Games / Audio Dramas

per take / line	upon request
per commenced recording hour	upon request

Station Voice

Station Voice RADIO

In order to negotiate a fair station voice fee, the following basic data, among other things, is required:

- **Station** (residents in the broadcasting area / listeners)
- **Usage** (only on-air or also within podcasts / streams / social media etc.)
- **Frequency & duration of the recordings**
- **Exclusivity** (for what or for whom is the voice talent possibly no longer allowed to speak? Experience shows, advertising / reports for other stations in the broadcast area is excluded, but not for nationwide broadcasting stations)

It should also be noted that a few elements that are repeated frequently within the program cause the same amount of *wear and tear* on the voice as constantly producing new elements from scratch. The scale of the recorded elements, therefore, has only a limited influence on the price. Example: One hour of recording per month for a small local station starts at about 500 € per month.

30 minutes of weekly recording for a station in the city plus or regio tariff costs up to 2,000 € per month.

Note: Advertising and sponsorships are generally not included in the fee and must be paid for separately.

Often an initial lump sum is agreed upon (usually in the amount of one to three monthly fees) for which a large number of elements are produced during the first longer recording.

The basis should always be in the form of a written contract that clearly regulates what kind of recordings are to take place and how often while also stipulating, for example, possible trial and notice periods as well as what happens with the fees for use after the end of the contract.

If individual elements are booked without a monthly contract, the exploitation period is generally one year.

We would be happy to support you with our many years of consulting expertise! Just contact our team for —>[Brilliant Support](#).

Station Voice TV

Station voice fees and contracts for TV are similar to those for RADIO.

Here, fees based on working hours are also common for regular bookings. In this case, payment is made per hour or part thereof.

Depending on the broadcaster and the market position of the voice artist, minimum fees range from 150 € to 250 € per recording hour.

Also in TV, it is particularly important to precisely regulate the temporal utilization so that the voice recordings are not used endlessly.

The use should always be limited to 1 year or end in the foreseeable future (e.g. 3 months) after the end of a fixed-term contract - archived editorial content on the Internet or in social media are generally allowed to remain online permanently, but no new formats may be produced with the elements of the (old) station voice.

See also —>[Exclusivity](#).

ADDITIONAL PRICES / SERVICES

Translation

per standard line of 55 characters	1.50 € to 3.50 €
or per word	0.18 € to 0.40 €
minimum price per assignment	100 €

Good translations lead to good audio results - therefore, we recommend translation by our experts for spoken texts. As each text is unique, an exact price quote cannot be made until after the script has been submitted. Prices depend not only on the length of the text, but also on its content and level of difficulty. A specialized text usually requires more research, as knowledge of the topic and context must also be understood when translating. To this end, it is often helpful to have an expert on the client's side to answer questions. Literary texts and advertising copy, on the other hand, demand creative acumen and transfer thinking, since texts of this nature require more than just an analogous translation. In such cases, other semantic details like style, humor or coherence with the corporate CI also play a role. Prices for lip synch translations (dubbing/dialogue books) upon request.

Text Editing

per hour or part thereof	80 € to 140 €
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This fee shall be charged if the text supplied requires significant revision and/or formatting on the voice artist's part. A short proof-read/revision of about 15 minutes is generally included free of charge. Should the revision require more time, we will inform you in advance. Such text editing could be necessary if only a (rough) translation is available, or if it is incorrect, text lengths do not fit picture timing, the text is stylistically or linguistically unsuitable for voiceover or simply does not meet the requirements of appropriate script preparation (e.g. due to misleading or incorrect formatting —>[Text delivery](#)).

Changes / Re-takes / New Recordings

retroactive	50 %
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Changes are always subject to studio costs. The fees for changes are calculated based on the amount of text to be changed and are applicable up to a maximum of 30 days after the original recording date. Please note the —>[Minimum price per booking](#).

Example for flow texts: If a text length of 10 minutes was originally booked, but only 5 minutes were subsequently changed, half of the 5-minute price will be charged.

Example for adverts: A change exists if, for example, a (minor) error must be changed. The spot may not have run yet or only have run for a very short time (1-2 days).

Correction Loop

booked in advance	fee + 40%
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Alternatively to —>Changes, a correction loop can be booked in advance. Instead of 50%, the surcharge is only 40% (= factor 1.4 times the booked voice artist fee). In addition, an extended deadline of 90 days instead of just 30 days from the original recording date applies.

