

INDIVIDUAL COUNTRY PERCENTAGES							
AFRICA	%	AFRICA (CONT)	%	CENTRAL AMERICA & THE CARIBBEAN	%	CENTRAL AMERICA & THE CARIBBEAN (CONT)	%
ALGERIA	120	MALAWI	60	ANGUILLA	60	TRINIDAD & TOBAGO	60
ANGOLA	60	MALI	60	ANTIGUA / BARBUDA	60	TURKS & CAICOS	60
ASCENSION ISLAND	60	MAURITANIA	60	ARUBA	60	VIRGIN ISLANDS - BRITISH	60
BENIN	60	MAURITIUS	60	BAHAMAS	60	VIRGIN ISLANDS - USA	60
BOTSWANA	60	MAYOTTE	60	BARBADOS	60	NORTH AMERICA	%
BURKINA FASO	60	MOROCCO	120	BELIZE	60	CANADA	200
BURUNDI	60	MOZAMBIQUE	60	BERMUDA	60	UNITED STATES	600
CAMEROON	60	NAMIBIA	60	CAYMAN ISLANDS	60	GREENLAND	60
CAPE VERDI ISLANDS	60	NIGER	60	COSTA RICA	60	SOUTH AMERICA	%
CENTRAL AFRICAN REP	60	NIGERIA	180	CUBA	60	ARGENTINA	175
CHAD	60	REUNION	60	DOMINICA	60	BOLIVIA	60
COMOROS	60	RWANDA	60	DOMINICAN REP	60	BRAZIL	300
CONGO	60	SAO TOME	60	EL SALVADOR	60	CHILE	60
DEM REP. OF CONGO	60	SENEGAL	60	GRANADA	60	COLOMBIA	165
DJIBOUTI	60	SEYCHELLES	60	GUADELOUPE	60	ECUADOR	60
EGYPT	165	SIERRA LEONE	60	GUATEMALA	60	FALKLAND ISLANDS	60
EQUATORIAL GUINEA	60	SOMALIA	60	HAITI	60	FRENCH GUIANA	60
ERITREA	60	SOUTH AFRICA	200	HONDURAS	60	GUYANA	60
ETHIOPIA	60	ST HELENA	60	JAMAICA	60	PARAGUAY	60
GABON	60	SUDAN	60	MARTINIQUE	60	PERU	60
GAMBIA	60	SWAZILAND	60	MEXICO	300	SURINAM	60
GHANA	60	TANZANIA	60	MONSERRAT	60	URUGUAY	60
GUINEA	60	TOGO	60	NETHERLANDS ANTILLES	60	VENEZUELA	60
GUINEA - BISSAU	60	TRISTAN DA CUNHA	60	NICARAGUA	60	EUROPE	%
IVORY COAST	60	TUNISIA	60	PANAMA	60	ALBANIA	60
KENYA	60	UGANDA	60	PUERTO RICO	60	ANDORRA	60
LESOTHO	60	ZAMBIA	60	SALVADOR	60	ARMENIA	60
LIBERIA	60	ZIMBABWE	60	ST CHRISTOPHER	60	AUSTRIA	120
LIBYA	60			ST LUCIA	60	AZERBAIJAN	60
MADAGASCAR	60			ST VINCENT	60	AZORES	60

