

Voiceover Fees Austria

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Voiceover and usage licence fees for Austria
recommended by VOICE, the Austrian Voiceover Association.

1. Video Advertising

PAID ADVERTISING – NATIONAL BROADCAST IN AUSTRIA FOR 1 YEAR, PER SPOT VERSION

1.1 FEES

	FEE	USAGE RIGHTS & EXPLANATIONS
TV Spot	600 €	national television broadcast, for 1 year from first broadcast
Streaming/ATV/CTV	600 €	streaming portals with advertising i.e. Netflix, Amazon Prime, etc.
Online Spot	600 €	national, paid, online advertising (e.g. preroll) for 1 year from first usage
Social Media Sponsored Content	450 €	sponsored content on social media for 1 year from first usage
Cinema Spot	450 €	shown in cinemas, nationally, for 1 year from first usage
POS Spot	600 €	national point-of-sale/in-store for 1 year from first usage (i.e. bank, supermarket)
Layout	300 €	internal usage only, for market research purposes No license for publication or broadcast

Combinations

TV + Online Spot	1,000 €	national TV & internet spot, for 1 year from first broadcast. no cutdowns, variations, revised versions or mutations
Online Spot + Archive	800 €	1 year paid, commercial advertising usage on the internet, with subsequent unpaid, passive usage on the internet. afterwards the spot may remain on the company website, YouTube etc., but not as paid advertising
TV Spot + Archive	800 €	1 year paid, commercial advertising usage on TV, with subsequent unpaid, passive usage on the internet. the spot may remain on the company website, YouTube etc., but not as paid advertising
TV + Online Spot + Archive	1,200 €	national TV & internet spot, for 1 year from first broadcast. with subsequent, passive, non-commercial usage on the internet.
Archive Fees	350 €	non-commercial usage license to archive one video passively on the internet, in perpetuity.

> [Calculation Example Archive Fee](#)

Commercial Shorts

Cutdown (booked singly)	600 €	shorter edit, cut from the main spot, with no other change to video or audio. For multiple cutdowns, refer to campaign section.
Reminder / Allonge / Tag-On	450 €	shorter, additional spot which refers to the main spot and may only be booked together with the main spot e.g. „The new model is now on sale!“
Mutation	300 €	alternate version with minimal changes to the text. may only be booked together with the main spot. booked independently, refer to TV & Online Spot.
Patronage (per iteration)	600 €	unconnected to specific programming
Patronage – Associated with Program Up to 3 Variations	600 €	connected to specific programming “This programme sponsored by...”

1.2 COMBINATIONS

	FEE	USAGE RIGHTS & EXPLANATIONS
Campaigns		
The term 'Spot' refers here to every version of one video within one campaign, including cutdowns, reminders, mutations, allonges and patronages		
TV or Online - 2 Spots	1,100 €	TV or Online
TV or Online - 3 Spots	1,600 €	For 1 year from the first broadcast of the first iteration. Valid for Austria.
TV or Online - 4 Spots	2,000 €	Applies to iterations or cutdowns for the same campaign, recorded during the same session
TV or Online - 5 Spots	2,400 €	Archive licences are to be purchased seperately (fees to be negotiated)
From the 6th spot on (per spot)	300 €	
Media Packages		
The media referred to are: TV/Internet/POS/Out of Home/Cinema		
TV + Online 1 Spot	1,000 €	>Sample calculation <u>TV + Online Campaign</u>
Multimedia Small - 1 Spot in 3 Media	1,500 €	Usage for 3 of the 5 media listed
Multimedia Large: 1 Spot + 3 Cutdowns in 3 Media	4,000 €	
All Media - 1 Spot	2,000 €	Usage for all 5 media listed
All Media - 1 Spot + 1 Cutdown	3,500 €	
All Media - 1 Spot + 2 Cutdowns	4,500 €	
All Media - 1 Spot + 3 Cutdowns	5,000 €	
All Media - 1 Spot + 3 Cutdowns + 3 Motive	8,000 €	
Usage licence: 1 year from first broadcast/usage of the first spot. Archive fees are to be acquired seperately (to be negotiated)		
> <u>Sample Calculation All Media</u>		
Layout Packages		
per hour		
Agency Pitch	300 €	only for use in agency pitch presentations to prospective clients
Layout Session Fee	600 €	(after a campaign has been commissioned) only includes a presentation licence for the layouts recorded within that hour. other usages must be purchased in addition.
Award Submission Video/Case Video	350 €	up to 3 videos of less than 2 minutes length or a maximum of 12 shorter videos with a total time of less than 6 minutes usage includes a one-off presentation at a gala or award ceremony

1.3 INTERNATIONAL USAGE RIGHTS

	FEE	USAGE RIGHTS & EXPLANATIONS
<u>Usage Licences</u>		Valid for one iteration of one spot
Germany	x1,15	License for usage in Germany
Switzerland	x1	License for usage in Switzerland
Austria & Germany	x2	License for usage in Austria & Germany
Austria, Germany & Switzerland	x2,5	License for usage in Austria, Germany & Switzerland
Worldwide Usage (German-Language)	x4	German-language version only
Perpetual Usage Licence	x3	only valid for one specific iteration of a spot
EU-Wide Usage (English-Language)	x5	English-language version only
Worldwide Usage (English-Language)	x10	English-language version only

