

COUNTRY PERCENTAGES – 2020 GUIDELINES:

Kindly take note that the percentages contained herein do not in any way shape or form constitute a minimum percentage and / or maximum percentage that the contracting parties need to adhere to. The percentages are merely a guideline that may be used at the discretion of the contracting parties, in the event that there are uncertainties with regards to what percentages to allow / charge.

All Countries:	60%							
With The Exception of:	Algeria	Egypt	Morocco	Nigeria	South Africa	Mexico	Canada	USA
	120%	165%	120%	180%	200%	300%	200%	600%
Africa	Argentina	Brazil	Columbia	Austria	Belarus	Belgium	Czech Rep	Denmark
North America	175%	300%	165%	120%	90%	120%	120%	120%
South America	Dom Tom	Finland	France	France & Dom Tom	Germany	Greece	Hungary	Ireland
Europe	120%	120%	300%	400%	300%	120%	120%	90%
Asia	Italy	Netherlands	Norway	Poland	Portugal	Romania	Russia	Spain
Middle East	300%	165%	120%	240%	120%	165%	300%	300%
Australasia / Pacific	Sweden	Switzerland	Ukraine	UK	Serbia & Montenegro	China	Hong Kong	India
Central America	120%	120%	240%	300%	120%	300%	120%	300%
Worldwide	Indonesia	Japan	Malaysia	Pakistan	Philippines	Singapore	South Korea	Taiwan
	240%	300%	165%	165%	180%	120%	240%	180%
	Thailand	Saudi Arabia	Turkey	UAE	Australia	New Zealand		
	240%	120%	240%	120%	210%	90%		

Pan Africa	400%	Sub - Sahara	300%	Central Africa	200%	North Africa	240%
Central America	300%	Caribbean	200%	Central America and Caribbean	400%	USA & Mexico	700%
USA & Canada	700%	South America	400%	Latin America	500%	Scandinavia	250%
West Europe	600% (excl. UK)	West Europe	700% (incl. UK)	East Europe	400%	All Europe	900% (excl. UK)
All Europe	1000% (incl. UK)	Central Europe	350%	CEE	400% (excl. Russia)	CEE	500% (incl. Russia)
CIS	400% (excl. Russia)	CIS	500% (incl. Russia)	ZUG Countries	300%	All Asia	600%
South East Asia	300%	Middle East	300%	MENA Countries	600%	Pan Arabic	400%
Gulf Co – Operation Council	400%	Australasia / Pacific	300% excl. Australia)	Australasia / Pacific	400% (incl. Australia) 300% (excl. Australia)	EMEA Countries	1200%
BRICS Countries	600%	Worldwide	1600%				

USAGE TERRITORIES – 2020 GUIDELINES:

