



# MEAA Voiceover Industry Rate Card Explanatory Memorandum

The purpose of this memorandum is to provide clear context and explanations for the changes made to the current rate card.

Specifically, it provides explanations for updates on the 2023 MEAA Commercial Voiceover - Industry Rate Card (herein referred to as the 2023 MEAA Commercial Rate Card), and for adjustments based on feedback from the 2025 March Rate Card.

We recommend using MEAA definitions and descriptions to maintain consistency across the industry.

## Background

Over the last 12 months, the elected MEAA Alliance of Voice Artists (MAVA) Committee has undertaken the monumental task of creating the new [2025 MEAA Voiceover Industry Rate Card](#) (herein referred to as the 2025 MEAA Rate Card).

Extensive research and engagement with industry members took place throughout its development to create the best, fairest outcome for all industry members. The Committee engaged in extensive focus groups with MEAA members across many categories, conducted meetings and calls with voiceover agents, and consulted with leading CGA casting directors.

## Rate increases

Rate increases have taken into account the total MEAA fee increases since the 2015 MEAA Commercial Rate Card release (11.48% compounded over two increases) compared to the total CPI (31.99% compounded annually), as calculated independently and cross referenced with the [RBA Inflation Calculator](#). We also considered the recent feedback on the initial 2025 March Rate Card.

## Application

The 2025 MEAA Rate Card is effective from July 1, 2025. Any voiceover jobs quoted before July 1 will be subject to the 2023 MEAA Commercial Rate Card fees. Any rollovers will be quoted at the initial agreed rate, not per this card's rates.

## 2 - Voiceover Rates - Visual Commercials

In the 2023 MEAA Commercial Rate Card, this section was labelled "Voiceover Rates - TV/Cinema Commercials". Online usage was referenced as a separate category applicable for bundling with either TV or Cinema. Due to the expansion of the Visual Advertising landscape and inconsistencies regarding inclusions across different agencies, the platforms of TV, BVOD/SVOD, PIP (Paid-Internet-Placement), Single DOOH (Digital-Out-Of-Home) and Cinema and their respective inclusions have been clearly identified. Bundle options have been slightly altered and are clearly represented in the Inclusions Table on page 1.

In the Visual Commercial Section, there are **only** two standard price increases. The first is the price of the former platform, Online, expanding to two categories: BVOD/SVOD and PIP. This was formerly a 100%

fee, which is now a 140% bundle fee. The second increase is the bundle price incorporating all three categories (TV + BVOD/SVOD + PIP), increasing by 5% to 145%.

It is important to note that when the Online platform was first introduced on January 1, 2015 within the 2015 MEAA Commercial Rate Card revision (as well as all updates until the 2023 MEAA Commercial Rate Card) it was defined as: “**internet or Australian mobile devices**”. As they didn’t exist at that time, advertising on BVOD and SVOD were not included in that statement, meaning usage across these new platforms was essentially included as a **free asset**. Given the exponential growth of VOD advertising and the ten-year gap between the last revision, acknowledgement of these major platforms was well overdue.

It should also be noted that Online bundles were being sold at lower rates due to an apparent misinterpretation of a stipulation in the 2023 MEAA Commercial Rate Card, which impacted what was being invoiced.

A Television (or) Cinema + Online Bundle was always at the discounted bundled rate of **100% + 50%** (see ‘[equity-sum-comm-vo-rates-2023](#)’ Section 4(b)).

However, a further 10% total discount was only available under these specific terms: “When both television/cinema and internet usage are **purchased** as a bundle at the time of the initial booking, via a single invoice and billed at the final rate card rate, a 10% discount of the rate applies” (see ‘[equity-sum-comm-vo-rates-2023](#)’ Section 4(c)).\*

Many producers gave feedback that this was rarely an option due to the nature of broadcast options not being confirmed until right before dispatch. However, some performer processing agencies and talent agencies incorrectly quoted this extra discount. Therefore, due to this disparity and confusion amongst the industry, it has been removed. The 2025 MEAA Rate Card clearly states that the standing Bundle discounts “only apply if **quoted** at the time of booking.”

