

GUIDE TO PAYMENTS FOR COMMERCIALS MADE FOR USE OUTSIDE THE UK (TV AND INTERNET)

Prepared by the Personal Managers' Association and the Association of Model Agents, the guide shown on the right consists of suggested minimum rates for the rights to use one commercial on television only for a period of one year in the territory specified.

The use fee is shown as a percentage of the negotiated basic studio fee, and includes the right to use on terrestrial and cable television in the country concerned. Satellite use is also included where the station's primary audience is in the country purchased.

Where a satellite station audience is spread over a number of territories then an appropriate fee should be negotiated taking into account the availability of the product in those territories and the effect the exposure will have on the artist's ability to appear in other commercials in those territories.

Use on mobile devices (telephones etc) should be negotiated separately.

Each country is shown with its actual/estimated population. In the case of most of Europe, the number of homes where T.V. is viewed is almost 100%. Although this is not necessarily the case in other parts of the world, no individual territory is shown at a rate of less than 100% of the basic studio fee.

Percentages are based on a number of different factors including T.V. set counts, latest available population figures and economic strengths. Sources include ZenithOptimedia, The CIA's World Factbook and Whitaker's Almanack.

There are many territories shown (e.g. Liechtenstein) where no separate T.V. service is currently available. Figures are quoted in case such a service becomes available in the future.

As no territory is shown at less than 100%, it would not necessarily be appropriate to add together all the percentages if wanting to buy an entire continent. A suitable fee should be negotiated using the population figures for the whole region for guidance.

INTERNET (Website & Viral use)

Although the Internet is available on a world-wide basis, most websites are designed for individual national markets. Multi-language websites designed for international audiences should be negotiated depending on the territories targeted.

Until the market for Virals has been established, a suggested minimum one-off fee of 100% of the BSF is recommended provided the Viral is released at the same time as the TVC.

The suggested rates for a website in the language/s of the intended national market only for a period of up to one year are as follows (expressed as a percentage of the basic studio fee):-

UNITED KINGDOM	400%	UNITED STATES	300%
BRAZIL	200%	CANADA	100%
CHINA	100%	FRANCE	100%
GERMANY	100%	INDIA	100%
INDONESIA	100%	ITALY	100%
JAPAN	100%	MEXICO	100%
RUSSIA	100%	SPAIN	100%
200% (each) All other countries 100% (each)			

SOME TERRITORIAL DEFINITIONS
 BALTIC STATES: Estonia, Latvia, Lithuania
 BENELUX: Belgium, Luxembourg, Netherlands
 MAGHREB: Algeria, Libya, Mauritania, Morocco, Tunisia
 SCANDINAVIA: (Strictly) Denmark, Norway, Sweden; but may include Finland and Iceland by agreement.

This Guide (with working on-line calculator) can be seen at www.usefee.tv

AFRICA	Minimum Percent of BSF Payable	Population
ALGERIA	200%	32,930,091
ANGOLA	100%	12,127,071
ASCENSION Is. (British O'seas Terr.)	100%	980
BENIN	100%	7,862,944
BOTSWANA	100%	1,639,833
BURKINA FASO	100%	13,902,972
BURUNDI	100%	8,090,068
CAMEROON	100%	17,340,702
CANARY Is. (part of Spain)†	100%	1,694,477
CAPE VERDE ISLANDS	100%	420,979
CENTRAL AFRICA REP.	100%	4,303,356
CEUTA (Region of Spain but ex-EU)†	100%	71,505
CHAD	100%	9,944,201
COMOROS	100%	690,948
CONGO (Democratic Rep.of)	100%	62,660,551
CONGO (BRAZZAVILLE) (Rep.of)	100%	3,702,314
COTE d'IVOIRE (Ivory Coast)	100%	17,654,843
DJIBOUTI	100%	486,530
EGYPT	275%	78,887,007
EQUATORIAL GUINEA	100%	540,109
ERITREA	100%	4,786,994
ETHIOPIA	100%	74,777,981
GABON	100%	1,424,906
GAMBIA	100%	1,641,564
GHANA	200%	22,409,572
GUINEA	100%	9,690,222
GUINEA-BISSAU	100%	1,442,029
IVORY COAST (see Cote d'Ivoire)		
KENYA	200%	34,707,817
LESOTHO	100%	2,022,331
LIBERIA	100%	3,042,004
LIBYA	100%	5,900,754
MADAGASCAR	100%	18,595,469
MADEIRA (part of Port.)†	100%	253,482
MALAWI	100%	13,013,926
MALI	100%	11,716,829
MAURITANIA	100%	3,177,388
MAURITIUS	100%	1,240,827
MAYOTTE (French Collectivity)	100%	201,234
MELILLA (Region of Spain)†	100%	66,411
MOROCCO	200%	33,241,259
MOZAMBIQUE	100%	19,686,505
NAMIBIA	100%	2,044,147
NIGER	100%	12,525,094
NIGERIA	400%	131,859,731
REUNION (French DOM)	100%	787,000
RWANDA	100%	8,648,248
ST. HELENA (British O'seas Terr.)	100%	7,460
BRAZIL	100%	193,413
SAO TOME & PRINCIPE	100%	193,413
SENEGAL	100%	11,987,121
SEYCHELLES	100%	81,541
SIERRA LEONE	100%	6,005,250
SOMALIA	100%	8,863,338
SOUTH AFRICA	300%	44,187,637
SUDAN	100%	41,236,378
SWAZILAND	100%	1,136,334
TANZANIA	200%	37,445,392
TOGO	100%	5,548,702
TRISTAN da CUNHA (British O'seas Terr.)	100%	277
TUNISIA	100%	10,175,014
UGANDA	100%	28,195,754
WESTERN SAHARA†	100%	273,008
(Incorporated into Morocco - status may change)		
ZAMBIA	100%	11,502,010
ZIMBABWE	100%	12,236,805