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Pan Africa	400%	All of Africa, excluding South Africa.
Sub Saharan Africa	300%	All countries below Sahara Desert excluding South Africa – Angola, Benin, Botswana, Burkina Faso, Burundi, Cape Verde, Cameroon, Central African Republic, Chad, Comoros, Congo, Democratic Republic of Congo, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea Bissau, Guinea, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tome, Sierra Leone, Senegal, Seychelles, Somalia, South Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe.
Central Africa	200%	Angola, Cameroon, Burundi, Central African Republic, Chad, Democratic Republic of the Congo, Republic of Congo, Equatorial Guinea, Gabon, Sao Tome & Rwanda.
North Africa	240%	Algeria, Egypt, Libya, Morocco, Sudan, Tunisia, Western Sahara.
Central America	300%	Belize, Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama.
Latin America	500%	All of South America, Central America, the Caribbean and Mexico.
Caribbean	200%	Anguilla, Antigua & Barbuda, Antilles, Aruba, Bahamas, Barbados, British Virgin Islands, Bonaire, Cayman Islands, Cuba, Curacao, Dominica, Dominican Republic, Grenada, Guadeloupe, Haiti, Jamaica, Martinique, Montserrat, Netherlands Antilles, Puerto Rico, Saba, Saint Eustatius, Saint Bartheleme, Saint Kitts & Nevis, Saint Vincent & the Grenadines, St Lucia, St Martin, Saint Maarten, Trinidad & Tobago, Turks & Caicos, US Virgin Islands.
North America	750%	Canada, United States, Greenland.
South America	400%	Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Falkland Islands, French Guiana, Guyana, Paraguay, Peru, Surinam, Uruguay, Venezuela, South Georgia.
Scandinavia - Nordic countries	250%	Denmark, Norway, Sweden, Finland, Iceland, Aland Islands, Faroe Islands, Greenland, Svalbard.
Europe Excluding UK	900%	Albania, Andorra, Armenia, Austria, Azerbaijan, Azores, Balearic, Belarus, Belgium, Bosnia-Herzegovina, Bulgaria, Canaries, Croatia, Cyprus, Czech Republic, Denmark, Dom Tom, Estonia, Faro, Finland, France, France & Dom Tom, Georgia, Germany, Gibraltar, Greece, Hungary, Iceland, Republic or Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxemburg, Macedonia, Madeira, Majorca, Malta, Moldova, Monaco, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Slovakia, Slovenia, Spain, St Pierre & Miquelon, Sweden, Switzerland, Ukraine, Serbia & Montenegro, Kosovo.
Europe Including UK	1000%	Albania, Andorra, Armenia, Austria, Azerbaijan, Azores, Balearic, Belarus, Belgium, Bosnia-Herzegovina, Bulgaria, Canaries, Croatia, Cyprus, Czech Republic, Denmark, Dom Tom, Estonia, Faro, Finland, France, France & Dom Tom, Georgia, Germany, Gibraltar, Greece, Hungary, Iceland, Republic or Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxemburg, Macedonia, Madeira, Majorca, Malta, Moldova, Monaco, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Slovakia, Slovenia, Spain, St Pierre & Miquelon, Sweden, Switzerland, Ukraine, United Kingdom, Serbia & Montenegro, Kosovo.
Western Europe Excluding UK	600%	Andorra, Austria, Belgium, Cyprus, France, Germany, Greece, Iceland, Republic or Ireland, Italy, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, Portugal, San Marino, Scandinavia, (Nordic Countries), Spain, Switzerland.
Western Europe Including UK	700%	Andorra, Austria, Belgium, Cyprus, France, Germany, Greece, Iceland, Republic or Ireland, Italy, Liechtenstein, Luxembourg, Malta, Monaco, Netherlands, Portugal, San Marino, Scandinavia, (Nordic Countries), Spain, Switzerland, United Kingdom.
Eastern Europe	400%	Albania, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Poland, Romania, Russia, Serbia, Montenegro, Kosovo, Slovenia, Slovakia, Ukraine.
Central Europe	350%	Albania, Bosnia-Herzegovina, Czech Republic, Croatia, Cyprus, Hungary, Kosovo, Macedonia, Poland, Romania, Serbia, Slovakia, Slovenia, Turkey.