EUROPE (CONT)	%	EUROPE (CONT)		ASIA (CONT)		NEAR & MIDDLE EAST (CONT)	%
BALEARIC	60	MOLDOVA	60	KYRGYZSTAN	60	YEMEN	60
BELARUS	90	MONACO	60	LAOS	60	AUSTRALASIA / PACIFIC	%
BELGIUM	120	NETHERLANDS	165	MACAO	60	AUSTRALIA	210
BOSNIA - HERZEGOVINA	60	NORWAY	120	MALAYSIA	165	COOK ISLANDS	60
BULGARIA	60	POLAND	240	MALDIVES	60	EASTER ISLANDS	60
CANARIES	60	PORTUGAL	120	MONGOLIA	60	FIJI	60
CROATIA	60	ROMANIA	165	MYANMAR	60	FRENCH POLYNESIA	60
CYPRUS	60	RUSSIA	300	NEPAL	60	GALAPAGOS	60
CZECH REPUBLIC	120	SAN MARINO	60	PAKISTAN	165	GUAM	60
DENMARK	120	SLOVAKIA	60	PHILIPPINES	180	KIRIBATI	60
DOM TOM	120	SLOVENIA	60	SINGAPORE	120	MARSHAL ISLANDS	60
ESTONIA	60	SPAIN	300	SRI LANKA	60	MICRONESIA	60
FARO	60	ST PIERRE & MIQUELON	60	TAIWAN	180	NAURU	60
FINLAND	120	SWEDEN	120	TAJKISTAN	60	NEW CALEDONIA	60
FRANCE	300	SWITZERLAND	120	THAILAND	240	NEW ZEALAND	90
FRANCE & DOM TOM	400	UKRAINE	240	TURKMENISTAN	60	NORFOLK ISLANDS	60
GEORGIA	60	UNITED KINGDOM	300	UZBEKISTAN	60	NORTHERN MARIANAS	60
GERMANY	300	SERBIA & MONTENEGRO	120	VIETNAM	60	NUIE	60
GIBRALTAR	60	ASIA	%	NEAR & MIDDLE EAST	%	PALAU	60
GREECE	120	AFGHANISTAN	60	BAHRAIN	60	PAPUA NEW GUINEA	60
HUNGARY	120	BANGLADESH	60	IRAN	60	PITCAIRN ISLANDS	60
ICELAND	60	BHUTAN	60	IRAQ	60	EASTERN SAMOA	60
REP OF IRELAND	90	BRUNEI	60	ISRAEL	60	WESTERN SAMOA	60
ITALY	300	CAMBODIA	60	JORDAN	60	TOKELAU	60
LATVIA	60	CHINA	300	KUWAIT	60	TONGA	60
LIECHTENSTEIN	60	HONG KONG	120	LEBANON	60	TUVALU	60
LITHUANIA	60	INDIA	300	OMAN	60	VANUATU	60
LUXEMBORG	60	INDONESIA	240	QATAR	60	WALLIS & FUTUNA	60
MACEDONIA	60	JAPAN	300	SAUDI ARABIA	120		
MADEIRA	60	KAZAKHSTAN	60	SYRIA	60		
MAJORCA	60	KOREA - NORTH	60	TURKEY	240		
MALTA	60	KOREA - SOUTH	240	UAE INCLUDING DUBAI	120		

GROUP COUNTRY PERCENTAGES

PAN AFRICAN - ALL OF AFRICA EXCLUDING SOUTH AFRICA				400%
SUB SAHARA - ALL COUNTRIES BELOW SAHARA DESERT EXCLUDING SOUTH AFRICA				300%
ANGOLA	GABON	LIBERIA	SOMALIA	
BENIN	GAMBIA	MADAGASCAR	SWAZILAND	
BOTSWANA	GHANA	MALAWI	TANZANIA	
CAMEROON	GUINEA BISSAU	MOZAMBIQUE	TOGO	
CENTRAL AFRICAN REP	GUINEA	NAMIBIA	UGANDA	
CONGO	IVORY COAST	NIGERIA	ZAMBIA	
DEMOCRATIC REP OF CONGO	KENYA	SIERRA LEONE	ZIMBABWE	
ETHIOPIA	LESOTHO	SENEGAL		
CENTRAL AMERICA				300%
COSTA RICA	GUATEMALA	MEXICO	PANAMA	
EL SALVADOR	HONDURAS	NICARAGUA		
CARIBBEAN				200%
ANGUILLA	BRITISH VIRGIN ISLANDS	GUADELOUPE	PUERTO RICO	
ANTIGUA & BARUDA	CAYMAN ISLANDS	HAITI	SAINT KITTS & NEVIS	
ANTILLES	CUBA	JAMAICA	SAINT VINCENT & THE GRENADINES	
ARUBA	DOMINICA	MARTINIQUE	ST LUCIA	
BAHAMAS	DOMINICAN REPUBLIC	MONTSERRAT	TRINIDAD & TOBAGO	
BARBADOS	GRENADA	NETHERLANDS ANTILLES	VIRGIN ISLANDS	
CARIBBEAN & CENTRAL AMERICA				400%
UNITED STATES OF AMERICA & CANADA				700%
UNITED STATES OF AMERICA & MEXICO				700%
SOUTH AMERICA				400%

