

# Speaker Prices

Valid as of January 1, 2014



**Brilliant Voice®**  
Sprecheragentur & Management

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The following list reflects the prices for the majority of our voice artists for the most common types of projects. We will be happy to tailor a package to fit your needs. Final pricing information will be provided based on the text, choice of voice artist and determination of the time-frame and geographic distribution parameters. The Price Index is not based on the quality of the voice artist, but rather his/her name recognition and/or marketing position. Each voice artist's Price Index is listed at [www.brilliantvoice.com](http://www.brilliantvoice.com). There you will also find any possible exceptions as well as the voice artist's individual minimum booking price.

Additional services are available on request. All prices are listed net in Euros, not including the currently valid VAT of the service provider. Travel, overnight and meal expenses are charged separately. Prices are subject to change, errors and omissions excepted. If no other agreements are reached, the prices and conditions of this price list are automatically valid, subject to our published General Terms and Conditions (GTC).

		Price-Index			Explanatory notes
		A	B	C	
<b>General Minimum Price per Booking:</b>					
	<i>Native speakers</i>	150 €	200 €	250 €	This sum reflects the minimum fee per voice artist and booking. This price is valid unless the voice artist has an individual minimum fee.
	<i>German speakers</i>	55 €	55 €	250 €	
<b>Continuous text blocks (image films / instructional videos / training programs, etc.):</b>					
<b>1 Minute = 900 characters (incl. spacing)</b>					
All rights issued generally without time limitation.					
<b>Image complete</b>					
	up to 2 minutes	275 €	350 €	425 €	For use on company homepages, presentations, DVDs, POS (in German) and trade shows (including internet distribution and use on social networks or video portals). No authorization for use on third-party sites (see Commercial spots).
	up to 5 minutes	350 €	420 €	550 €	
	Each additional 5 minutes	100 €	100 €	150 €	
<b>Image classic</b>					
	up to 2 minutes	200 €	250 €	300 €	For use only on company homepages, presentations, DVDs and for trade shows (not including further internet distribution or use on social networks or video portals). This rate is also valid for use only as POS video (in German).
	up to 5 minutes	250 €	300 €	400 €	
	Each additional 5 minutes	100 €	100 €	100 €	
<b>Image offline</b>					
	up to 2 minutes	150 €	200 €	250 €	Price for use in presentations, DVDs and for trade shows. This rate is also valid for regularly recurring podcasts, audio guides or language training.
	up to 5 minutes	200 €	250 €	300 €	
	Each additional 5 minutes	75 €	75 €	100 €	
<b>eLearning, Training programs</b>					
	up to 2 minutes	150 €	150 €	250 €	For internal company use, including Intranet and employee training.
	up to 5 minutes	200 €	200 €	300 €	
	Each additional 5 minutes	50 €	50 €	60 €	
<b>Apps</b>					
Period of use: unlimited					
<a href="#">Advertising or commercial</a>		<a href="#">See Image complete</a>			The determination of commercial or non-commercial use is made after texts are presented and the name of the commissioning firm is known. Billing based on individual takes plus an appearance fee can be agreed to on an individual basis. The price includes licensing for 100,000 downloads. The voice artist is to be compensated € 0.03 for each additional download beyond this total (calculated annually).
<a href="#">Non-advertising or non-commercial</a>		<a href="#">See Image offline</a>			
<b>Telephone</b>					
(unlimited usage rights)					
	3 modules	100 €	150 €	250 €	Maximum 30 seconds per module; all prices valid for one client (small or medium enterprise). Fees and conditions for large corporations and major brands, as well as Interactive Voice Response (IVR) systems (i.e. telephone navigation) on request. For commercial spot in telephone call queue, see page 2.
	Each additional module	30 €	40 €	50 €	
<b>Further price information:</b>					
<b>Studio</b> per commenced hour		120 € - 150 €			Prices valid throughout Germany. Under most circumstances, all recordings entail additional studio costs. Many German voice artists do not charge extra for recording commercial spots via ISDN. Higher rates may be charged for additional services.
<b>Translation</b> per standard line (55 characters)		1,50 - 3,00 €			Good translations are a prerequisite for good audio productions. We therefore recommend that spoken text translations be carried out by professional voice artists.
<b>Text optimization</b> per commenced hour		80 €			This fee is only charged if the submitted text requires more than 15 minutes' revision and in accordance with customer authorization. Text optimization is needed for rough translations not written for speaking or when the text does not match time-codes / video.
<b>Changes / Updates</b>		50%			Changes / Updates must be booked within 30 days of the original recording date. <b>Continuous text blocks:</b> Should, for example, only five minutes of a 10 minute text require re-recording, 50% of the 5 minute price will be charged (or the voice artist's minimum fee, whichever is higher). <b>Commercial spots:</b> Changes are permitted to correct minor errors, but only if the spot has not yet been aired.
<b>Cancellation fees</b>					Cancellation fees are billed if a confirmed booking is cancelled less than 48 hours prior to the scheduled recording. It consists of 50% of the agreed upon voice artist's fee for cancellations between 48 and 24 hours prior to the scheduled booking, and 100% for cancellations less than 24 hours prior to the scheduled booking. Studio cancellation fees are additional.
	> 48 hours prior to booking	no charge			
	48 - 24 hours prior to booking	50%			
	< 24 hours prior to booking	100%			