2. Radio Advertising

1 YEAR OF PAID RADIO ADVERTISING IN AUSTRIA

	FEE	USAGE RIGHTS & EXPLANATIONS
Radio Spot	460 €	includes livestreaming by same broadcaster
Radio Patronage - up to 3 versions	460 €	patronage versions for the same product, recorded during the same session
Radio Online (Spotify/Internet Radio)	460 €	streaming & pre-rolls in online audio portals purely for internet radio broadcasters such as Spotify or DAB+
Radio Spot Plus	750 €	an identical version of one spot broadcast on radio + internet radio (e.g. Spotify). No cutdowns or alternate versions
Radio Spot - Regional	to be negotiated	must be negotiated individually, dependant on the broadcaster's listener numbers, territory and market-share
Radio - Follow-Up Spot	400 €	from the second spot on, for that same product, recorded during the same session. Also valid for cutdowns.
Radio - In-Store	400 €	licence for all stores of one chain within Austria
Radio - Mutation	230 €	minimal text changes e.g.: in cinemas NOW vs. in cinemas SOON
Radio - Layout	230 €	internal usage only, for market research purposes. no license for publication, release or broadcast

> [Sample Calculation Radio Advertising Session Fee](#)

3. Unpaid Media - Video

PASSIVE, NON-COMMERCIAL USAGE
IN PERPETUITY. NO PAID ADVERTISING

CORPORATE IMAGE VIDEO / NON-COMMERCIAL INTERNET VIDEO

FEE USAGE RIGHTS & EXPLANATIONS

120 words = approx. 1 minute

Basic

up to 2 minutes	350 €	usage rights: homepage, trade fairs, events, passive, unpaid hosting on YouTube
up to 5 minutes	500 €	
every additional 5 minutes	+ 100 €	

Standard

up to 2 minutes	500 €	usage rights: homepage, trade fairs, events, passive, unpaid hosting on YouTube + unpaid social media (only posts, no paid advertising)
up to 5 minutes	650 €	
every additional 5 minutes	+ 100 €	

Premium

up to 2 minutes	850 €	usage rights: homepage, trade fairs, events and passive, unpaid hosting on YouTube + unpaid social media + paid advertising on social media within Austria for 1 year
up to 5 minutes	1,000 €	
every additional 5 minutes	+ 100 €	

Large corporation surcharge	+ 350 €	companies with annual turnover over 50 million euro or over 250 employees
Social Media (Seperate usage licence)	350 €	licence for paid advertising on social media for 1 year from first usage
Revisions	a minimum of 150 €	depending on the scale of revisions, up to 50% of the original fee
Cutdown	50%	of the fee for the main video

> [Sample Calculation Corporate Image Video Variants](#)

FEE USAGE RIGHTS & EXPLANATIONS

E-Learning

Up to 5 minutes	350 €	fees for eLearning are calculated according to text length. the usage license is for internal training purposes only, within that one company or organisation. no publication or broadcast is permitted companies with annual turnover over 50 million euro or over 250 employees
Up to 10 minutes	500 €	
every additional 5 minutes	80 €	
Large corporation surcharge	+ 300 €	

eLearning for commercial sale or publication is to be invoiced as corporate image video or internet video (page 5)

Audio guides

up to 5 minutes	350 €	fees for audio-guides are calculated according to text length. the usage license is for educational purposes only, associated with that one museum, exhibition, city tour, etc.
up to 10 minutes	500 €	
every additional 5 minutes	80 €	

Documentaries

Narrator (main narrator)	from 15 €	per minute broadcast (not according to text length)
Overlay voiceover	from 10 €	per minute broadcast (not according to text length)
Minimum fee per booking	150 €	

Dubbing - Film

	per hour	dependant on scale of the production (indie vs. blockbuster)
Basic fee	100 - 150 €	also applies to recording in home studio. Applicable for each project, even within one recording session
Take fee	4 - 5 €	a take can include up to 15 words, but may also only comprise a breath or sound.

Dubbing - Games

	per hour	
Basic fee	150 - 350 €	dependant on scale of the game (Indie / AAA)

4. Unpaid Media – Audio

PASSIVE, NON-COMMERCIAL USAGE
IN PERPETUITY. NO PAID ADVERTISING

	FEE	USAGE RIGHTS & EXPLANATIONS
Podcasts		
Podcast Imaging for 1 year	from 300 €	intro/outro + 2 additional elements valid for use with all episodes published within 1 year and includes a licence for those episodes to remain in publication in perpetuity
Podcast imaging in perpetuity	from 900 €	perpetual usage licence
Podcast content – up to 15 mins.	from 300 €	per episode (120 words = approx. 1 minute)
Every additional 15 minutes	from 250 €	
Podcast Teaser/Trailer	460 €	see radio advertising
Advertising content/Branded Entertainment		as corporate image video (page 5)
Telephone Messaging		
Up to 3 modules	350 €	i.e. on hold, unavailable, on holiday.
Modules 4-9 (each)	80 €	Different languages are to be invoiced as separate modules.
each additional module	60 €	
Large corporation surcharge	+ 0 – 200 %	to be negotiated, depending on company size and location
Minimum fee for revisions	150 €	
Telephone messaging spot	250 €	per year
Audio Book – Fiction		
Audio Book	350 – 700 €	per completed studio hour (If applicable, home studio costs and hours of editing are to be priced separately.)