CIS Excluding Russia	400%	Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Turkmenistan, Ukraine, Uzbekistan.
CIS Including Russia	500%	Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan.
Zug Countries	300%	Albania, Bosnia, Bulgaria, Croatia, Cyprus, Estonia, Iceland, Iran, Latvia, Lithuania, Macedonia, Malta, Montenegro, Romania, Slovenia.
(Near &) Middle East	300%	Bahrain, Cyprus, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Palestine, Saudi Arabia, Syria, Turkey, UAE, Yemen.
MENA Countries	600%	Algeria, Afghanistan, Armenia, Azerbaijan, Bahrain, Chad, Cyprus, Djibouti, Egypt, Eritrea, Ethiopia, Georgia, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Pakistan, Qatar, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, Turkey, United Arab Emirates, West Bank and Gaza (Palestine), Western Sahara and Yemen.
Gulf Cooperation Council (GCC)	400%	Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE.
Asia	600%	Afghanistan, Bangladesh, Bhutan, Brunei, Cambodia, China, East Timor, Hong Kong, India, Indonesia, Japan, Kazakhstan, Kyrgyzstan, Korea (North & South), Kyrgyzstan, Laos, Macao, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Tajikistan, Thailand, Turkmenistan, Uzbekistan, Vietnam, (ASIA Technically includes Russia, Turkey, Middle East, Azerbaijan, Armenia and Georgia)
South East Asia	300%	Andaman & Nicobar, Brunei, Burma, Cambodia, Christmas Island, Cocos, East Timor, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam.
Australasia / Pacific Excluding Australia	300%	Cook Islands, Easter Islands, Fiji, French Polynesia, Galapagos, Guam, Kiribati, Marshall Islands, Micronesia, Nauru, New Caledonia, New Zealand, Norfolk Islands, Northern Marianas, Niue, Palau, Papua New Guinea, Pitcairn Islands, American Samoa, Solomon Islands, Samoa, Tokelau, Tonga, Tuvalu, Vanuatu, Wallis & Futuna.
Australasia / Pacific Including Australia	400%	Australia, Cook Islands, Easter Islands, Fiji, French Polynesia, Galapagos, Guam, Kiribati, Marshall Islands, Micronesia, Nauru, New Caledonia, New Zealand, Norfolk Islands, Northern Marianas, Niue, Palau, Papua New Guinea, Pitcairn Islands, American Samoa, Solomon Islands, Samoa, Tokelau, Tonga, Tuvalu, Vanuatu, Wallis & Futuna.
EMEA Countries	1200%	Albania, Algeria, Andorra, Angola, Austria, Bahrain, Belarus, Belgium, Benin, Bosnia-Herzegovina, Botswana, Bulgaria, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Croatia, Cyprus, Czech Republic, Democratic Republic of the Congo, Denmark, Djibouti, Egypt, Equatorial Guinea, Eritrea, Estonia, Ethiopia, Faroe Islands, Finland, France, Gabon, Gambia, Georgia, Germany, Ghana, Gibraltar, Greece, Guernsey, Guinea, Guinea-Bissau, Hungary, Iceland, Iran, Iraq, Ireland, Isle Of Man, Israel, Italy, Ivory Coast, Jersey, Jordan, Kenya, Kuwait, Latvia, Lebanon, Lesotho, Liberia, Libya, Liechtenstein, Lithuania, Luxembourg, Macedonia, Madagascar, Malawi, Mali, Malta, Mauritania, Mauritius, Mayotte, Moldova, Monaco, Montenegro, Morocco, Mozambique, Namibia, Netherlands, Niger, Nigeria, Norway, Oman, Palestine, Poland, Portugal, Madeira & Azores, Qatar, Romania, Rwanda, San Marino, Sao Tome & Principe, Saudi Arabia, Senegal, Serbia, Sierra Leone, Slovakia, Slovenia, Somali Rep., South Africa, Spain, Sudan, Swaziland, Sweden, Switzerland, Syria, Tanzania, Togolese Rep., Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, Vatican City, Western, Sahara, Yemen, Zambia, Zimbabwe.
BRICS Countries	600%	Brazil, Russia, India, China & South Africa.

IMPORTANT NOTES:

United Kingdom (UK): The UK includes Northern Ireland and Channel Isles, Hebrides, Isles of: Silly, Man, Shetland, Orkney

Overseas Territories: All Countries include their overseas territories i.e. United States should include Guam, US Virgin Islands, Puerto Rico, American Samoa; France includes Dom Tom, UK includes Falklands, Bermuda, British Virgin Islands, Gibraltar, St. Helena etc.