\*As the contract stipulations referenced above are still in place in the 2023 MEAA Commercial Rate Card up to and including June 30, **any performer processing entities and freelancers who are currently quoting this discount incorrectly should stop doing so.**

Cinema has also been removed from bundling and set at a standard 100% fee. This is because in most cases, Cinema was only bought as an addition to either a stand-alone Television purchase or as an addition to a Television + Online Bundle. Based on some of our feedback, we must reiterate that Cinema has **never** been available in a bundle with Television. Additionally, consistent with the previous MEAA Rate Cards, Visual Commercial bundles only apply at the National Rate.

Given that implementing the above changes would increase certain rates, we chose to freeze individual Visual Commercial Platform fees at those set in the 2023 MEAA Commercial Rate Card (agency rounded), rather than implement any CPI increase.

**Additionally, since the 2025 March Rate Card we have:**

- Reduced the expansion of the former Online platform from four platforms/categories (BVOD, SVOD, Social Media and In App/In Game) and have restructured them all to fit within two platforms (BVOD/SVOD and PIP) (see the Inclusions Table).

- Incorporated Social Media into the larger platform of PIP. This platform will include media such as YouTube, as well as Website Advertising, In App/In Game among other items listed in the table.
- Re-introduced the 200% cap on all DOOH usage. Single DOOH will remain excluded from the bundle and is to be charged at 100%.
- Further clarified that there is a 155% cap on all usage specifically pertaining to Television, BVOD/SVOD and PIP, as aided by the use of the Inclusions Table.
- Moved Post Synchronisation to the end of this section as it appears some confusion arose when it was included under the new ADR Section.
- Incorporated a note into the Post-Synchronisation section: “For On-Camera Talent Post-Synch refer to the ‘[Standard Contract for Advertising Performances in Visual \(On-Camera\) Commercials](#)’. Unless specified prior to auditioning, any recordings by On-Camera talent for the purpose of a brand voiceover will be charged at the relevant voiceover rate.”

### **3 - Voiceover Rates - Audio Commercials**

In the 2023 MEAA Commercial Rate Card, this section was labelled “Voiceover Rates - Made for Radio Commercials”, with online usage referenced in a separate category. The updated 2025 MEAA Rate Card reflects the current media landscape with the addition of Audio Streaming (inclusive of Music Streaming and Podcast Streaming). It can be bundled with Radio, consistent with how Australian agencies have been quoting to date.

The previously agreed annual CPI increase of 3% has been implemented on Audio Commercial usage only. To clarify any confusion regarding each platform’s inclusions, DAB+ is included under Radio, as it doesn’t support on demand/catch-up radio. All streaming content — podcasts, music, and app content — will fall under Audio Streaming.

#### **Additionally, since the 2025 March Rate Card we have:**

- Moved and defined In-Store (Audio): “Branded Radio or Audio Advertising that is broadcast via Analogue Radio, DAB+ or Internet Radio inside a public facing business/store”, which has been confirmed as a separate usage platform and should attract a single Audio fee.

**Note: This amendment was added to the card on May 8, 2025.**

- Clarified that Audio Commercial rates are applicable for up to five key numbers/per original session.

### **4 - ADR**

In the 2023 MEAA Commercial Rate Card there was only a Post-Synchronisation rate specifically for Visual Commercials. With the 2025 MEAA Rate Card we have broadened this section into Automated Dialogue Replacement (ADR) to introduce Looping and Dubbing for the first time, informed by focus groups with industry leaders.

#### **Additionally, since the 2025 March Rate Card we have:**

- Moved Post Synchronisation from this section to the Visual Commercials Section, as further elaborated on under Section 2.

- No longer stipulated Looping Rates on this Rate Card. Instead, a reference to the MEAA Equity Screen Agreements (AFFCA, ATPA) is now included.
- Defined ADR Looping within the Definitions section.

### **5 - Audio Description**

Audio Description has been included in the 2025 MEAA Rate Card for the first time.

#### **As a small addition since the 2025 March Rate Card, we have:**

- Included a definition for Audio Description: “A narration track that provides verbal descriptions of the visual elements of a program, such as a film, TV show, or theatrical performance, for individuals who are blind or have low vision.”

