

# MEAA Voiceover Industry Rate Card



## 1. Terms of Engagement

The following MEAA Australian voiceover industry rates are the agreed industry minimum for the engagement of voiceover artists in Australia. These rates were developed by MEAA Equity in consultation with its members. Rates are effective from May 1, 2025 with CPI reviewed annually based on market conditions (rounded to the nearest dollar).

## 2. Voiceover Rates – Visual Commercial: Television, BVOD, SVOD, Social Media, DOOH, Cinema, In-Game/In-App

A voiceover artist will be paid no less than the agreed minimum rates, as set out in the table below, for visual commercials on a per product, per hour, per platform and per track/key number basis.

*Please note: Organic/non-broadcast digital use of material on earned or owned media is included for the purchased time frame.*

Subsequent recording hours for the same commercial shall be at the submission rate if the recording has not yet been transmitted. The rate for a submission is \$220.00.

Should additional usage be required at a later date the performer will be paid an additional 100% of the total fee per key number.

When a commercial is produced for a specific visual platform and is later required to be used as an audio commercial, the performer will be paid an additional 100% of the national audio commercial fee for each separate audio platform for the relevant period (3, 4-6 or 12 months).

Where a single visual track requires a number of tags to be recorded in the one session, to air in a national campaign that is substantial in nature, the employer will negotiate in good faith a rate other than and superior to these agreed rates.

For definitions of each platform, see 'Additional Rates, Loadings and Definitions'.

### Visual Commercial Single Platform Rates

Length of Ad	National (more than 1 state)			Single state		
	12mth	4-6mth	3mth	12mth	4-6mth	3mth
1x6/1x10sec	\$865	\$700	\$530	\$545	\$475	\$400
1x15/1x30	\$980	\$785	\$590	\$645	\$545	\$445
1x45/1x60	\$1045	\$830	\$615	\$705	\$590	\$465
1x90	\$1115	\$885	\$660	\$765	\$625	\$500
1x2min	\$1175	\$935	\$695	\$805	\$670	\$525

### Visual Commercial Bundles

A discount applies when usage is bundled to include more than one platform for the categories of television, BVOD, SVOD or social media only. For example, when a visual commercial is produced for two platforms (ie. television as well as SVOD), the second will only be charged at an additional 50% for the relevant period (3, 4-6 or 12 months). If a third or fourth platform are also bundled, they can be added for an additional total 5% fee. This discount only applies if invoiced at the time of booking and is charged at the National Rate.

*\*Please Note: The platforms of Cinema, In-App/In-Game and all DOOH platform categories are not applicable for bundles and are payable at one additional fee each. See 'Additional Rates, Loadings and Definitions'.*

## 2 Platform Bundle Rates (first @ 100%; second @ 50%)

Length of Ad	12mth	4-6mth	3mth
1x6/1x10sec	\$1298	\$1050	\$795
1x15/1x30	\$1470	\$1178	\$885
1x45/1x60	\$1568	\$1245	\$923
1x90	\$1673	\$1328	\$990
1x2min	\$1763	\$1403	\$1043

## 3+ Platform Bundle Rates (first @ 100%; second @ 50%; third and fourth @ 5%)

Length of Ad	12mth	4-6mth	3mth
1x6/1x10sec	\$1341	\$1085	\$822
1x15/1x30	\$1519	\$1217	\$915
1x45/1x60	\$1620	\$1287	\$953
1x90	\$1728	\$1372	\$1023
1x2min	\$1821	\$1449	\$1077

## 3. Voiceover rates – Audio Commercials: Radio (Analogue Radio/DAB+/In-Store/ Internet Radio) OR Audio Streaming (Music Streaming/Podcast Streaming)

A voiceover artist will be paid no less than the agreed minimum rates, as set out in the table below, for radio commercials on a per product, per hour basis for up to **five** tracks.

Subsequent recording hours for the same commercial shall be at the submission rate if the recording has not yet been transmitted. The rate for a submission is \$220.00.

Should additional usage be required at a later date the performer will be paid an additional 100% of the total fee per key number.

When a commercial is produced for a specific audio platform and is later required to be used in a visual commercial, the performer will be paid an additional 100% of the national visual commercial fee for each separate visual platform for the relevant period (3, 4-6 or 12 months).

*\*Please Note: The platform of IN-GAME/IN-APP (Audio Only) is not included and is by Negotiation.*

For definitions of each platform, see 'Additional Rates, Loadings and Definitions'.