SCANDANAVIA				250%
DENMARK	ICELAND	NORWAY	SWEDEN	
FINLAND				
WESTERN EUROPE EXCLUDING UNITED KINGDOM				600%
ANDORRA	GERMANY	ITALY	NETHERLANDS	
AUSTRIA	GREECE	LIECHTENSTEIN	PORTUGAL	
BELGIUM	ICELAND	LUXEMBOURG	SPAIN	
FRANCE	REP OF IRELAND	MALTA	SWITZERLAND	
WESTERN EUROPE (SEE ABOVE) INCLUDING UNITED KINGDOM				700%
EASTERN EUROPE				400%
ALBANIA	CZECH REPUBLIC	MACEDONIA	SERBIA & MONTENEGRO	
BELARUS	ESTONIA	MOLDOVA	SLOVAKIA	
BOSNIA & HERZEGOVINA	HUNGARY	POLAND	UKRAINE	
BULGARIA	LATVIA	ROMANIA		
CROATIA	LITHUANIA	RUSSIA		
WESTERN & EASTERN EUROPE EXCLUDING UNITED KINGDOM				900%
WESTERN & EASTERN EUROPE INCLUDING UNITED KINGDOM				1000%
CENTRAL EUROPE				350%
ALBANIA	CROATIA	POLAND	SLOVENIA	
ALGERIA	CYPRUS	ROMANIA	TURKEY	
BOSNIA - HERZEGOVINA	HUNGARY	SERBIA	YUGOSLAVIA	
CZECH REPUBLIC	MACEDONIA	SLOVAKIA		
CEE (CENTRAL & EASTERN EUROPE) EXCLUDING RUSSIA				400%
CEE (CENTRAL & EASTERN EUROPE) INCLUDING RUSSIA				500%

CIS - COMMONWEALTH OF INDEPENDENT STATES EXCLUDING RUSSIA				400%
ARMENIA	GEORGIA	MOLDOVA	UKRAINE	
AZERBAIJAN	KAZAKHSTAN	TAJIKISTAN	UZBEKISTAN	
BELARUS	KYRGYZSTAN	TURKMENISTAN		
CIS - COMMONWEALTH OF INDEPENDENT STATES (SEE ABOVE) INCLUDING RUSSIA				500%
ZUG COUNTRIES				300%
ALBANIA	CYPRUS	LATVIA	MONTENEGRO	
BOSNIA	ESTONIA	LITHUANIA	ROMANIA	
BULGARIA	ICELAND	MACEDONIA	SLOVENIA	
CROATIA	IRAN	MALTA		
EMEA COUNTRIES				1200%
AUSTRIA	HUNGARY	POLAND	SPAIN	
BELGIUM	ISRAEL	PORTUGAL	SWITZERLAND	
CZECH REPUBLIC	ITALY	REPUBLIC OF IRELAND	TURKEY	
GERMANY	KAZAKHSTAN	RUSSIA	UNITED KINGDOM	
GREECE	NETHERLANDS	SOUTH AFRICA	UKRAINE	
ASIA				600%
SOUTH EAST ASIA				300%
BRUNEI	EAST TIMOR	MALAYSIA	SINGAPORE	
BRUMA	INDONESIA	MYANMAR	THAILAND	
CAMBODIA	LAOS	PHILIPPINES	VIETNAM	
NEAR & MIDDLE EAST				300%
MENA - MIDDLE EAST & NORTH AFRICA				600%
PAN ARABIC				400%
AUSTRALASIA				400%

