

# 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 July 1, 2025 with CPI reviewed annually based on market conditions (rounded to the nearest dollar).

## 2. Voiceover Rates — Visual Commercials

The following table outlines the inclusions, as well as bundle eligibility, for the Visual Commercial Platforms of: Television, BVOD/SVOD, PIP (Paid-Internet-Placement), Single DOOH (Digital-Out-Of-Home) and Cinema.

*Organic/non-broadcast digital use of purchased material on earned or owned media is included. For definitions, please see, 'Definitions' on pg 5.*

### Visual Commercial Platform Inclusions

Platform	Inclusions	Bundle Eligibility
<b>Television</b>	Free to Air (FTA) TV: eg. Seven Network, Nine Network Pay TV: eg. Foxtel	<b>YES</b>
<b>BVOD/SVOD</b>	Broadcast Video on Demand: eg. Seven Plus, Nine Now etc. Subscription Video on Demand: eg. Netflix, Amazon Prime etc. <i>*Includes Free Ad-supported Streaming TV (FAST): eg. Samsung TV</i>	<b>YES</b>
<b>PIP</b>	<i>Paid-Internet-Placement includes:</i> Social Media: eg. Meta, TikTok, YouTube, Twitch, etc. In Game Advertising (IGA): eg. Cookie Run: Kingdom In App Advertising (IAA): eg. Duolingo Paid Website, Email or Search Engine Advertising	<b>YES</b>
<b>Single DOOH</b>	<i>Single Digital-Out-Of-Home Platforms* include:</i> Stadiums, In-flight, In-Store (Visual)/Point-of-Sale (POS), Trade Fairs, LED Displays, Interactive Kiosks, Digital Billboards, etc.	<b>NO</b> <i>*All DOOH usage is capped at 200% max</i>
<b>Cinema</b>	Cinema** Advertising	<b>NO</b> <i>**Billed at 100%</i>

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.

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.

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.

The rate for a Submission or Revision is \$220.00.

### Visual Commercial Single Platform Rates

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

## 2. Voiceover Rates — Visual Commercials Cont.

### Visual Commercial Bundles

A discount applies when usage is bundled across Television, BVOD/SVOD, and PIP platforms only. If a commercial is used on two platforms (e.g. Television and BVOD/SVOD), the second is charged at an additional 50% (total 150%) for the relevant usage period. If all three are bundled, the third is added for an extra 5% (total 155%) for the relevant usage period. These discounts only apply if quoted at the time of booking and are charged at the National Rate.

Please Note: Cinema and Single DOOH platforms are not applicable for bundles. Refer to the Inclusions Table on pg 1 for inclusions and billing options.

#### 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 @ 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

### Post Synchronisation of Visual Commercials:

A Voiceover Artist required for Post Synchronisation of a Visual Commercial will be paid no less than the following in addition to the relevant rate:

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

Please Note: For On-Camera Talent Post-Synchronisation, 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

The following table outlines the inclusions for the Audio Commercial Platforms of Radio, Audio Streaming and In-Store (Audio Only). For definitions, please see, 'Definitions' on pg 5.

### Audio Commercial Platform Inclusions

Platform	Inclusions	Bundle Eligibility
<b>Radio</b>	Analogue Radio: AM/FM radio stations DAB+: eg. Nova 90's Internet Radio: eg. iHeartCountry Australia	<b>YES</b>
<b>Audio Streaming</b>	Music Streaming: eg. Spotify, Apple Music Podcast Streaming: eg. Spotify, Apple Podcasts, LiSTNR	<b>YES</b>
<b>In-Store</b>	In-Store Radio: eg. Woolworths, Coles	<b>NO</b>

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

Should additional usage be required at a later date, the performer will be paid an additional 100% of the total fee (up to five key numbers/per original session).

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.

The rate for a Submission or Revision is \$220.00 (up to five key numbers/per single session).

### 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

### 3. Voiceover Rates — Audio Commercials Cont.

#### Audio Commercial Bundles

A discount applies when usage is bundled across Radio and Audio Streaming platforms. If a commercial is used on both platforms, the second is charged at an additional 50% (total 150%) for the relevant usage period.

This discount only applies if quoted 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)

**ADR Looping:** A Voiceover Artist required for Looping will be paid no less than the rates stipulated in the MEAA Equity Screen Agreements (AFFCA, ATPA) as a Performer Class 2.

**ADR Dubbing:** A Voiceover Artist required for Dubbing (re-voicing of foreign language/accented characters) will be paid no less than the following:

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

### 5. Audio Description

A Voiceover Artist required for Audio Description (a narration track providing verbal descriptions of the visual elements of a program, like a film, show, or theatrical performance for individuals who are blind or have low vision) will be paid: By Negotiation

### 6. Audiobooks

A Voiceover Artist required to narrate an audiobook will be paid no less than:

<b>In Studio</b>	\$250 pfh (per finished hour)
<b>Home/Performer-sourced Studio &amp; Editing</b>	Additional fees: By Negotiation

The client must ensure:

- A pronunciation guide is provided where needed.
- A prep fee is provided where applicable.
- An additional \$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:

Narration Type	Up to 3 min content Up to 30 min session	Over 3 min content Up to 60 min session
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** will be paid no less than:

<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 licensed 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”, “simulation”, etc) is prohibited without the explicit and informed written consent of the artist.

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.

MEAA recommends the use of the [AI Rider](#)

## 11. Superannuation

The rates detailed on this card **DO NOT** include Superannuation. Superannuation is payable as stipulated under the terms of the [Superannuation Guarantee \(Administration\) Act \(SGA\) s12\(8\)\(c\)](#), at 12% from July 1, 2025.

The Super Guarantee applies to **ALL** performers, paid as either an employee (TFN) OR as an Independent Contractor/Sole Trader (ABN).