5. Miscellaneous

	FEE	USAGE RIGHTS & EXPLANATIONS
Studio Fees per Hour	80 – 150 €	per hour of home studio recording time (Does not apply when the voice actor is booked at an external studio.)
Cancellation Fee	350 €	When a recording session is cancelled with less than 24 hours notice.
Fees for Registered Charities	50%	

6. Calculation Examples

6.1 EXAMPLE - ADVERTISING CAMPAIGN - TV + ONLINE

A client books a voice actor for a commercial campaign for TV and internet. Two 30-second TV spots are produced. For the social media campaign, 6 cutdowns are produced from these 2 main spots, 4 each 15 seconds long and 2 cutdowns, both 6 seconds long.

The usages the client wants to buy are as follows:

TV + Online, paid advertising, for 1 year from first broadcast, across Austria.

(Archive Fees for later passive internet usage would be additional.)

TV Campaign / 1 Year	2 x30 seconds	1,100 €
Online Campaign / 1 Year	2 x30 seconds 4 x15 seconds 2 x6 seconds	
as per campaign section (page 3), each cutdown counts as a spot	8 Spots	$2,400 + 3 \times 300 = 3,300$ €
Total Fee (net)		4,400 €

Addendum A

Should the client wish to broadcast the campaign in the DACH region (Austria, Germany and Switzerland), then the fee is multiplied by 2.5.

TV Campaign / 1 Year	1,100 €
Online Campaign / 1 Year	3,300 €
Subtotal	4,400 €
DACH region (Austria, Germany & Switzerland)	$2.5 \times 4,400$ €
Total Fee (net)	= 11,000 €

Addendum B

If, alongside the TV campaign, the client wants to extend only the online campaign for 2 years, then this licence is multiplied by 2.

TV Campaign / 1 Year	1,100 €
Online Campaign / 2 Years	$2 \times 3,300 = 6,600$ €
Total Fee (net)	7,700 €

6.2 CALCULATION EXAMPLE - ALL MEDIA

A client wants a multimedia campaign with three different variants of one 30 second spot. In addition, 3 cutdowns will be produced from the main variant. (1x20 seconds / 1x12 seconds / 1x6 seconds) The campaign is to run for the 3 months in Austria. To be on the safe side, the client wants to buy the rights for all 5 media.

All Media Package	
1 Spot + 3 Cutdowns + 3 Motive	8,000 €

6.3 CALCULATION EXAMPLE - ARCHIVE FEES

A client would like to archive a TV + Online Spot on their company homepage and YouTube (unpaid media), after the usage licence for paid advertising has expired.

Option A

When the archive usage licence is bought at the same time as the advertising usage licences

TV Spot + Online Spot + Archive	
Total Fee (net)	1,200 €

Option B

Purchase of an archive licence after the advertising usage licences has expired.

Usage Licence: Non-Commercial Internet/In Perpetuity

TV Spot + Online Spot	1,000 €
Separate Archive Fee	350 €
Total Fee (net)	1,350 €

6.4 CALCULATION EXAMPLE - RADIO ADVERTISING SESSION FEE

A client books a voice actor for a recording session at the appropriate session fee. During the one hour session, he asks her to try out various script ideas and interpretations.

Afterwards he produces (from the voice recordings) 3 different spots for radio broadcast across Austria, as well as to be broadcast on Spotify.

Usage Licence: : Radio + Internet Radio / Austria / 1 Year.

The fees are then calculated as follows:

Session Fee - 1 hour	600 €
3 x Radio Spot Plus	3 x 750 = 2,250 €
Total Fee (net)	2,850 €

6.5 CALCULATION EXAMPLES - CORPORATE IMAGE VIDEO

A client (SME) would like an image video voiceover, the script for which is 340 words in length. He hasn't decided yet how he would like to use the video, so asks for a quote listing different usage licence options.

Option A - Basic

Usage Licences: Client Company's Homepage + YouTube + Trade Fairs / Events

Unpaid Media Basic

Up to 5 minutes 500 €

Option B - Standard

Usage Licences: Client Homepage + YouTube (für Hosting) + Trade Fairs / Events
+ unpaid, passive Social Media, in perpetuity.

Unpaid Media Standard

Up to 5 minutes 650 €

Option C - Premium

Usage Licences: Homepage + YouTube + Trade Fairs / Events
+ unpaid, passive Social Media, in perpetuity.
+ paid advertising on Social Media for 1 year, in Austria
(no Pre Roll – see Advertising)

Unpaid Media Premium

Up to 5 minutes 1,000 €

For corporations, see the large corporation surcharge + 300 €