So that the change can be implemented on time, the client must notify Brilliant Voice® no later than two weeks prior to the end of the 90-day period. During the recording session, either the whole text or parts thereof - including possible text changes - can be re-recorded. No reimbursement or refund shall be granted if the correction loop is not used. The studio fee will be charged separately. Only one of the two may be used; otherwise, an additional exploitation fee shall be charged. The text length of the correction loop may not exceed the length of the underlying tariff.

Cancellation Fee

up to 48h before to the recording	free of charge
up to 24h before the recording	30 %
less than 24h prior to recording	100 %

A cancellation fee shall be due if a recording appointment has been firmly booked and is cancelled less than 48 hours (weekdays Monday to Friday) prior to the recording. The percentage amounts relate to the fee agreed for the recording session. If no concrete price has been agreed, a minimum of one layout will be charged. A cancellation fee will also be charged for the studio.

Travel and Accommodation Fees

automobile	0.35 € per km
train	1st class
airplane	per agreement
overnight stay	four star hotel

Applies to recordings outside the voice artist's home city / immediate vicinity. Unless otherwise agreed, these conditions apply to distances of 100 km or greater from where the voice artist resides. Flights should be avoided if possible (for the sake of the environment).

Overnight accommodation is to be borne by the client if more than 8 hours are required per day for services rendered, that is, for work activities commencing before 10 a.m. or ending after 7 p.m. for which a departure from/arrival to the voice artist's residence would have to take place before 7 a.m. or after 11 p.m. respectively.

Exclusivity

If desired, that is, contractually stipulated that the voice artist refrain from accepting offers in specific areas for other companies / brands / etc., an appropriate compensation must be paid. This usually takes the form of an annual payment. Exclusivity can be sought in various areas like, for example, geographical; industry or product-specific criteria. Examples: no other advertising for technological products, no other advertising in Germany, no advertising for other insurance companies, no announcements for other radio stations.

The price for exclusivity is usually a mean value of several forecasts and considerations:

- a) How many jobs (in what amount) will the voice artist have to turn down, which, **theoretically**, are otherwise to be expected?
- b) How many jobs (in what amount) did the voice artist **actually** have in the area to be excluded in the past few years?
- c) How long will the voice artist need after expiration of the exclusivity period to reactivate the old customer base and / or old job offers, in other words, to restore their own order backlog in the previously excluded area to the level before the exclusivity?

As to which orders and exploitations are to be specifically excluded, this must be precisely defined in advance. This also includes the clarification of potential grey areas and misunderstandings and a contractual exclusion thereof.

Contractual Penalty / Breach of License / Unauthorized Usage

Contractual Penalty	Factor 4x
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Should a version be used **beyond the original agreement**, e.g.

- in an additional medium
- in an additional edited form
- beyond the usage period, outside the broadcast area
- or exceeding the agreed distribution and / or media budget,

without the client notifying Brilliant Voice® **within twelve days** of the additional use, this constitutes a contractual penalty, for which the client shall be held liable in the amount of four times the exploitation fee originally agreed upon in addition to the new exploitation fee for each case of infringement and without recourse to denial of continuation of offence. See also our [General Terms and Conditions](#).

DEFINITIONS OF ADVERTISING

Ad extensions (RADIO spot extensions / local retailer trailers)

Extensions denote the naming of retailers (i.e. where to buy) and are usually attached (edited on) to the end of a finished spot. If an extension is edited onto several spots, a new ad extension fee is due for each version. If an extension is recorded without the motif of the base spot being known, a full spot motif will be charged. The voice artist of the basic spot is remunerated with the regular spot fee, but receives no additional payment for the potential extensions. If the voice artist for the ad extension is the same as for the base spot, the first extension is already included in the price of the base spot.

Archive

If a commercial still exists passively on the Internet after it has been broadcast (e.g. on the customer's website or on a video platform), this is referred to as archive. For this use, a fee will be charged for the tariff —>[IMAGE complete](#).

Claim

A claim indicates the end of a commercial when the product or brand is succinctly described once again - comparable to a slogan or catchphrase (e.g. „Taste the feeling“ or "I'm lovin' it!"). Claims are thus part of the commercial. If the claim is exchanged or reused in other spots or products, additional fees for exploitation are due.

Cut-down

A shortened version of an originally longer commercial spot is known as a cut-down. This means that there is always a so-called main spot for each cut-down, which serves as the starting version for shortening. Strictly speaking, a cut-down may not contain any audio or visual material that cannot be found in the main spot – it's name is a literal description: a *cut down version*. Ipso facto, no new / additional voice recordings should be necessary for cut-downs. For cut-downs with additional text variations / recordings, see —>[Multi-work prices \(campaign prices\)](#). Cut-downs, which have the same content as the main spot, but have to be recorded extra faster due to the length of the spot, can still be billed as cut-downs.