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AMERICA (Central & Caribbean)	Minimum Percent of BSF Payable	Population
ANGUILLA (British O'seas Terr.)	100%	13,477
ANTIGUA/BARBUDA	100%	69,108
ARUBA (Kingdom of the Netherlands)	100%	71,891
BAHAMAS	100%	303,770
BARBADOS	100%	279,912
BELIZE	100%	287,730
BERMUDA (British O'seas Terr.) (see N.America)		
CAYMAN Is. (British O'seas Terr.)	100%	45,436
COSTA RICA	100%	4,075,261
CUBA	100%	11,382,820
DOMINICA	100%	68,910
DOMINICAN REPUBLIC	100%	9,183,984
EL SALVADOR	100%	6,822,378
GRENADA	100%	89,703
GUADELOUPE (French DOM)	100%	452,000
GUATEMALA	100%	12,293,545
HAITI	100%	8,308,504
HONDURAS	100%	7,326,496
JAMAICA	100%	2,758,124
MARTINIQUE (French DOM)	100%	436,000
MONTserrat (British O'seas Terr.)	100%	9,439
NETHERLANDS ANTILLES (Kingdom of NL)	100%	221,736
NICARAGUA	100%	5,570,129
PANAMA	100%	3,191,319
PUERTO RICO (U.S. Territory)	100%	3,927,188
ST. KITTS & NEVIS a.k.a St. Christopher/Nevis	100%	39,129
ST. LUCIA	100%	168,458
ST. VINCENT/GRENADINES	100%	117,848
SALVADOR (See El Salvador)		
TRINIDAD & TOBAGO	100%	1,065,842
TURKS & CAICOS (British O'seas Terr.)	100%	21,152
VIRGIN Is. (British) (British O'seas Terr.)	100%	23,098
VIRGIN Is. (U.S.) (U.S. Territory)	100%	108,605

AMERICA (North)	Minimum Percent of BSF Payable	Population
BERMUDA (British O'seas Terr.)	100%	65,773
CANADA As per ACTRA Agreement		33,098,932
GREENLAND (Danish poss.)	100%	56,361
MEXICO	500%	107,449,525
ST. PIERRE & MIQUELON (Fr. special status)	100%	7,026
UNITED STATES As per SAG Agreement		298,444,215

AMERICA (South)	Minimum Percent of BSF Payable	Population
ARGENTINA	275%	39,921,833
BOLIVIA	100%	8,989,046
BRAZIL	500%	188,078,227
CHILE	100%	16,134,219
COLUMBIA	275%	43,593,035
ECUADOR	100%	13,547,510
FALKLAND Is. (British O'seas Terr.)	100%	2,967
FRENCH GUIANA (GUYANNE) (French DOM)	100%	199,000
GUYANA	100%	767,245
PARAGUAY	100%	6,506,464
PERU	100%	28,302,603
SURINAME	100%	439,117
URUGUAY	100%	3,431,932
VENEZUELA	275%	25,730,435

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ASIA	Minimum Percent of BSF Payable	Population
BANGLADESH	100%	147,365,352
BHUTAN	100%	2,279,723
BRUNEI	100%	379,444
BURMA (See Myanmar)		
CAMBODIA	100%	13,881,427
CHINA (PEOPLES Rep. of)	600%	1,313,973,713
CHRISTMAS Is. (Austalian Terr.)	100%	1,493