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AUSTRALASIA / PACIFIC EXCLUDING AUSTRALIA	300%
WORLDWIDE	1600%
ALL MEDIA	
WORLDWIDE	2400%
UNITED STATES OF AMERICA	1000%
WESTERN EUROPE EXCLUDING UNITED KINGDOM	900%
WESTERN EUROPE INCLUDING UNITED KINGDOM	1100%
EUROPE EXCLUDING UNITED KINGDOM	1200%
EUROPE INCLUDING UNITED KINGDOM	1500%
ALL OTHER GROUPS AND INDIVIDUAL COUNTRIES ARE CALCULATED AT 200% OF THE TV PERCENTAGE.	
SOUTH AFRICA IS CALCULATED AT 300% OF THE TV PERCENTAGE.	
ALL ELECTRONIC MEDIA PACKAGES - MOVING MEDIA	
WORLDWIDE ALL MOVING MEDIA	2000%
UNITED STATES OF AMERICA ALL MOVING MEDIA	800%
WESTERN EUROPE EXCLUDING UNITED KINGDOM ALL MOVING MEDIA	700%
WESTERN EUROPE INCLUDING UNITED KINGDOM ALL MOVING MEDIA	900%
EUROPE EXCLUDING UNITED KINGDOM ALL MOVING MEDIA	1000%
EUROPE INCLUDING UNITED KINGDOM ALL MOVING MEDIA	1200%
ALL OTHER GROUPS ARE CALCULATED AT 125% OF THE TV PERCENTAGE AND INDIVIDUAL COUNTRIES AT 150% OF THE TV PERCENTAGE.	
SOUTH AFRICA IS CALCULATED AT 200% OF THE TELEVISION PERCENTAGE.	
ALL STILLS MEDIA PACKAGES	
WORLDWIDE, USA, WESTERN EUROPE, EUROPE ARE THE SAME PERCENTAGES AS ALL ELECTRONIC MEDIA PACKAGES ABOVE.	
ALL OTHER GROUPS ARE CALCULATED AT 125% OF THE TV PERCENTAGE AND INDIVIDUAL COUNTRIES AT 150% OF THE TV PERCENTAGE.	
SOUTH AFRICA IS CALCULATED AT 200% OF THE TELEVISION PERCENTAGE.	

USAGE MEDIUM PERCENTAGES - NEGOTIATED AS A PERCENTAGE OF THE TV USAGE OF COUNTRIES CONCERNED

CINEMA	25%
PUBLIC LOCATION - 1 YEAR	37.5%
PUBLIC LOCATION - 6 MONTHS	25%
INTERNET (MOVING MEDIA AND STILLS) INTERNET INCLUDES CORPORATE WEBSITES, SOCIAL MEDIA I.E. YOU TUBE, FACEBOOK, TWITTER AND BLOGS. PLEASE REFER TO POINT 9 BELOW FOR INTERNET BREAKDOWN.	
DIRECT DIGITAL MARKETING - EMAILS, MMS AND FREE DOWNLOADS (MOVING MEDIA OR STILLS PER IMAGE)	25%
PAYABLE DOWNLOADS - MUST BE NEGOTIATED WITH AGENT	
PRESS AND MAGAZINE (PER IMAGE)	50%
BILLBOARDS / ELECTRONIC BILLBOARDS (PER IMAGE)	50%
STREET POLES (PER IMAGE)	37.5%
POSTERS - A0 AND BIGGER (PER IMAGE)	50%
POSTERS - A1 AND SMALLER (PER IMAGE)	25%
BUILDING WRAPS (PER IMAGE)	50%
TRUCKS (PER IMAGE)	50%
TAXI'S (PER IMAGE)	50%
BUSES (PER IMAGE)	50%
BUS STOPS (PER IMAGE)	50%
PACKAGING (PER IMAGE)	50%
ALL POINT OF SALE (PER IMAGE)	75%