Digital Out of Home (DOOH)

The digital advertising media in public spaces - screens, LED surfaces and projections - are controlled by computers. They are networked online and broadcast advertising and often content (editorial content). They can be addressed individually or in networks. Ideally, they show video spots or animated, eye-catching material in real time.

Positioned at touch points relevant to the target group, they are either reach media (such as public video) or aimed at specific target groups (such as doctor's office TV).

Calculated like —>[Out of Home](#).

Interferers are changes to the image and treated as —>[Cut-downs](#).

Internet

see —>[Online advertising](#)

Mobile advertising see —>[Online advertising](#).

Online advertising

covers all forms of Internet advertising:

- PreRoll / PreStream / AutoPlay / upstream advertising (e.g. on YouTube), embedded advertising (on websites), landing pages.
- In-stream
- Instagram stories, etc.
- Push / sponsored post (e.g. on Facebook).
- AutoPlay (spot starts playing immediately without a click)
- Mobile advertising
- Video on Demand (VOD)
- Accessible TV (media libraries)
- and much more.

For passive use of spots on the Internet (without ad placements; in perpetuity, no large campaign sites), see —>[IMAGE complete](#).

Online audio

Like —>[Online advertising](#), only without a picture. Audio advertising may not be presented with a still image or the like, since the advertising effect is significantly higher with clickable elements like an image or video. If used with a still image, picture or video, the right to exploitation for the online medium must be booked.

Out of Home (OoH)

Out of Home refers to outdoor advertising, i.e. advertising in public spaces. The term is often used for billboard advertising, but there are also forms with sound (and images), e.g. in shopping malls, train stations or airports. Out of Home also includes taxicab advertising and other transport advertising. Advertising in stadiums or at the POS (point of sale), however, is billed differently.

See also —>[Digital Out of Home](#)

Podcast

A podcast is (a series of subscribable) audio or video contributions that can be obtained via the Internet.

POS (point of sale)

Commercials or advertising films that are shown directly at the point of sale (e.g. in shops, hardware stores, etc.) as well as in showrooms.

Reminder

A spot inserted in the commercial break that is always at least half the length of the main spot and basically refers to the content of the main spot. The aim of the reminder is to anchor information from the main spot. If there is a difference in content or added information, that is a further motif. Reminder fees generally apply only in conjunction with booking of the main spot (both during production and broadcast).

Reminders that are broadcast in commercial break without the main spot (or that are independent of the main spot in terms of text design) are calculated as regular spots.

Even if the length of the text is close to or the same as the main spot, this is not considered a reminder, but another spot.

The definition of reminder also applies to so-called „**pre-minders**“ (also called „tandem spots“), which are a kind of teaser for the main spot.

Example: *"No Christmas present yet? XXX has just the thing for you! More information after the next spot / Stay tuned!"*

Sponsoring (patronage) with up to four parts (e.g. *"is brought to you by / coming up / we now continue with / has been presented by"*) are billed as one spot.

Store radio / POS without picture

Audible in-store announcements in department stores / markets / branches.

Tag-on refers to a short appendage that is broadcast directly with the main spot. As a rule, the tag-on refers to a special promotion that runs for a limited period of time (e.g. *"Now with 20% more inside - but only for a short time"*). If the tag-on is booked together with the main spot, it is billed like a reminder with a factor of 0.5x (related to the main spot). If more than one tag-on is booked, each additional tag-on is calculated with an additional factor of 0.5x (based on the price of the main spot). If the tag-on is booked individually, a new motif will be charged.

Trade fairs

A trade fair is a temporary, generally recurring marketing event, where manufacturers or vendors display, explain and / or sell their products or services (also through audio-visual media).

Time variants

In as far as an advertising spot runs for a maximum of 14 days, up to three time variants are included in the spot price (e.g. on Saturday, tomorrow, today). For a longer run time, a surcharge of 50% will be added for up to three time variants. The variants mentioned may appear in a maximum of two places in the spot. Apart from the time variant, nothing else may be changed in the text or spot; additionally, it must be possible to read off the variants directly in a flow one after the other.