MEAA recommends that payment of Superannuation on contracted and all subsequent rollovers be negotiated into every deal to support performers’ retirement incomes.

## 12. Additional Rates & Loadings

The following additional rates and loadings apply, unless higher rates are negotiated. All additional uses are by negotiation and will be paid, at a minimum, the relevant rate contained within this rates card.

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 Commercials are used in the following regions, the total Australian fee will be multiplied by the following rates:														
	<table><tr><th>Region</th><th>% Loading</th></tr><tr><td>NZ, Singapore, Hong Kong</td><td>100% each</td></tr><tr><td>Asia-Pacific</td><td>200%</td></tr><tr><td>UK</td><td>300%</td></tr><tr><td>US</td><td>500%</td></tr><tr><td>Europe</td><td>300%</td></tr><tr><td>Global</td><td>600%</td></tr></table>	Region	% Loading	NZ, Singapore, Hong Kong	100% each	Asia-Pacific	200%	UK	300%	US	500%	Europe	300%	Global	600%
Region	% Loading														
NZ, Singapore, Hong Kong	100% each														
Asia-Pacific	200%														
UK	300%														
US	500%														
Europe	300%														
Global	600%														
Research Narration	Client proposal narrative for research purposes only: \$220.														
Alcohol	No additional loading payable.														
Name Association	Double (200%) the total fee where the performer’s name (either visually or audibly) is to be used in conjunction with any campaign.														
Political	Double (200%) the total fee.														
Character Voices	A character fee is added to the base recording fee on all tracks, including Cut-Downs, Tags, Billboards, Rollovers, Submissions and Revisions. 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. The rate for a Character Voice is an additional \$220 per character, per track (up to 5 tracks for Audio) <i>Please note: Broadcast clearance of Voice Impersonation is the client’s responsibility.</i>														

## 13. Definitions

<b>Tag</b>	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: <ul style="list-style-type: none"> <li>• A business name</li> <li>• Physical location</li> <li>• Phone number</li> <li>• Updates (referring to a day or time in a variety of ways)</li> <li>• May include information that relates solely to the legal requirements of the jurisdiction where the commercial is to be transmitted.</li> </ul>
<b>Submission</b>	A recording where a performer is asked to voice a commercial script for demonstration purposes only. It: <ul style="list-style-type: none"> <li>• Can only be broadcast provided a final broadcast fee is paid</li> <li>• Must be quoted to the artist/agent at the time of booking, otherwise the full fee is payable</li> <li>• Will be considered to be going to air, unless otherwise notified, with the balance of the fee invoiced 30 days after the date of the job (excluding confirmed demonstration scripts only).</li> </ul>
<b>Revision</b>	A new recording session for a previously voiced Commercial track that is yet to go to air, either for pick-ups or an updated script.
<b>FTA TV</b>	Free to Air television broadcast terrestrially to everyone and can be watched for free.
<b>Pay TV</b>	Pay television that you can watch only if you pay a fee such as a subscription to a satellite or cable television company.
<b>BVOD</b>	Broadcast Video on Demand. Any content from traditional TV broadcasters that is made available online for viewers to consume at any time.
<b>SVOD</b>	Subscription Video on Demand. An online VOD service based on (usually) a monthly payment for (usually) unlimited content.
<b>PIP</b>	Paid-Internet-Placement. Paid Visual Commercial Advertising via the internet that plays within Social Media platforms, In Game/In App platforms, Websites, Emails or Search Engine Advertising.
<b>In App</b>	Advertising served to users of an app.
<b>In Game</b>	Paid Visual Commercial Advertising that appears in Video Games. These ads can either be programmed into the game and are unchangeable (static) or programmed to be changed (dynamic).
<b>DOOH</b>	Digital-Out-Of-Home. Media played in publicly accessible spaces presented through digital infrastructure.
<b>Cinema Advertising</b>	Paid Visual Commercial Advertising that plays in a Cinema/Theatre.
<b>Radio</b>	Analogue radio AM/FM radio stations.
<b>DAB+</b>	Digital Audio Broadcasting Plus. Uses digital technology to distribute radio stations. <i>Does not require an internet connection.</i>
<b>Internet Radio</b>	Also known as online or web radio, is a digital audio service streamed over the internet. <i>Requires an internet connection.</i>
<b>Music Streaming</b>	An online service that enables users to listen to music, often via an app or website.
<b>Podcast Streaming</b>	An online service that enables users to listen to podcasts, often via an app or website.
<b>In-Store (Audio)</b>	Branded Radio or Audio Advertising that is broadcast via Analogue Radio, DAB+ or Internet Radio inside a public-facing business/store.
<b>Internal Non-Commercial</b>	Non-Broadcast, Non-Saleable, In-house Company use only. Not for commercial distribution. (eg. Promotional Hype Reel or Showreel, etc).
<b>Internet Non-Commercial</b>	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).
<b>Intranet E-Learning Non-Commercial</b>	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).
<b>Organic/ Non-Broadcast Digital</b>	Content that gains visibility and engagement naturally, without paid promotion on Earned or Owned Media.
<b>Earned Media</b>	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 does not include broadcast within paid partnerships with influencers, blogs, vlogs, or 'op-ed' pieces.
<b>Owned Media</b>	This is media owned by the brand including a company's own websites, blogs, social media accounts eg. Facebook, LinkedIn, X (Twitter), etc.
<b>Post Synchronisation</b>	The recording of dialogue and sound effects in synchronisation with the picture.
<b>ADR Looping</b>	ADR Looping adds specific vocal background to scenes. It is a highly specialised skill that requires strong acting, improvisation, and vocal versatility. Loop artists must perform multiple characters, accents and/or languages within a session, while maintaining the vocal stamina needed for long recording hours.

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.