SHORTER FLIGHTING PERIODS

0 - 6 MONTHS	75%
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ADDITIONAL INFORMATION

1. IF THE PRIMARY MEDIUM - TELEVISION, IS NOT PURCHASED OR RENEWED, THE SECONDARY MEDIUM I.E. CINEMA OR PUBLIC LOCATION OR INTERNET BECOMES THE PRIMARY MEDIUM AND A USAGE FEE OF 100% OF THE TV PERCENTAGE FOR THE COUNTRY CONCERNED APPLIES.
2. PUBLIC LOCATION IS THE USE OF MATERIAL ON AN ELECTRONIC SCREEN BY A PRIVATE ENTITY, NOT BY A NATIONAL OR REGIONAL PUBLIC BROADCASTING ENTITY I.E. AN IMAGE TRANSMITTED ON CLOSED CIRCUIT TELEVISION SCREENS IN A RETAIL ENVIRONMENT, SPORTS STADIUM OR ELECTRONIC BILLBOARD. IF AN ELECTRONIC MEDIA PACKAGE IS PURCHASED THE ABOVE "PUBLIC LOCATION" IS INCLUDED IN THE SAME.
3. POINT OF SALE - POS - REFERS TO USAGE MEDIUMS USED IN STORE I.E. COUNTER LEAFLETS, STANDY'S, CUT OUTS, BROCHURES ETC. THERE ARE NO POINT OF SALE USAGE MEDIUMS IN ELECTRONIC MEDIA. POINT OF SALE APPLIES TO STILLS ONLY.
4. ARTISTS IN A VIGNETTE COMMERCIAL DEPICTED IN GROUPS 6 - 8 GET 50% OF THE STANDARD APPLICABLE USAGE ON CONDITION THAT IT IS AGREED UPFRONT & STORYBOARD WITH FULL DETAILS ARE SUPPLIED AT CASTING STAGE. THE FEES STIPULATED ON THE BRIEF MUST REFLECT DPF AND USAGE PERCENTAGE PAYABLE (WITH THE 50% DISCOUNT DEDUCTED ALREADY) THIS DOES NOT APPLY TO ACTORS AND TOP MODELS.

5. 25% DISCOUNT FOR GUARANTEED USAGE (EVEN IF THE ARTIST IS NOT FEATURED OR THE COMMERCIAL IS NOT FLIGHTED) - USAGE MUST BE PAID WITH SESSION FEES. THIS DOES NOT APPLY TO VIGNETTE COMMERCIALS, DUO LEADS AND SOLO LEADS.

6. PACKAGE DEALS CANNOT BE BROKEN UP - ONCE OFFERED, THE CONTRACTED PACKAGE IS THE DEAL THAT EXIST AND ANY VARIATIONS NEED TO BE RE-NEGOTIATED. PACKAGE DEALS DO NOT NECESSARILY APPLY TO TOP MODELS AND ACTORS.

7. CLIENTS / PRODUCTION MUST ALLOW ARTISTS / MODELS 15 MINUTES TEA TIME AND 45 MINUTES LUNCH TIME ON ALL BOOKINGS.

8. CINEMA:

CINEMA IS CALCULATED AT 25% OF THE TV% OF THE COUNTRY CONCERNED. CINEMA IN SOUTH AFRICA IS CALCULATED AT 50% OF 200% = 200%

E.G. TV IN FRANCE = 300%; THEREFORE CINEMA IN FRANCE = 75%

E.G. TV IN USA = 600%; THEREFORE CINEMA IN USA = 150%

9. INTERNET AND DIRECT DIGITAL MARKETING:

INTERNET USAGE FOR COMMERCIAL PURPOSES (MOVING MEDIA AND STILLS) INCLUDES:

PUBLICATION ON A PAGE WHERE YOU CAN BUY THE PRODUCT ONLINE.

PUBLICATION ON A PAGE DIRECTLY SELLING OR PROMOTING THE PRODUCT BEING ADVERTISED, PROMOTING A SPECIAL OFFER OR DEAL.