List: TV Broadcasting Stations

see —>Exploitation options for Individual TV stations

<u>TV Station</u>	<u>Factor for single booking</u>
13th Street	0.6x
3sat	0.7x
ARD Das Erste	0.8x
ARD Dritte (gesamt)	0.8x
ARD-alpha	0.6x
arte	0.7x
Boomerang	0.5x
Cartoon Network	0.5x
COMEDY CENTRAL	0.6x
Crime + Investigation	0.5x
Deluxe Music	0.6x
Discovery Channel	0.5x
Disney Channel	0.6x
DMAX	0.7x
Eurosport	0.6x
FOX Serie	0.6x
GEO Television	0.5x
Heimatkanal	0.5x
History	0.5x
Home & Garden TV	0.6x
Kabel Eins	0.8x
Kabel Eins Doku	0.6x
KiKA	0.6x
MTV	0.6x

<u>TV Station</u>	<u>Factor for single booking</u>
n-tv	0.7x
NatGeo Wild	0.6x
National Geographic	0.6x
Nick	0.6x
NITRO	0.7x
ONE	0.6x
Phoenix	0.7x
ProSieben	0.8x
ProSieben MAXX	0.6x
Romance TV	0.6x
RTL	0.8x
RTL Crime	0.6x
RTL Living	0.5x
RTL Passion	0.5x
RTL ZWEI	0.8x
RTLplus	0.7x
SAT.1	0.8x
SAT.1 Gold	0.7x
Servus TV Deutschland	0.6x
sixx	0.6x
Sky-Sender (gesamt)	0.7x
SPORT1	0.6x
SUPER RTL, TOGGO plus	0.7x
SYFY	0.6x

<u>TV Station</u>	<u>Factor for single booking</u>
Tagesschau24	0.6x
Tele 5	0.6x
TLC	0.6x
TNT Comedy	0.6x
TNT Film	0.6x
TNT Serie	0.6x
Universal TV	0.6x
VOX	0.8x
VOXup	0.6x
WELT, N24 Doku	0.7x
ZDF	0.8x
ZDFinfo	0.7x
ZDFneo	0.8x
Zee.One	0.5x

More stations on request!

Source: https://www.kek-online.de/fileadmin/user_upload/KEK/Medienkonzentration/Zuschaueranteil/Zuschaueranteile_2020.pdf

Audience shares 1st half 2020 in percent.

<u>Audience share</u>	<u>Factor for single booking</u>
<0.1	0.5x
<1.0	0.6x
<2.0	0.7x
≥2.0	0.8x

Web streaming of radio and TV programs

If a radio or TV program - and thus the advertising contained therein - is streamed on the Internet without modification, this does not count as an additional medium, but as an additional receiving device. This form of distribution is therefore covered in all tariffs that include TV or radio and does not entail any additional fee for exploitation. However, if an advertising spot is explicitly placed before the stream, this does constitute active advertising use —>[Online](#).

MISCELLANEOUS

Branded Entertainment

is "the further development of product placement and thus a means of marketing communication. We speak of branded entertainment when the action of a media product (film, TV series, video game, song lyrics, book) primarily serves to build awareness of certain products, which is usually the case when the content has been produced by the brand itself. Branded entertainment can be distinguished from product placement in terms of the goal of the production.

Whereas product placement merely looks to place products visually and verbally in the corresponding external media content, branded entertainment uses content produced by the company behind the product or brand. An example of this is the music video, *Supergeil* (feat. Friedrich Liechtenstein) by Edeka or the short Coca-Cola Polar Bears film from 2013 (produced by Ridley Scott)." *Source: https://de.wikipedia.org/wiki/Branded_Entertainment (retrieved Jan. 25, 2021 at 10:00 a.m.).*

Broadcasting of versions in an editorial manner

If a version (e.g. a film billed in the tariff, *IMAGE complete*) is disseminated (TV, radio, cinema, online formats, etc.) in excerpts in an editorial (and non-commercial) manner (within the scope of the "right to quote"), this does not justify an additional fee. This is the case, for example, if excerpts of an image film are quoted as part of TV reporting.

Definition of Editing Format

- Rough cut: Standard editing format. Mistakes, spoken slip-ups, and background noise are taken out. Additional post-processing may still be necessary. The spoken word is delivered in one piece as a voice track and generally without compression or mastering.
- One voice track: Our standard, unless otherwise agreed. The studio and voice artists record the text; there are no timing requirements that have to be observed. Alternatives are delivered in an extra file.
- Audio matches video: The delivered voice recording can be placed directly on the video track, as accounts for all spoken lengths and gaps. The prerequisite is the delivery of a reference video track in advance. Please ensure that there is sufficient lead time to create the track.