EUROPE	Minimum Percent of BSF Payable	Population
ALBANIA	100%	3,581,655
ANDORRA	100%	71,201
ARMENIA*	100%	2,976,372
AUSTRIA	200%	8,192,880
AZERBAIJAN*	100%	7,961,619
AZORES (part of Portugal)†	100%	243,895
BALEARIC Is. (part of Spain)†	100%	841,669
BELARUS*	150%	10,293,011
BELGIUM	200%	10,379,067
BOSNIA-HERCEGOVINA	100%	4,498,976
BULGARIA	100%	7,385,367
CROATIA	100%	4,494,749
CYPRUS	100%	784,301
CZECH REPUBLIC	200%	10,235,455
DENMARK	200%	5,450,661
DOM TOM (See France)		
ESTONIA	100%	1,324,333
FÆROE Is. (Danish poss.)	100%	47,246
FINLAND	200%	5,231,372
FRANCE (Including DOMTOM)	600%	62,752,136
FRANCE (Excluding DOMTOM)	500%	60,876,136
GEORGIA*	100%	4,661,473
GERMANY	500%	82,422,299
GIBRALTAR (British O'seas Terr.)	100%	27,928
GREECE	200%	10,688,058
HUNGARY	200%	9,981,334
ICELAND	100%	299,388
IRELAND (N.) Repeats as per rest of U.K.		
For an on-line calculation of appropriate UK repeat fees see www.usefee.tv		
IRELAND (Rep. of)	300%	4,062,235
ITALY	500%	58,133,509
KOSOVO (Serbia) (U.N. Admin.)†	100%	c 2,400,000
LATVIA	100%	2,274,735
LIECHTENSTEIN	100%	33,987
LITHUANIA	100%	3,585,906
LUXEMBOURG	100%	474,413
MACEONIA	100%	2,050,554
MAJORCA (see Balearic Is.)		
MALTA	100%	400,214

French overseas Collectivities, Territories or Countries are shown as DOM TOM (Departments/Terretiores Outre Mer—See FRANCE)
 *Member of C.I.S. (Commonwealth of Independent States, comprising most of the member republics of the former U.S.S.R.)
 †If bought separately.

MINORCA (see Balearic Is.)	Minimum Percent of BSF Payable	Population
MOLDOVA*	100%	4,466,706
MONACO	100%	32,543
MONTENEGRO	100%	630,548
NETHERLANDS	275%	16,491,461
NORWAY	200%	4,610,820
POLAND	400%	38,536,869
PORTUGAL (Pop. inc. Por. poss)	200%	10,605,870
ROMANIA	275%	22,303,552
RUSSIA (Inc. Russia in Asia)*	500%	142,893,540
SAN MARINO	100%	29,251
SERBIA	200%	9,396,411
SLOVAKIA	100%	5,439,448
SLOVENIA	100%	2,010,347
SPAIN (Pop. inc. possessions)	500%	40,397,842
SWEDEN	200%	9,016,596
SWITZERLAND	200%	7,532,934
TURKEY (Mostly in Asia - see Middle East)		70,413,958
UKRAINE*	400%	46,710,816
VATICAN	100%	932

NEAR & MIDDLE EAST	Minimum Percent of BSF Payable	Population
AFGHANISTAN	100%	31,056,997
BAHRAIN	100%	698,585
IRAN	100%	68,688,433
IRAQ	100%	26,783,383
ISRAEL	100%	6,352,117
JORDAN	100%	5,906,760
KUWAIT	100%	2,418,393
LEBANON	100%	3,874,050
OMAN	100%	3,102,229
PALESTINIAN AUTO AREA†	100%	3,634,585
QATAR	100%	885,359
SAUDI ARABIA	200%	27,019,731
SYRIA	100%	18,881,361
TURKEY	400%	70,413,958
UNITED ARAB EMIRATES (U.A.E.)	100%	2,602,713
YEMEN	100%	21,456,188

PACIFIC	Minimum Percent of BSF Payable	Population
AUSTRALIA	350%	20,264,082
COOK Is. (N.Z. Assoc. State)	100%	21,388
EAST TIMOR	100%	947,000
EASTER Is. (Chilean province)†	100%	3,791
FIJI	100%	905,949
FRENCH POLYNESIA (Includes Society Is. Tahiti etc.)	100%	274,578
GALAPAGOS Is. (Part of Ecuador)†	100%	18,640
GUAM (U.S. Terr.)	100%	171,019
KIRIBATI	100%	105,432
MARSHALL Is.	100%	60,422
MICRONESIA	100%	108,004
NAURU	100%	13,287
NEW CALEDONIA (French Collectivity)	100%	219,246
NEW ZEALAND	200%	4,076,140
NORFOLK Is. (Austalian Terr.)	100%	1,828
NORTHERN MARIANAS (Cwealth in US Assoc.)	100%	82,459
NIUE (N.Z. Assoc. State)	100%	2,166
PALAU	100%	20,569
PAPUA NEW GUINEA	100%	5,670,544
PITCAIRN Is. (British O'seas Terr.)	100%	45
SAMOA American (U.S. Terr.)	100%	57,794
SAMOA ("Western")	100%	176,908
SOLOMON ISLANDS	100%	552,438
TOKELAU (New Zealand Terr.)	100%	1,392
TONGA	100%	114,689
TUVALU	100%	11,810
VANUATU	100%	208,869
WALLIS & FUTUNA Is. (French Coll.)	100%	16,025

For a simple on-line calculation of appropriate use fees for a television commercial TRANSMITTED IN THE UK see www.usefee.tv