USAGE MEDIUM DEFINITIONS AND PERCENTAGES – SOUTH AFRICA – 2020 GUIDELINES:

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DIGITAL / ELECTRONIC / MOVING MEDIA – SOUTH AFRICA – BASED ON THE DAY RATE: (Information that is digitally broadcast, streamed or contained in computer files and includes the below usage mediums)			
1.	Television <ul style="list-style-type: none"> Is never a secondary medium. One (1) Screengrab is included. To receive a free GIF, Internet must be paid for. 	200%	All forms of pay TV, free to air TV, Network TV, TV over the Internet, TV over Mobile devices, Cable TV, Satellite TV, Terrestrial TV, Streaming services, Subscription TV, Digital or Analog.
2.	Cinema	100%	Paid cinema placement.
3.	Direct Digital Marketing <ul style="list-style-type: none"> E- mails, MMS and Free Downloads. 	75%	Direct distribution via E- mail and MMS.
4.	Internet and Social Media – Original Content When footage from a single commercial, in part or full, is used, it will include the following: <ul style="list-style-type: none"> Banners Boomerang / Carousel Bumpers Corporate Website. GIF's One (1) Screengrab. Squeeze backs. on the Internet and Social Media sites i.e. Facebook, Instagram, Twitter and You Tube. Internet and Social Media – Additional Footage When new or additional footage is used that was not included in the original commercial the following percentage guidelines will apply to the below usage mediums.	175%	The Internet and Social Media, as made available or accessed via any platform or technology including websites, mobile phone technology, downloadable files, streaming formats, third party links, blogs, social media and apps.
	Banner	50%	Advertisement displayed on a webpage. Consist of a stills image or a multimedia object. There are 3 types of banners namely Flash, Animated GIF and Static Banner. Banners can also be used at the bottom of social media videos.
	Boomerang / Carousel	50%	Burst of photos that are stitched together into a high-quality mini video that plays forward and backwards. A moving digital format that plays in a continuous cycle for approximately 6 seconds.
	Bumper	50%	Bumpers are usually 6 seconds in length. It interrupts a social media video or plays before the video.
	Corporate Website and Social Media	100%	Corporate Website - a website that is used to represent a brand on the Internet Social Media – Facebook, Instagram, Twitter, You Tube etc.
	GIF	50%	A lossless format for image files that supports both animated and static images.
	Screengrab	50%	An image created by capturing and copying part of a Television or computer display at a particular moment
	Squeeze Back	50%	Reducing the size of a video to allow other items to be seen in the display area. A Squeeze back may be used during the closing credits of a programme or commercial to introduce the viewer to upcoming content along with other content.
5.	In Transit	100%	Paid Advertising – Digital / Electronic / Moving Media i.e. Television screen inside Automobiles, Buses, Planes, Taxi's and Trains.
6.	Out of Home (OOH)	150%	Digital / Electronic / Moving Media Advertising that focuses on marketing to consumers when they are "on the go". OOH falls into 3 main categories – billboards, street furniture and in transit. This does not include Public Location and POS elements.
7.	Per Point of Sale	50%	Digital / Electronic / Moving Media seen at point of purchase i.e. Television screens inside a bank or retail outlet.
8.	Public Location – 1 Year	75%	The use of a television commercial in a public space i.e. Forecourt, Soccer Stadium etc.
9.	Public Location – 6 Months	40%	
10.	Social Media Postings	Negotiate	The posting by a Performer endorsing a specific product on social media platforms such as Facebook, Instagram and Twitter.
11.	Tutorial	Negotiate	A method of transferring knowledge. A Tutorial seeks to teach by example and supply information to complete a certain task.