PUBLICATION OR LINKS ADVERTISING THE PRODUCT.

INTERNET PUBLICATION IS FREE FOR PRODUCTION HOUSES / ADVERTISING AGENCIES / TALENT AGENCIES / TECHNICIANS / PRIVATE INDIVIDUALS

THEY MAY USE THE COMMERCIAL FOR MARKETING THEMSELVES OR THEIR COMPANIES. E.G. SHOWREELS, AWARD ENTRIES, INDUSTRY BLOGS,

VIMEO AND SOCIAL MEDIA SITES PROVIDING IT IS PROMOTING THE COMPANY / TECHNICIAN AND NOT THE PRODUCT.

9.1. IF INTERNET IS TAKEN TOGETHER WITH TV, THEN INTERNET IS CALCULATED AT 37.5% OF THE TV% OF THE COUNTRY CONCERNED.

E.G. TV IN FRANCE = 300%; THEREFORE INTERNET IN FRANCE = 112.5%

E.G. TV IN USA = 600%; THEREFORE INTERNET IN USA = 225%

9.2. SOUTH AFRICAN INTERNET IS THE GLOBAL EXCEPTION AND IS CALCULATED AT 50% OF 200% = 100%

9.3. INTERNET ONLY: IT WILL BE THE PRIMARY MEDIUM OF THE COUNTRY CONCERNED.

E.G. TV IN FRANCE = 300%; THEREFORE INTERNET IS = 300%

E.G. TV IN USA = 600%; THEREFORE INTERNET IS = 600%

9.4. INTERNET WORLDWIDE AS PRIMARY MEDIUM IS CALCULATED AT 1600%

9.5. WORLDWIDE USAGE:

IF INTERNET IS TAKEN WITH TV, THEN INTERNET IS CALCULATED AT 37.5% OF THE WORLDWIDE TV PERCENTAGE.

E.G. WORLDWIDE TV = 1600%; THEREFORE INTERNET IS = 600%

9.7. DIRECT DIGITAL MARKETING I.E. VIRAL, MMS, FREE DOWNLOADS ARE CALCULATED AT 25% OF THE TV% OF THE COUNTRY CONCERNED.

E.G. TV IN FRANCE = 300%; THEREFORE DIRECT DIGITAL MARKETING IN FRANCE = 75%

E.G. TV IN USA = 600%; THEREFORE DIRECT DIGITAL MARKETING IN USA = 150%

10. PUBLIC LOCATION:

PUBLIC LOCATION - 1 YEAR - IS CALCULATED AT 37.5% OF THE TV% OF THE COUNTRY CONCERNED.

E.G. TV IN FRANCE = 300%; THEREFORE PUBLIC LOCATION IN FRANCE 1 YEAR = 112.5%

E.G. TV IN USA = 600%; THEREFORE PUBLIC LOCATION IN USA 1 YEAR = 225%

PUBLIC LOCATION - 6 MONTHS - IS CALCULATED AT 25% OF THE TV% OF THE COUNTRY CONCERNED.

E.G. TV IN FRANCE = 300%; THEREFORE PUBLIC LOCATION IN FRANCE 6 MONTHS = 75%

E.G. TV IN USA = 600%; THEREFORE PUBLIC LOCATION IN USA 6 MONTHS = 150%

11. TRADEFAIRS - CAN INCLUDE MULTIPLE USAGE MEDIUMS AND IS CALCULATED AT 37.5% OF THE COUNTRY CONCERNED PER TRADEFAIR THAT MAY NOT EXCEED 10 DAYS PER TERRITORY. INDIVIDUAL MEDIA CAN BE BOUGHT ANNUALLY OR FOR SHORTER FLIGHTING PERIODS WHICH INCLUDE TRADEFAIR USAGE.