- **Lip sync dubbing:** The prerequisite for lip sync recordings is the delivery of a script written for lip sync (text synchronized with the lip movement; also: dialog book) and possibly exact time codes. Recordings of this type are associated with a higher workload, which is also reflected in the studio time.
- **Individual files:** The voice recording is delivered by our studios in several (smaller) individual files. In order to do so, a script must be available in tabular form with the following information: file name, time codes, speaker's text and comments and/or pronunciation notes, where necessary.
- **Fine cut:** In addition to verbal slip-ups, audible (intermediate) breaths or natural background noises (crackling or clicking in the voice) can be edited from the recording. Details regarding the fine cut must be agreed in advance, as that which constitutes bothersome natural breathing or speaking noises is very much a thing of individual perception.
The respective sub-forms of single files, timing on picture and lip sync dubbing are also possible in the fine cut.

Delivery Format in General

If recording sessions are not recorded live on the customer's end (e.g. ISDN or IP transmission or recordings in their own facilities), our studios shall send the files generally as rough cuts in WAV format (wav, 48 kHz, 16 bit, mono). On request, different formats such as aiff, mp3 or others are, of course, also possible as well as further sound processing and post-production services. Our team will be happy to advise you!

Option

An option is an agreement between various parties (usually the voice talent, the client and the recording studio) to keep a specific time slot open for a potential recording. If an option is not a fixed booking, it can be cancelled by any of the parties without further consequences. Unless otherwise agreed, an unconfirmed option will automatically be canceled 24 hours before commencement of the opted time slot, and the slot will be unblocked again (this excludes Saturday and Sunday, so for an opted time slot on Monday at 10:00 am, the option will expire on Friday at 10:00 am). If the voice artist or the recording studio receives another request for the same time slot (or if both dates overlap or are conditional, e.g. due to different locations), the client holding the first option is to be informed; as a rule, the first confirmed booking gets the appointment. There is no entitlement to options.

Self-Promotion

Unless otherwise agreed, all works are authorized for unlimited temporal, passive (no advertising) use, in whole or in part, in all media for the self-promotion of the parties involved in the work (voice artists, recording studios, filmmakers, musicians, copywriters, agencies, etc.).

Text Delivery

Texts should always be submitted as open Word files, so that the voice artist can add notes or make formatting adjustments if necessary.

The format should meet the following criteria:

- generally readable standard font, such as Arial or Helvetica
- font size 12 - 14
- line spacing 1.5 lines
- without images, mark-ups, comments, strikethroughs, etc. in the text flow!

An additional submission in PDF form, especially for (e.g. company-owned) special fonts, is generally recommended to avoid sources of error. Storyboards with images and notes about the film, page content, etc. can be additionally supplied for orientation purposes but should never be used as the reading script for the recording.

If the recording is to be made with timing, that is, to match the image, time codes must be included.

We generally recommend a tabular script with the following columns (if available):

- time code
- role
- speaker text
- pronunciation notes (ideally phonetic)
- notes / instructions / briefings

ABBREVIATIONS

< less than

> more than

+ plus; in addition

x times (Factor)

THE FINE PRINT

All listed prices are non-binding and subject to modification, error or omission. Unless otherwise explicitly agreed, the current prices and conditions of this price list, as well as our [General Terms and Conditions](#) and [Privacy Policy](#) automatically apply.

All prices are in Euro plus the applicable VAT of the respective service providers. Further services on request. Expenses, travel and accommodation costs are not part of the fees mentioned.

The exploitation rights to the underlying contractual products and services are only transferred to the client once payment has been made in full. A transfer of the products and services to third parties is only permitted after full payment.

Brilliant Voice® writes invoices - unless otherwise stated - in the name and on behalf of the service providers. The client is responsible for checking the obligation to pay contributions to the artists' social insurance fund (§24 KSVG), where necessary the payment of withholding tax (§50a EStG), wage tax, social security contributions and, in the case of children and adolescents, possibly the obligation to register / obtain permission from the relevant authorities. These obligations do not apply in the case of an overall invoice from Brilliant Voice®.

Clients are obligated to report any potential usage of the recording outside of the agreed upon medium, time period or other delimited criteria (e.g. media budget, distribution, broadcast area) as well as any other edited versions within twelve days. Failure to comply may result in legal consequences. Clients are also obligated to inform their own clients of the rights these are acquiring, that any further use can have legal and financial consequences, and what obligations (e.g. duties of disclosure and to provide evidence) are associated therewith.

Upon request, the commissioning client shall provide proof of the actual use in a suitable manner. At their own expense and upon prior notice voice artists and Brilliant Voice® reserve the right to have all documents relevant to the use of the transferred rights (bookings, placement strategy, etc.) inspected and checked once a year during normal business hours at the business premises of the commissioning client, the rights owners or rights distributors by an accountant or auditor bound to secrecy.

The place of jurisdiction is Berlin, Germany.

IMPRINT

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