### **6 - Audiobooks**

Audiobooks have been included in the 2025 MEAA Rate Card for the first time. The PFH rate reflects the many audiobooks already being narrated within the Australian landscape, aligning with current industry standard minimums. The Card also ensures that a preparation fee is applied when two or more narrators work on an audiobook to help cover the additional preparation required when total PFH rates aren't charged.

#### **As a small addition, since the 2025 March Rate Card we have;**

- Added another statement: “A prep fee is provided where applicable.”

### **7 - Non Commercial**

Non-Commercial rates have also been included in the 2025 MEAA Rate Card for the first time to ensure standardisation across the industry. These were determined with reference to current agency rate cards. For example, Internal rates for ‘Up to 3 min content/Up to 30 min session’ ranged from \$310 to \$335 across different agency cards, now standardised at a \$325 minimum.

#### **As a small addition, since the 2025 March Rate Card we have:**

- Provided additional descriptions to clarify what constitutes Non-Commercial usage.

### **8 - Telephony (IVR, On Hold, etc)**

For the first time, Telephony minimum rates have been included in the 2025 MEAA Rate Card. As with the Non-Commercial sector, these were determined with reference to a range of agency rate cards. For example, IVR rates for small business entities remained fairly consistent between \$470 and \$475 and therefore have now been standardised at \$475 on this card.

### **9 - Visual or Audio Network Promotion**

Visual or Audio Network Promotion has been included in the 2025 MEAA Rate Card for the first time.

### **10 - AI Generated Synthetic Voice Doubles**

To reflect the current landscape, we have introduced an AI statement into the 2025 MEAA Rate Card to clearly outline that any and all recordings are protected from machine learning and digital double use without the artist's explicit and informed written consent.

**As a small addition, since the 2025 March Rate Card we have:**

- Added a recommendation of and a link to the [MEAA AI Rider](#).

### **11 - Superannuation**

Superannuation was referenced on the 2023 MEAA Commercial Rate Card; however, it is further elaborated in the 2025 MEAA Rate Card.

**As some small additions, since the 2025 March Rate Card we have:**

- Reinstated Superannuation with its own dedicated section, as it had for the 2023 MEAA Commercial Rate Card.
- Ensured the 2025 MEAA Rate Card references updated Superannuation rates.
- Reflected the minimum Super Guarantee (SG) rate payable from July 1, 2025.
- Made clear the SG entitlement is applicable to all voice performers under the [Superannuation Guarantee \(Administration\) Act \(SGA\) s12\(8\)\(c\)](#).
- Referenced MEAA's position that Super should be applicable to all rollovers.

### **12 - Additional Rates & Loadings**

The 2025 MEAA Rate Card reflects almost the same Additional Rates and Loadings as the 2023 MEAA Commercial Rate Card.

**As some small additions, since the 2025 March Rate Card we have:**

- Separated Additional Rates and Loadings from the Definitions Section.
- Decreased Global Loading to 600% after further consideration of overseas markets and agency feedback.

### **13 - Definitions**

The 2025 MEAA Rate Card has many of the same terms as the 2023 MEAA Commercial Rate Card, along with definitions for platforms such as BVOD and SVOD to reflect the ever-evolving media landscape.

**Additionally, since the 2025 March Rate Card we have:**

- Separated Definitions into its own section.
- Moved inclusions for platforms to the relevant Inclusion Tables.
- Updated simplified definitions for greater clarity.
- Included new definitions for; PIP, Post Synchronisation, ADR Looping, and In-Store (Audio).

**Note: A new definition for In-Store (Audio) was added to the card on May 8, 2025.**

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***To the Producers, Processing and Talent Agents and Voice Industry Professionals,***

*We thank you for your feedback, transparency, collaboration, and continued support of MEAA in its advocacy for Australian Voiceover Artists.*

#### **MAVA Committee**

MAVA (MEAA Alliance of Voice Artists) is a MEAA committee dedicated to the advocacy and advancement of voice artists in Australia. The MAVA committee is elected by and from professional voice artist MEAA members. For more information see: [MEAA Alliance of Voice Artists \(MAVA\)](#).

The Media Entertainment and Arts Alliance is the largest and most established union and industry advocate for Australia's creative professionals. For more information, contact MEAA Member Services Team at [members@meaa.org](mailto:members@meaa.org) or 1300 65 65 13.