### Audio Commercial Single Platform Rates

National (more than 1 state)			Single state		
12mth	4-6mth	3mth	12mth	4-6mth	3mth
\$541	\$479	\$422	\$458	\$422	\$381

### Audio Commercial Bundles

A discount applies when usage is bundled to include more than one platform. For example, when an audio commercial is produced for both platforms (radio and audio streaming), the second will be charged at an additional 50% for the relevant period (3, 4-6 or 12 months). This discount applies only if invoiced at the time of booking and is charged at the National Rate.

### Radio and Audio Streaming Bundle Rates (first @ 100%, second @ 50%)

12mth	4-6mth	3mth
\$811	\$718	\$633

## 4. Automated Dialogue Replacement (ADR)

**Post Synchronisation:** A voiceover artist or actor required for post synchronisation or ADR shall be paid no less than the following:

Up to 60 seconds	relevant commercial rate PLUS <b>\$250</b> per commercial
Over 60 seconds	relevant commercial rate PLUS <b>\$320</b> per commercial

**ADR Looping:** A voiceover artist required for looping will be paid no less than \$125ph, min 4 hr call (no episode limit).

**ADR Dubbing:** A voiceover artist required for dubbing (revoicing of foreign language/accents characters) will be paid no less than the following:

<b>Non-credited</b> Characters (50 words or less )	\$125ph	Min 2.5 hr call
<b>Credited Characters</b>	\$175ph	Min 2.5 hr call

## 5. Audio Description

A voiceover artist required to do audio description will be paid: by negotiation.

## 6. Audiobooks

A voiceover artist required to narrate an audiobook will be paid no less than:

- In studio: \$250 pfh (per finished hour).
- Home or performer-sourced studio and editing additional fees: by negotiation.

The client must ensure:

- A pronunciation guide is provided where needed.
- A \$100 preparation fee is provided per narrator if there are two or more narrators on an audiobook.
- Character loadings and royalties are subject to negotiation.

A 'Standard pick-up package' is also to be provided when necessary. This includes:

- An explanation document, including pronunciation amendment guide where needed.
- A marked script with highlighted lines for correction.
- Sample recordings for re-recording and voice matching where needed.

## 7. Non-Commercial

A voiceover artist required to do corporate narration (including Intranet E-Learning, Explainers, Audio Presentations, Case Studies, Hype Reels, Awards Entry, etc) will be paid no less than:

	<b>Up to 3 min content Up to 30 min session</b>	<b>Over 3 min content Up to 60 min session</b>
Internal	\$325	\$485
Internet	\$380	\$670
Intranet e-learning	NA	\$485

## 8. Telephony (IVR, On Hold, etc)

A voiceover artist required to voice interactive voice response (IVR) systems and telephone messages (on hold) for **Australian use only**.

<b>IVR</b>	\$475 per entity minimum
<b>On hold</b>	\$370 per entity minimum

## 9. Visual or Audio Network Promotion

A voiceover artist required to voice a network promotion on a visual or audio platform owned by the licenced network. Fee (and duration): by negotiation.

## 10. AI Generated Synthetic Voice Doubles

The use of any part of a recording or performance by an artist for machine learning (to train Artificial Intelligence Large Language models) or to create a digital double (also known as “voice clone”, “synthetic voice”, “synthesisation” and “simulation”) is prohibited without explicit and informed consent of the artist in writing.

Voiceovers created using generative AI technology for the purposes of any of the platforms or usage found on this rate card will be paid at the same MEAA rate and for the same periods of usage as a studio recorded voice.

## 11. Additional Rates, Loadings & Definitions

*The following additional rates apply, unless higher rates are negotiated. All additional uses are by negotiation and will be paid at a minimum of the rates contained within this agreement.*

*Where a performer is required to source their own studio, self-direct, and/or create retail-ready files (Edit, Proof, Master), extra charges may be negotiated.*

### Overseas use

When Visual or Audio Broadcast Commercials are used in the following regions, the total fee will be multiplied by the following rates:

Region	% loading
NZ, Singapore, Hong Kong	100% each
Asia-Pacific	200%
UK	300%
US	500%
Europe	300%
Global	900%

### Superannuation

The rates detailed above on this card DO NOT include superannuation payable as stipulated under the terms of the Superannuation Guarantee (SG). As of July 1, 2024, superannuation is calculated as 11.5% of a performer’s ordinary time earnings, increasing to 12% as of July 1st 2025. Please refer to:

<https://www.ato.gov.au/businesses-and-organisations/super-for-employers/work-out-if-you-have-to-pay-super#ato-Whensuperguaranteeisrequired>

The Super Guarantee applies to ALL performers, paid as either an employee (TFN) OR as an independent contractor/sole trader (ABN). For clarification, please refer to:

[https://www.ato.gov.au/businesses-and-organisations/super-for-employers/work-out-if-you-have-to-pay-super/super-for-independent-contractors?redirected\\_calc\\_ECDSGETPaySuperContractors](https://www.ato.gov.au/businesses-and-organisations/super-for-employers/work-out-if-you-have-to-pay-super/super-for-independent-contractors?redirected_calc_ECDSGETPaySuperContractors)

### A Submission:

- Is defined as a recording where a performer is asked to voice a commercial script for demonstration purposes only.
- Can only be broadcast provided a final broadcast fee is paid.
- Must be notified to the artist/agent at the time of booking otherwise the full fee is payable.
- Will be considered to be going to air, unless otherwise notified, with the balance of the fee invoiced 30 days following the date of the job. (excluding research only scripts).
- The rate for a submission applicable to all categories is \$220.

