



All prices plus statutory VAT. Rules, descriptions, terms, definitions and specifications of the full [Brilliant Voice® Pricing 5.1](#), our [General Terms and Conditions](#) and our [Privacy Policy](#) apply.

Minimum price per booking

Price Index	A	B	C
Minimum price per booking	€100	€150	€200

Voice artist's fees do not include studio costs. Prices apply per film/cut/motif per (end) customer and per language.
1 minute = 900 characters incl. spaces (equals approx. 120 - 140 words).

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).

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.

IMAGE complete

Price Index	A	B	C
SMEs			
up to 2 minutes text length	€300	€350	€450
up to 5 minutes text length	€400	€500	€600
each additional 5 minutes	€100	€100	€150
Large Enterprises			
up to 2 minutes text length	€350	€450	€600
up to 5 minutes text length	€500	€600	€800
each additional 5 minutes	€100	€150	€200
lippenanaloges Timing	Factor 1.5x to 2x		

Includes image and corporate films, product videos, explanatory films, case films, award videos, trade fair videos, podcasts, event announcements, 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.

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

Guide/Audio Description

Price Index	A	B	C
up to 2 minutes text length	€200	€250	€300
up to 5 minutes text length	€250	€300	€350
each additional 5 minutes	€60	€60	€75
Recording onto image/with timing	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)		

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.

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

Telephone

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

Advertising for ON HOLD telephone messages: upon request.

STUDIO

Studio costs per hour or part thereof	starting at €140
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E-Learning Studio Deal

up to 2 minutes text length	€120
each additional minute	€10 € to €15

Brilliant Voice® Multi-work Prices

Valid for →Advertising and →IMAGE complete.

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 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 ..."). 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

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
unlimited usage and number of motifs (→IMAGE complete only)	50x

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).

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).

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

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)**

Exploitation cycle:	3 months			1 year		
	Price Index	A	B	C	A	B
INDIVIDUAL MEDIA						
per media without image	€300	€375	€450	€450	€565	€675
per media with image	€400	€500	€600	€600	€750	€900
MEDIA BUNDLE						
All media without image	€450	€550	€650	€675	€825	€975
All Moving Media*	€800	€1,000	€1,200	€1,200	€1,500	€1,800
ALL MEDIA*	€1,000	€1,250	€1,500	€1,500	€1,875	€2,250

* 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](#)

Regional + international advertising - These factors apply to the prices for national advertising.

Price Index	A	B	C	
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	2.6x	3x	Germany, Austria, Switzerland & East Belgium
Europe or North America	3x	3.5x	4x	
worldwide	4x	5x	6x	

Small-scale advertising - Price per spot/motif up to 2 minutes in length incl. exploitation per medium for 1 year.

The use is time limited as well as limited by: geographic area, listeners/ viewers, media budget or dissemination. Die Limitierung gilt für alle benutzten Medien gleichermaßen.

Price Index	A	B	C	Residents	Listeners/ Viewers	Dissemination	Media-Budget (online)
city light	€100	€120	€150	2,500,000	250,000	250,000	€12,500
city	€120	€150	€200	5,000,000	500,000	500,000	€25,000
city plus	€200	€250	€300	10,000,000	1,000,000	1,000,000	€50,000
<i>Additional dissemination/ Additional media budget*</i>	+ €60	+ €75	+ €90	-	-	+ 1,000,000	+ 50,000 €

* For bookings that exceed a dissemination of 1,000,000 or a media budget of € 50,000. For example, a dissemination of up to 2,000,000 in Index B costs €325.

Media Bundle Small-scale advertising	Factor	
Radio & Online 3 months	1x	relative to the corresponding price for small-scale advertising
Radio & Online 1 year	1.5x	

Exploitation options (small-scale, regional, national & international advertising)

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

Further Options	Factor	
Per Cut-Down	+1x	the respective exploitation of the new medium
each additional medium	+1x	
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

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

EDITORIAL CONTENT/UNPAID MEDIA/NON-COMMERCIAL

Use: worldwide & in perpetuity.

Podcast Content

Price Index	A	B	C
up to 15 minutes text length	€200	€250	€300
each additional 15 minutes	€100	€150	€200
moving picture products	Factor 1.5x		

Podcast Packaging

Intro, outro, incl. max. 2 connecting elements

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

TV Commentary/Reports/Audio Description

Price Index	A	B	C
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		
<i>or</i>			
per hour of recording (applies to audio descriptions or sound bytes/Voice-	€150 to €350		
minimum price per recording/broadcast/episode	€150	€200	€250

Audiobook

per fully produced audio hour plus revenue sharing	€200 to €700
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For **more prices and services** (layout, session fee, translation, text editing, changes, correction loop, cancellation fee, travel and accommodation costs as well as contractual penalties), please see the detailed version of the Brilliant Voice® Prices 5.1 at [brilliantvoice.com](#).