



CASTING

In Brazil the actors charge a daily fee per shooting (services) separately from the charges associated with the broadcasting rights. We have RATE CARDS for the daily fees and for the broadcasting rights fees.

There are no longer buyouts in Brazil; from their original contract, actors only accept up to 3 medias, from the 4th media additional costs may be considered.

1 - In Brazil it is VERY important for clients to retain exclusivity with the cast for their advertised products. Some clients go too far with this requirement. For example, for a campaign of Banco Santander - the cast was forbidden by contract to work on any other financial institution, even if not a bank, they can not do credit cards campaigns such as Visa, Mastercard, American Express, etc.

Another example is the case of Nestlé Brazil where exclusivity extended even to products such as soft drinks, which Nestlé does not even produces.

2 – Brazilian Cast contracts are always made for a determined time and determined territories, for up to 3 segments of communication at the discretion of the advertiser and the agency.

Examples:

Open TV (Network)

Cable TV (By Subscription)

Movie Theaters

NO BUY OUTS

3 - Electronic media IN CONJUNCTION with print media costs 70% more.

4 - Contracts can be made for at least a week and up to 1 year. (The 1-year contracts DO NOT HAVE automatic renewals as of 6 months CONTRATS DO).

5 - We have RATE CARDS for CASTING based on 6 months; we have an



associação brasileira
da produção
de obras audiovisuais

Rua dos Pinheiros, 870 - 16º andar 05422-001 São Paulo, SP – Brazil

BR (55 11) 3089.9605 / US (1 310) 598.8481 <http://www.filmbrasil.com>



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increase of almost 100% when the original contract exceeds these 6 months.

We guide the client to always hire for the appropriate time and planned territory, as to avoid overages on the initial budget, since there is an automatic trigger (the same amount) for renewal when hired for up to 6 months. If the movie is a blockbuster, the same initial rate/fee is renewed for another 6 months, if the film is a failure in sales and the agency wants to pull it from airing, the client paid less (only 6 months and no renewal).

6 - We have different percentages for Brazilian regions and foreign countries. Our RATE CARD will be translated into English, to accurately match our information.

7 - The rates/fees are distinguished by product category; i.e.:

Category A - Products of bed, bath and kitchen. Drugstores, health services (dental and aesthetic), publishers, radio stations, fairs and events, etc....

Categories B and C – Listed on RATE CARD, attached to this document.

8 – By law, casting contracts have to be registered with the Actors' Union. The Union does not accept contracts for periods longer than 12 months which start counting 31 days after the date in which the contract has been signed. In other words means that - the Union established that when you have talent sign contracts with future air dates, their usage and exclusivity will start as of the air date for 31 days as of signed contract. (you will find this point at APRO's standard contract)

This is a summary of our CASTING rules, and as far as the actors are concerned, the rules are almost unchallengeable. And there is not because it's only a matter of negotiating but actually a legal matter. In Brazil,



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copyrights are a very serious business; as a result, the Union must register any contracts so that the agency can then broadcast the advertisement.



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