12. PUBLIC RELATIONS - INCLUDES ALL FORMS OF PUBLIC RELATIONS (PRINT, BROADCAST, INTERNET AND EVENTS),

ALL FORMS OF AWARDS AND SHOWREELS, DIGITAL ARCHIVE SYSTEMS, ANY MANNER OF INTERNAL COMMUNICATIONS, EDUCATION AND

TRAINING, PROGRAM EDITORIAL, FILM FESTIVALS, EXHIBITIONS AND THE LIKE WITHOUT EXCEPTION AND THE CLIENT AND AGENCY WEBSITE

(NOT PROMOTING THE PRODUCT OR SELLING IT ONLINE) AND ALL AGENCY PROMOTION. THERE IS NO COST INVOLVED IN SECONDARY MEDIA

AND PUBLIC RELATIONS USE. HOWEVER IT MAY **ONLY** FEATURE TALENT WHO ARE FEATURED IN THE COMMERCIAL / STILLS AND WHO WERE

PAID USAGE FEES.

13. ARCHIVAL USAGE:

13.1. (BY ADVERTISER AND PRACTITIONER) OF CAMPAIGNS AFTER THE IPA CONTRACTED PERIOD (AND ANY AGREED RENEWALS)

HAVE EXPIRED, IS FREE OF CHARGE I.E. THE TVC MAY BE VIEWED ON THE ADVERTISERS AND PRACTITIONERS WEBSITES BUT MUST BE

CLEARLY DESCRIBED BY TAB OR SIMILAR E.G. "OLD CAMPAIGNS" OR "HISTORICAL ARCHIVE" - THE TVC CANNOT BE ACCESSED FOR

PURCHASE OF PRODUCT.

13.2. IF A COMMERCIAL APPEARS ON A SOCIAL MEDIA SITE I.E. YOU TUBE OR A FACEBOOK PAGE PUBLISHED BY THE ADVERTISER, AND IS USED

FOR "ARCHIVAL" PURPOSES, A **USAGE OF 37.5% OF THE RELEVANT TELEVISION USAGE** WILL BE PAYABLE. SHOULD A SEARCH FOR THE

TVC YIELD A NOTICE THAT READS " THIS VIDEO IS NOT AVAILABLE IN YOUR COUNTRY " (AND / OR ANY SIMILAR WORDING) NO USAGE

FOR THAT COUNTRY IS PAYABLE.

14. THE MAKING OF: ALSO KNOWN AS BEHIND - THE - SCENES, IS A DOCUMENTARY FILM THAT FEATURES THE PRODUCTION, FOOTAGE FILMED OF THE

PRODUCTION SHOWING THE PROCESS OF THE SHOOT AS IT PROGRESSES AND THE PEOPLE INVOLVED IN THAT PROCESS. IT MAY **ONLY** FEATURE

TALENT WHO FEATURED IN THE COMMERCIAL / STILLS AND WHO WERE PAID USAGE FEES FOR THE MEDIUM ON WHICH IT IS BEING USED. IT IS

NOT A SEPERATE COMMERCIAL. IT CANNOT BE USED TO ADVERTISE THE PRODUCT. IT IS CLEARLY SEEN AS "MAKING OF" AND IS FREE OF CHARGE.

15. STILLS: PER IMAGE.

PRESS AND MAGAZINE IS CALCULATED AT 50% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.

E.G. TV IN FRANCE = 300%; THEREFORE PRESS AND MAGAZINE IN FRANCE = 150% PER IMAGE.

E.G. TV IN USA = 600%; THEREFORE PRESS AND MAGAZINE IN USA = 300% PER IMAGE.

BILLBOARDS / ELECTRONIC BILLBOARDS, BUILDING WRAPS, TRUCKS, TAXI'S, BUSES AND BUS STOPS ARE ALL CALCULATED INDIVIDUALLY AT 50% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.

POSTERS - SIZE A0 AND BIGGER IS CALCULATED AT 50% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.

E.G. TV IN FRANCE = 300%; THEREFORE POSTERS A0 AND BIGGER IN FRANCE = 150% PER IMAGE.