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ADVERTISING STILL MEDIA: PER IMAGE – SOUTH AFRICA – BASED ON DAY RATE:			
1.	ATM Screens	50%	The digital use of a Performers' image advertising a Financial Institution, its products or services on an ATM screen.
2.	Billboards / Electronic Billboards	100%	A large outdoor board for displaying advertisements either in still or electronic format.
3.	Building Wraps	100%	Building advertising wraps is the use of an image on highly durable materials placed on buildings for advertising purposes.
4.	Bus Stops	100%	Paid advertising placement on a Bus stop.
5.	Direct Digital Marketing • E- mails, MMS and Free Downloads	75%	Direct distribution via E- mail and MMS.
6.	Internet and Social Media It includes the following: • Banners • Boomerang / Carousel • Bumpers • Corporate Website. • GIF's • Squeeze backs. on the Internet and Social Media sites i.e. Facebook, Instagram, Twitter and You Tube. Internet and Social Media – Additional Images When a new or additional image is used that was not paid for, the following percentage guidelines will apply to the below usage mediums.	175%	The Internet and Social Media, as made available or accessed via any platform or technology including websites, mobile phone technology, downloadable files, streaming formats, third party links, blogs, social media and apps.
	Banner	50%	Advertisement displayed on a webpage. Consist of a stills image or a multimedia object. There are 3 types of banners namely Flash, Animated GIF and Static Banner. Banners can also be used at the bottom of social media videos.
	Boomerang / Carousel	50%	Burst of photos that are stitched together into a high-quality mini video that plays forward and backwards. A moving digital format that plays in a continuous cycle for approximately 6 seconds.
	Bumper	50%	Bumpers are usually 6 seconds in length. It interrupts a social media video or plays before the video.
	Corporate Website and Social Media	100%	Corporate Website - a website that is used to represent a brand on the Internet Social Media – Facebook, Instagram, Twitter, You Tube etc.
	GIF	50%	A lossless format for image files that supports both animated and static images.
	Screengrab	50%	An image created by capturing and copying part of a Television or computer display at a particular moment
	Squeeze Back	50%	Reducing the size of a video to allow other items to be seen in the display area. A Squeeze back may be used during the closing credits of a programme or commercial to introduce the viewer to upcoming content along with other content.
7.	In Transit	100%	Paid advertising placement on / inside Automobiles, Buses, Planes, Taxi's, Trains and Trucks.
8.	Out of Home (OOH)	150%	Stills Advertising that focuses on marketing to consumers when they are "on the go". OOH falls into 3 main categories – billboards, street furniture and in transit. This does not include Public Location or POS elements.
9.	Packaging	100%	The use of a Performers' image on the actual product or product packaging.
10.	Per Point of Sale	50%	All Media seen at point of purchase, whether static or motion video including retail display, electronic vending panels, in – store display, Backing cards, Leaflets, Brochures, Swing tags etc.
11.	Posters – A0 and Bigger	100%	A large printed photograph used for advertising.
12.	Posters – A1 and Smaller	50%	
13.	Press and Magazine	100%	The use of an image of a Performer advertising a company, product or service in a magazine or newspaper publication.
14.	Social Media Postings	Negotiate	The posting by a Performer endorsing a specific product on social media platforms such as Facebook, Instagram and Twitter.
15.	Street Poles	100%	Paid advertising placement on a poster that is mounted on a Street pole.

USAGE MEDIUM DEFINITIONS AND PERCENTAGES – INTERNATIONAL COMMERCIALS / STILLS ADVERTISING PRODUCED FOR THE FOREIGN MARKET BY A LOCAL ADVERTISING AGENCY – 2020 GUIDELINES:

