

## RECOMMENDED GUIDELINE OF TVC PERCENTAGES FOR ADDITIONAL MEDIA

MEDIA	CGA RECOMMENDED PERCENTAGES
<b>All Percentages based on Negotiated Performance Fee and to run concurrently with original contract unless otherwise negotiated.</b>	
DOOH / OOH	50% - 100%
DOOH / OOH (including Large Format)	80% - 150%
OOH or DOOH is an umbrella term for multiple formats and not a singular unit of media. Specific media should be listed, if known at time of quoting, or defining if Large or Small Formats. If unable to define then 100% (Small Format) - 150% (Large Format) is recommended.	
24 Sheet Billboards / Supersites	50% - 100%
TVC on loop videos in branch	25%
TVC on Outdoor Scoreboards/ Stadiums	35%
Stills on Outdoor Scoreboards / Stadiums	35%
TVC & Stills on Outdoor Scoreboards / Stadiums	60%
Metrolites	35%
Shopalites	35%
Metrolites & Shopalites	60%
Petrol Pumps / EV Charging Stations	20%
ATM's	15%
Xtrack & Light Rail / Stations / Platforms	35%
Taxis	30%
Bus / Tram back, sides & interiors	50%
All Moving Transport	80%
Domestic Airports & Inflight Screens	20%
International Airport & Inflight Screens	30%
Cinema	50%
Cinema Foyer	15%
Cinema & Cinema Foyers	60%
Special Events	30%
Personal Appearances	Negotiable
Tradeshows	20%
POS Poster (in-store windows)	35%
POS Brochures & Flyers	25%
POS Lifesize Cut-Outs	Negotiable
Other POS (wobblers, hangers, promo displays)	Negotiable
Magazines	35%
Newspapers (Press)	35%
Magazines & Newspapers (Press)	60%
Industry Specific Publications	15%
Direct Mail	20%
Catalogues	25%
Outlet Venues	Negotiable
BTS / Making Of (Online Use Only)	Up to 5 minutes @ 15% - 20%
Additional Edits (up to 10 sec)	15%
Additional Edits (15-30 sec)	20%
Additional Edits (45-60 sec)	25%



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Additional Edits (1-2 minutes for Online only)	30%
<b>INTERNET / ONLINE / DIGITAL</b>	
Internet / Online Buyout	100%
Internet / Online Stills	25%
Internet / Online Banners or InApp or Bumpers	25%
Internet / Online Social Media Sites	25%
Internet / Online GIFS	10%
eDM's or Mobile Devices	25%
<b>VOD / BVOD</b>	
STREAMING / VOD E.G: Netflix, Hulu, Prime, Disney, Podcasts, Spotify Video etc.	50%
BROADCAST / BVOD E.G: Any Broadcast TV VOD, Catchup, On Demand, 9Now, 7Plus, Pluto etc.	50%
Streaming / VOD & Broadcast / BVOD	80%
<b>ADDITIONAL FEES</b>	
Casting Callback / Recall Fee:	\$86 per hour
Wardrobe / Hair / Makeup	\$75 per hour
Rehearsal	\$75 per hour (min. 4hr call)
Overtime Adults (after 10hrs)	\$150 per hour
Stills Shoot (if outside TVC call)	\$250 per hour Adults / \$125 per hour Kids (min. 2hr call)
Night Loading	\$500 per night if required past 10pm
Additional Shoot Days	\$1000 per 10hrs Adults / \$500 per 4-8hs Kids
Travel / Lay Day Fee (Domestic)	\$300 per day for domestic travel
Travel / Lay Day Fee (International)	\$500 per day for international travel (incl. NZ)
Per Diems	\$75 per day
Guardian Fee	\$300 per day for Regional Travel + per diems \$500 per day for International Travel + per diems
Working with Children Check	\$150 per check (including cost of check, if applicable)
Police Check	\$350 per check (including cost of check, if applicable)
Driving History Check	\$150 per check (including cost of check, if applicable)
Stat Dec	\$100 per check
Cancellation	If the engagement is cancelled through no fault of the Artist the Artist shall be paid a cancellation fee of 50% of the negotiated performance fee
In Perpetuity	In alignment with MEAA/Equity, CGA Members will not agree to In Perpetuity. In cases where PR usage is requested the CGA will endorse a term of 3yrs or use the phrase 'PR use may extend beyond the term of contract, however will be removed at Agents request if it hinders potential work for the artist beyond contracted period'.
Minimum Rate of Pay for a Featured Extra. This Fee will replace a Background Extra's Hourly Rate.	\$1500 for Adults / \$750 for Children  A Featured Extra is distinct from a Background Extra (part of a crowd, mob, ensemble or atmospheric scene and who appears only incidentally or in backgrounds, and who does not speak dialogue except in the mass, and who is, in accordance with industry practice, not featured and is not subject to individual direction) and is not a Performer.  A Featured Extra is an Extra who is either auditioned, or is on the day individually directed and is in the finished advertising material, or an Extra who does not merely appear only incidentally or in backgrounds,

	<p>or is <i>immediately recognisable</i>. NB: A <i>Featured Extra</i> is not a <i>Lead Role</i>, <i>Solo Performer</i> or required to perform an <i>individual speaking role</i>.</p> <p><b>Minimum Rate of Pay</b> for a <i>Featured Extra</i> includes FTA/Pay TV/Online/Streaming ONLY. If any additional media (for example OOH / DOOH / Print / Stadiums / POS etc.) is included in release, then the appropriate CGA Recommended Percentages should apply to the base fee.</p>
Media Libraries / Unlimited Edits	<p>CGA Members will not agree to unlimited edits where requested as part of media buys. Edits must be capped at the time of briefing agents / actors.</p> <p>CGA Members will not endorse Media Library access (where a Performers Image or Performance is banked in a Media Library to be used as part of additional edits / media) without fair compensation. Any additional media released, outside of contract, to be negotiated at CGA recommended percentages and to run concurrently with original campaign.</p>

<b>CGA RECOMMENDED INTERNATIONAL TERRITORY PERCENTAGES</b>	
<b>All Percentages based on Negotiated Australian Buyout, to run concurrently with original contract unless otherwise negotiated</b>	
Worldwide	350%
New Zealand	50%
USA	200%
Canada	100%
Central America	200%
South America	200%
Africa	200%
Europe	200%
UK	200%
Asia	200%
Japan	150%
China	200%
Middle East	200%