E.G. TV IN USA = 600%; THEREFORE POSTERS A0 AND BIGGER IN USA = 300% PER IMAGE.

POSTERS - SIZE A1 AND SMALLER IS CALCULATED AT 25% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.

E.G. TV IN FRANCE = 300%; THEREFOR POSTERS A1 AND SMALLER IN FRANCE = 75% PER IMAGE.

E.G. TV IN USA = 600%; THEREFORE POSTERS A1 AND SMALLER IN USA = 150% PER IMAGE.

ALL POINT OF SALE IS CALCULATED AT 75% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.

E.G. TV IN FRANCE = 300%; THEREFORE PER POINT OF SALE IN FRANCE = 225% PER IMAGE.

E.G. TV IN USA = 600%; THEREFORE PER POINT OF SALE IN USA = 450% PER IMAGE.

POS INCLUDES BACKING CARDS, SWING TICKETS, BROCHURES, LEAFLETS AND STICKERS.

PACKAGING IS CALCULATED AT 50% OF THE TV% OF THE COUNTRY CONCERNED PER IMAGE.

E.G. TV IN FRANCE = 300%; THEREFORE PACKAGING IN FRANCE = 150% PER IMAGE.

E.G. TV IN USA = 600%; THEREFORE PACKAGING IN USA = 300% PER IMAGE.

16. 24 HOUR NOTICE PERIOD:

THE MODEL AGENT / BOOKER MUST MAKE A COURTESY CALL TO THE CLIENT / PRODUCTION COMPANY / REPRESENTATIVE IN SOUTH AFRICA

BEFORE / WHEN USING THE 24 HOUR NOTICE. THE MODEL AGENCY / BOOKER MUST E - MAIL BOTH PARTIES CONCERNED STRAIGHT AFTER ONE

ANOTHER TO CONFIRM OR RELEASE THE MODEL / ARTIST. THE TIME THAT COUNTS IS THE TIME THAT THE SECOND CLIENT RECEIVES THE NOTICE.

THIS PERTAINS TO SOUTH AFRICAN LOCAL TIME AND THEREFORE WILL NOT BE AFFECTED BY DIFFERENT TIME ZONES. THE DISCUSSION TO CONFIRM

OR RELEASE MUST OCCUR BEFORE THE 24 HOUR NOTICE PERIOD IS UP AND NOT WHEN IT HAS EXPIRED. IF THE MODEL / ARTIST HAS NOT BEEN

CONFIRMED BEFORE THE 24 HOURS IS UP, THE AUTOMATICALLY BECOME AVAILABLE TO THE COMPANY CONFIRMING.

THE 24 HOUR NOTICE PERIOD MUST BE MADE MONDAY TO FRIDAY FROM 9AM TO 6PM. 24 HOURS GIVEN ON A FRIDAY EXPIRES ON THE SAME TIME

ON MONDAY, UNLESS IT IS THE FRIDAY IMMEDIATELY BEFORE THE SHOOT AND THE CLAUSE BELOW APPLIES:

BOOKINGS FOR THE WEEKEND AND MONDAY EXPIRE ON THE LAST FRIDAY BEFORE THE BOOKING AS FOLLOWS:

OPTIONS FOR A SATURDAY OR SUNDAY MUST BE CONFIRMED / RELEASED BY NO LATER THAN FRIDAY AT 1 PM.

OPTIONS FOR A MONDAY MUST BE CONFIRMED / RELEASED BY NO LATER THAN FRIDAY AT 6 PM.

DUE TO DIFFERENT TIME ZONES AND TAKING COGNIZANCE OF THE FACT THAT INTERNATIONAL CLIENTS - NOT IN SOUTH AFRICA - CANNOT

ALWAYS BE REACHED OVER WEEKENDS, THE 24 HOUR NOTICE PERIOD AS SET OUT ABOVE MUST BE FOLLOWED.

17. THE MILAGE RATE FOR ARTISTS / MODELS ARE IN LINE WITH CREW WORKING GUIDELINES AT R3.30 PER KILOMETRE.