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DIGITAL / ELECTRONIC / MOVING MEDIA – BASED ON THE COUNTRY PERCENTAGE CONCERNED: (Information that is digitally broadcast, streamed or contained in computer files and includes the below usage mediums)			
1.	Television <ul style="list-style-type: none"> Is never a secondary medium. One (1) Screengrab is included. To receive a free GIF, Internet must be paid for. 	See Page 1	All forms of pay TV, free to air TV, Network TV, TV over the Internet, TV over Mobile devices, Cable TV, Satellite TV, Terrestrial TV, Streaming services, Subscription TV, Digital or Analog.
2.	Cinema	25%	Paid cinema placement.
3.	Direct Digital Marketing <ul style="list-style-type: none"> E- mails, MMS and Free Downloads. 	37.5%	Direct distribution via E- mail and MMS.
4.	Internet and Social Media – Original Content When footage from a single commercial, in part or full, is used, it will include the following: <ul style="list-style-type: none"> Banners Boomerang / Carousel Bumpers Corporate Website. GIF's One (1) Screengrab. Squeeze backs. on the Internet and Social Media sites i.e. Facebook, Instagram, Twitter and You Tube. Internet and Social Media – Additional Footage When new or additional footage is used that was not included in the original commercial the following percentage guidelines will apply to the below usage mediums.	75%	The Internet and Social Media, as made available or accessed via any platform or technology including websites, mobile phone technology, downloadable files, streaming formats, third party links, blogs, social media and apps.
	Banner	25%	Advertisement displayed on a webpage. Consist of a stills image or a multimedia object. There are 3 types of banners namely Flash, Animated GIF and Static Banner. Banners can also be used at the bottom of social media videos.
	Boomerang / Carousel	25%	Burst of photos that are stitched together into a high-quality mini video that plays forward and backwards. A moving digital format that plays in a continuous cycle for approximately 6 seconds.
	Bumper	25%	Bumpers are usually 6 seconds in length. It interrupts a social media video or plays before the video.
	Corporate Website and Social Media	50%	Corporate Website - a website that is used to represent a brand on the Internet Social Media – Facebook, Instagram, Twitter, You Tube etc.
	GIF	25%	A lossless format for image files that supports both animated and static images.
	Screengrab	25%	An image created by capturing and copying part of a Television or computer display at a particular moment
	Squeeze Back	25%	Reducing the size of a video to allow other items to be seen in the display area. A Squeeze back may be used during the closing credits of a programme or commercial to introduce the viewer to upcoming content along with other content.
5.	In Transit	50%	Paid Advertising – Digital / Electronic / Moving Media i.e. Television screen inside Automobiles, Buses, Planes, Taxi's and Trains.
6.	Out of Home (OOH)	75%	Digital / Electronic / Moving Media Advertising that focuses on marketing to consumers when they are "on the go". OOH falls into 3 main categories – billboards, street furniture and in transit. This does not include Public Location and POS elements.
7.	Per Point of Sale	25%	Digital / Electronic / Moving Media seen at point of purchase i.e. Television screens inside a bank or retail outlet.
8.	Public Location – 1 Year	37.5%	The use of a television commercial in a public space i.e. Forecourt, Soccer Stadium etc.
9.	Public Location – 6 Months	25%	
10.	Social Media Postings	Negotiate	The posting by a Performer endorsing a specific product on social media platforms such as Facebook, Instagram and Twitter.
11.	Tutorial	Negotiate	A method of transferring knowledge. A Tutorial seeks to teach by example and supply information to complete a certain task.