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**Brilliant Voice**<sup>®</sup>  
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## Price-Index

		A	B	C	Explanatory notes
<b>Commercial spot (German)</b>					
Usage rights: 1 year					Corresponding pricing information for native speakers (or for commercial use outside of German-speaking Europe) is available on request.
<b>Radio</b>	local (population < 1 million)	55 €	55 €	on req.	
	city (population < 4 million)	100 €	100 €	on req.	
	regio (population < 20 million)	275 €	350 €	400 €	Valid also for Austria and Switzerland.
	national (Germany)	400 €	450 €	500 €	
	German-speaking Europe	675 €	800 €	1.250 €	Buyout (general advertising): Price minus layout (Index A & B)
	Local dealer customized outros	40 €	50 €	on req.	Only in addition to an existing commercial spot; otherwise priced as a separate spot. For outros at 'City' rate; standard price x 2. If no rerecording is required; half price.
<b>TV/Movie</b>	local (population < 1 million)	55 €	55 €	on req.	
	city (population < 4 million)	125 €	150 €	on req.	
	regio (population < 20 million)	375 €	500 €	500 €	Valid also for Austria and Switzerland.
	national (Germany)	500 €	600 €	600 €	
	German-speaking Europe	875 €	1.100 €	1.600 €	Buyout (general advertising): Price minus layout (Index A & B)
	Mood film / TV animation	225 €	275 €	275 €	Also as narrative / internal use
<b>Internet spot</b>					
	Complete Internet usage rights	500 €	600 €	600 €	Including company homepages, internet distribution and use on social networks or video portals.
	Usage only on company website	250 €	300 €	400 €	
In-store (POS / retail radio)		same as radio			
Trade fair / Stadium / Event announcements		same as TV			
	Commercial spot in telephone call queue	200 €	250 €	250 €	100% Buyout required for each additional year
<b>General commercial terms:</b>					
	Layout radio	200 €	225 €	225 €	
	Layout TV	250 €	275 €	275 €	
Commercial spot + reminder		spot price + 50%			Reminder only bookable in conjunction with a commercial spot
	Cut Down	50%	50%	100%	
	Usage rights extension per year	50%	50%	100%	
	Usage rights - additional medium	50%	50%	100%	of the spot price of the additional medium
	Unlimited number of Cut Downs	500%	500%	1000%	of the spot price per medium in Germany per year
	5 year Buyout	250%	250%	500%	of the spot price of the appropriate medium
	Unlimited Buyout	500%	500%	1000%	
<b>Media bundle</b>					
	1 spot for TV, radio, Internet, cinema, trade fair, POS, stadium, event, telephone (flat-rate)	2.200 €	2.500 €	3.200 €	100% Buyout required for each additional year. This offer may not be combined with other offers.

## Further pricing information for German voice artists:

Computer games / radio plays					
Unlimited usage					
	1st hour of recording	150 €	150 €	on req.	
	each additional commenced hour	100 €	100 €	on req.	
Audio books per recorded hour		320 € - 640 €			A recorded hour is equivalent to approx. 52,000 characters including spacing per voice artist. Basic price per net recorded hour includes 2% surcharge above suggested retail price.
Unlimited usage					

**Definitions - Commercial spots:** All prices (except reminders and local retailer customized outros) refer to a single spot text of up to 45 seconds.

If a spot is used in multiple media, prices are in accordance with the most expensive medium.

**Radio/TV:** Prices are determined by the transmitter coverage area and/or the estimated population of the broadcast region.

For **Cinemas** the city and county populations determine the price. Alternatively, local spot prices are charged if, for example, only one theater in a city is scheduled to run the spot.

**Internet:** Prices refer to German-speaking Europe. Usage of local radio and TV spots in the Internet must be individually negotiated.

**Layout:** Recordings purchased for layout purposes may be used by clients in presentations and marketing tests, but are prohibited from broadcast. An additional Buyout fee must be paid if a portion of a spot is re-used in a new version.

**Cut-Down:** If a portion of an existing spot is used in a new commercial, appropriate usage fee must be paid.

**Local dealer customized outro:** Contact details (names, addresses, etc.) of local product distributors usually added to the end of a national/regional spot. An outro fee is charged for each unique (separately produced) spot to which the outro is attached. If no primary commercial spot is identified, the outro will be considered a standard spot for billing purposes.

**Sponsoring** statements with up to four segments (ie. ...is presented by.../...will continue in a moment.../...was presented by...) are priced as a commercial spot.

**Reminder:** A brief recap of a full-length commercial spot that had run previously in the same commercial break. If the content is different, however, it is considered to be a different spot for billing purposes.

**Time reference variables:** Up to three different time references are included in the price of each spot recording (ie. Saturday, tomorrow, today) if the spot airs for 14 days or less. A maximum of two time references per spot are permitted and no other alterations to the text are allowed. All time reference variables must be recorded in combination with and during the recording of the original spot text.

**General terms:** In cases of limited usage rights (customarily one year in length), the term begins on the date of the original recording unless Brilliant Voice® is notified of the initial broadcast / usage date at least ten days in advance. Users are nonetheless required to declare any additional usage beyond the agreed upon terms and conditions.

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