### A Tag:

Is (for the purposes of the minimum rates clause above) additional information added to the end of one (1) original script, and that script will run in an identical format, across many Australian markets, the only difference being the end information:

- A business name.
- Physical location.
- Phone number.
- Updates (referring to a day or time in a variety of ways).

A tag may also include information that relates solely to the legal requirements of the jurisdiction where the commercial is to be transmitted.

### Research Narration:

Client proposal narrative for research purposes only: \$220.

## **Character Voices:**

Additional \$220 per character, per track (up to 5 tracks on radio). Note that the character fee is added to the base recording fee on all tracks, including cut-downs, tags, billboards and rollovers. A character voice constitutes any voice or sound that is beyond the range of a voiceover artist's normal reading voice, including any accent or voice for animated characters. Note that broadcast clearance of voice impersonation is the client's responsibility.

## **Alcohol:**

No additional loading payable.

## **Name Association:**

Double the total fee where the performer's name (either visually or audibly) is to be used in conjunction with any campaign.

## **Political:**

Double the total fee.

## **Organic/Non-Broadcast Digital definitions:**

### **Organic/Non-Broadcast Digital**

Content that gains visibility and engagement naturally, without paid promotion.

### **Earned Media**

- Exposure generated through investment in PR campaigns targeting traditional media or influencers to increase brand awareness.
- 'Word-of-mouth' that can be stimulated through viral and social media marketing. Includes unpaid posts or shares on social media, blogs and other online communities.
- This should not include broadcast within paid partnerships with influencers, blogs, vlogs, or 'op-ed' pieces.

### **Owned Media**

This is media owned by the brand including a company's own websites, blogs, social media page on Facebook, LinkedIn or X (Twitter) etc.

## **Visual and Audio Commercial Voiceover definitions:**

### **Visual**

- Television: Terrestrial broadcast television (eg. Seven Network, Nine Network, etc).
- BVOD: Broadcast video on demand (eg. Seven Plus, Nine Now etc).
- SVOD: Subscription video on demand (eg. Netflix, Amazon Prime etc).
- Social Media: (eg. Meta, TikTok, etc).
- DOOH: Digital out-of-home (Separate DOOH platforms include: stadiums, in-flight, point of sale, trade fairs, LED displays, interactive kiosks, digital billboards, etc).
- Cinema
- In-Game/In-App: In-game advertising (IGA) and In-app advertising (IAA) are ways for companies to monetise their game (eg. Cookie Run: Kingdom) or app (eg. Duolingo) by serving ads to users.

### **Audio**

- Radio: Analogue radio (AM/FM radio stations), DAB+/Digital Audio Broadcasting Plus (does not require an internet connection), in store radio (eg. Coles Radio)/internet radio, internet radio (requires an internet connection).
- Audio streaming: Music streaming (eg. Spotify), podcast streaming (eg. Spotify/Apple Podcasts).
- In-game/In-app audio only: In-Game Advertising (IGA) and In-App Advertising (IAA) are ways for companies to monetise their Game or App functionality by serving ads to users.

## **Non-Commercial Voiceover definitions:**

### **Internal**

Non-Broadcast, Non-Saleable, In-house Company use only. Not for commercial distribution. (eg. Promotional Hype Reel or Showreel, etc).

### **Internet**

Non-Commercial Digital Use \*Hosted on Client website - Short online video used to explain company product/services (eg. Internet Presentation, Online Case Study, AV Presentation/Sales Videos, Hype/Sizzle reels, Organic Social Media, etc).

### **Intranet E-Learning**

Internal Release Only - Content that is created to explain company Product/Services (eg. Employee Training Modules, Internet Presentation, AV Presentation/Sales Videos, Intranet-based Student or Employee Services, Not-For-Sale, etc).

For more information about minimum rates for performers, please contact  
MEAA Member Central on 1300 656 513 or [members@meaa.org](mailto:members@meaa.org)

### **Not a member?**

Scan the QR code to join the union for workers in the arts and entertainment industries.