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ADVERTISING STILL MEDIA: PER IMAGE – BASED ON THE COUNTRY PERCENTAGE CONCERNED:			
1.	ATM Screens	25%	The digital use of a Performers' image advertising a Financial Institution, its products or services on an ATM screen.
2.	Billboards / Electronic Billboards	50%	A large outdoor board for displaying advertisements either in still or electronic format.
3.	Building Wraps	50%	Building advertising wraps is the use of an image on highly durable materials placed on buildings for advertising purposes.
4.	Bus Stops	50%	Paid advertising placement on a Bus stop.
5.	Direct Digital Marketing • E- mails, MMS and Free Downloads	37.5%	Direct distribution via E- mail and MMS.
6.	Internet and Social Media It includes the following: • Banners • Boomerang / Carousel • Bumpers • Corporate Website. • GIF's • Squeeze backs. on the Internet and Social Media sites i.e. Facebook, Instagram, Twitter and You Tube. Internet and Social Media – Additional Images When a new or additional image is used that was not paid for, the following percentage guidelines will apply to the below usage mediums.	75%	The Internet and Social Media, as made available or accessed via any platform or technology including websites, mobile phone technology, downloadable files, streaming formats, third party links, blogs, social media and apps.
	Banner	25%	Advertisement displayed on a webpage. Consist of a stills image or a multimedia object. There are 3 types of banners namely Flash, Animated GIF and Static Banner. Banners can also be used at the bottom of social media videos.
	Boomerang / Carousel	25%	Burst of photos that are stitched together into a high-quality mini video that plays forward and backwards. A moving digital format that plays in a continuous cycle for approximately 6 seconds.
	Bumper	25%	Bumpers are usually 6 seconds in length. It interrupts a social media video or plays before the video.
	Corporate Website and Social Media	50%	Corporate Website - a website that is used to represent a brand on the Internet Social Media – Facebook, Instagram, Twitter, You Tube etc.
	GIF	25%	A lossless format for image files that supports both animated and static images.
	Screengrab	25%	An image created by capturing and copying part of a Television or computer display at a particular moment
	Squeeze Back	25%	Reducing the size of a video to allow other items to be seen in the display area. A Squeeze back may be used during the closing credits of a programme or commercial to introduce the viewer to upcoming content along with other content.
7.	In Transit	50%	Paid advertising placement on / inside Automobiles, Buses, Planes, Taxi's, Trains and Trucks.
8.	Out of Home (OOH)	75%	Stills Advertising that focuses on marketing to consumers when they are "on the go". OOH falls into 3 main categories – billboards, street furniture and in transit. This does not include Public Location or POS elements.
9.	Packaging	50%	The use of a Performers' image on the actual product or product packaging.
10.	Per Point of Sale	25%	All Media seen at point of purchase, whether static or motion video including retail display, electronic vending panels, in – store display, Backing cards, Leaflets, Brochures, Swing tags etc.
11.	Posters – A0 and Bigger	50%	A large printed photograph used for advertising.
12.	Posters – A1 and Smaller	25%	
13.	Press and Magazine	50%	The use of an image of a Performer advertising a company, product or service in a magazine or newspaper publication.
14.	Social Media Postings	Negotiate	The posting by a Performer endorsing a specific product on social media platforms such as Facebook, Instagram and Twitter.
15.	Street Poles	50%	Paid advertising placement on a poster that is mounted on a Street pole.

MEDIA PACKAGES – 2020 GUIDELINES:

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ALL MEDIA:		ALL DIGITAL / ELECTRONIC / MOVING MEDIA:		ALL STILLS MEDIA: PER IMAGE:	
Worldwide	2400%	Worldwide	2000%	Worldwide	2000%
USA	1000%	USA	800%	USA	800%
Western Europe excluding UK	900%	Western Europe excluding UK	700%	Western Europe excluding UK	700%
Western Europe including UK	1100%	Western Europe including UK	900%	Western Europe including UK	900%
Europe excluding UK	1200%	Europe excluding UK	1000%	Europe excluding UK	1000%
Europe including UK	1500%	Europe including UK	1200%	Europe including UK	1200%
South Africa	600%	South Africa	400%	South Africa	400%
All other Groups / Individual Countries	250% of TV %	All other Groups	150% of TV %	All other Groups	150% of TV %
		Individual Countries	175% of TV %	Individual Countries	175% of TV %

IMPORTANT NOTE:

If the **Primary Medium** – Television – is not purchased or renewed, the secondary medium i.e. Cinema, Internet or Public Location becomes the **Primary Medium** and a usage fee equal to the Television percentage of that Country applies.

USAGE PERIODS AND RENEWALS – 2020 GUIDELINES:

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0 – 3 Months (Johannesburg Agents Only)	50%
More than 3 Months not exceeding 6 Months	75%
More than 6 Months up to 12 Months	No Discount.

IMPORTANT NOTE:

If the original contract states **12 months** – a shorter renewal period must be negotiated with the Performer / Performers Agent.