



PERSONAL MANAGERS' ASSOCIATION

## Quick Reference

### Difference between IPA and Local On Camera Contracts

International	Local
<p>if after 4 months after shoot the commercial not flighted then a usage fee of 110% is payable before the delayed broadcast if not specified in the contract</p>	<p>Holding Fee - payable if date of ff more than 60 days from final date of shoot and usage has not been paid or when ff date has moved or not stipulated.</p> <p>Agency has 90 days to give ff date but must pay from 60 days after shoot date Holding fee is usage fee/usage period per month</p>
<p>Renewal percentage - 110% per year</p>	<p>Renewal percentage - PMA and SAPAMA - 150% for first year renewal and then 125% NAMA and other - 125% per year</p>
<p>Post Sync - 100% of day rate but negotiated to 50% of day rate if less than 2 hours</p>	<p>Post Sync - Perf fee as per the voice rate card</p>
<p>Remake/Additional calls - 100% of day rate</p>	<p>Remake/Additional calls - 100% of day rate</p>
<p>Rejection fee - 100% of Total perf fee</p>	<p>Rejection fee - 100% of Total perf fee</p>
<p>Working hours - 11 hours</p>	<p>Working Hours - 10 hours</p>
<p>Overtime - 10% of daily up to 16 hours then 15% for every hour or part thereof</p>	<p>Overtime - 15% of daily for first 4 hours then 20 % for every hour or part thereof</p>
<p>Weather call - 100%</p>	<p>Weather call - 100%</p>
<p>Night Shoot - 150% of day rate</p>	<p>Night Shoot - normal day rate</p>
<p>Travel days - 50% of call rate</p>	<p>Travel Days - 50% of call rate</p>
<p>Hold day - 50% of call rate</p>	<p>Hold day - 50% of call rate</p>

International	Local
<p>Call backs - 1st free for up to 1 hour - then 10% per hour of daily 2nd or more call backs - mutually agreed fee</p>	<p>Call back - 1st free for up to 2 hours - then 15% per hour of daily 2nd or more call backs - 15% of call fee per hour</p>
<p>Wardrobe - First fitting free for up to 2 h then 10% per hour of daily 2nd wardrobe - mutually agreed fee</p>	<p>Wardrobe - If confirmed - 2 hours free then R250 per hour or part thereof 2nd fitting - R500 3rd fitting - R750 If not confirmed - R250 per hour or part thereof</p>
<p>Exclusivity - to be negotiated Usually 3 x usage fee</p>	<p>Exclusivity - partial - meaning not doing another competitive product Total - not doing any other product</p>
<p>Cancellation fee - 72 - 48 hours 25% of call fee or R500 whichever is greater 48 - 24 Hours - 50% or R500 whichever is greater less than 24 hours - full call fee</p>	<p>Cancellation fee - 72 - 48 hours 25% of call fee or R500 whichever is greater 48 - 24 Hours - 50% or R500 whichever is greater less than 24 hours - full call fee</p>
<p>Rehearsal - 50% of call fee for up to 5 hours limited to max of 2 hours overtime then full call fee - normal overtime rate apply</p>	<p>Rehearsal - 50% of call fee</p>
<p>If tv not taken the medium taken becomes the primary medium at the tv % of the country</p>	<p>If tv not taken the medium taken becomes the primary medium at 200%</p>
<p>Topless - 1.5 x the day rate Nude - double the day rate</p>	<p>Topless - 1.5 x the day rate Nude - double the day rate</p>
<p>Shorter usage periods - 0 - 3 months - 50 % of usage fee - jhb only 3 - 6 months - 75 % of usage fee 6 - 12 months - no discount all mediums must flight for the same amount of time, tv can't be 6 months and internet 12.</p>	<p>Shorter usage periods - 0 - 3 months - 50 % of usage fee - jhb only 3 - 6 months - 75 % of usage fee 6 - 12 months - no discount all mediums must flight for the same amount of time, tv can't be 6 months and internet 12.</p>
<p>Stills - must be used within the same period as the original medium</p>	<p>Stills - must be used within the same period as the original medium</p>

International	Local
Internet is not worldwide - must be paid per country used pay for ww usage -  you can geo block internet on website and youtube	Internet is not worldwide - must be paid per country used pay for ww usage -  you can geo block internet on website and youtube
After Flighting period client must take commercial off youtube or place it in a password protected youtube channel You can see on youtube who posted it	After Flighting period client must take commercial off youtube or place it in a password protected youtube channel You can see on youtube who posted it