

Voice acting industry

PAGE 1:

Marginal Jobs – Version 6.0

Recommended Base Rate Schedule JANUARY 2026

PAGE 2:

GENERAL INFORMATION ABOUT THE SCHEDULE

This document contains the RECOMMENDED BASIC RATE SCHEDULE proposed by the Actors' Union Voice-Over Working Group for unconventional, alternative, new media platforms, and rare

voice-over jobs.

The primary purpose of this tariff is to assist voice actors in determining their fees for voice acting jobs that are 'outside the norm, which they have never done before' that are offered to them.

The figures specified in the tariff are in Turkish Lira.

The figures stated in the schedule are in Turkish Lira. These are the recommended net fees, excluding any taxation, service charges, and similar items, and it is not recommended to go below them.

The fees included in the schedule cannot be imposed on voice actors as a 'fixed fee' schedule.

However, the fee recommendations are just that—recommendations—and in no way prevent the voice actor from setting their fee above the amounts stated here. However, the fee recommendations are advisory in nature and do not in any way prevent the voice actor from setting their fee above the rates specified herein.

This tariff was updated in January 2026.

Payment must be made in advance or on a monthly basis. Otherwise, the payment period may not exceed 45 days from the date the work was performed.

The recommended base rates in the tariff were established taking into account the concern for protecting the value of the voice actor's work, market conditions, similar examples around the world, and other criteria.

When establishing the recommended base rates in the tariff, criteria such as the concern for protecting the value of voice actors' labor, market conditions, and similar examples around the world were taken into account.

Continued...

PAGE 3:

GENERAL INFORMATION ABOUT THE TARIFF

The term “advertising fee,” which is frequently used in the tariff, refers to each voice actor

MARGINAL WORK IN THE RATE

➤ INTERNET AND SOCIAL MEDIA VOICEOVERS

- Advertisements (Internet)
- Social Media Videos

➤ CHANNEL INTRODUCTION AND PROMO VOICEOVERS

- Channel / Platform Corporate Voice
- Thematic Channel Voice
- Program Promotion (Promo)
- Program Voice-over, Perforated, VTR

➤ LIVE PERFORMANCE VOICE-OVERS

- Stage Shows
- Puppet Voice-overs

➤ APPLICATION VOICE-OVERS

- Audiobook
- Audio Museum Guide
- Navigation
- Toy
- Mobile Application
- Dramatic Podcast

➤ RADIO THEATER VOICEOVERS

To be continued...

PAGE 4:

MARGINAL WORK IN THE PRICE LIST (Continued...)

- CLOSED-CIRCUIT BROADCAST VOICEOVERS
 - MALL – Store, Public Transportation Vehicle Announcements
 - Internal Videos
 - Theme Park Announcements and Promotional Films
 - Interactive In-Game Announcements
- EDUCATIONAL TERMINOLOGICAL TEXT VOICE-OVERS
- NEWSPAPER, MAGAZINE, COLUMN VOICE-OVERS
- AUDIO DESCRIPTION
- ADVERTISING AND PROMOTIONAL VOICE-OVERS

PAGE 5:

INTERNET AND SOCIAL MEDIA VOICE-OVERS

Advertisements (Internet)

Brand/product advertisements placed on platforms such as YouTube should be evaluated based on the advertising fee.

In such cases, if the advertising brand purchases broadcasting rights for television, radio, and social media platforms as a package, a minimum of 2 (two) advertising fees should be applied.

If the advertisement is to be published only on the internet and social media, a minimum of 1 advertising fee should be applied.

If the advertisement is only to be broadcast on the internet or social media, at least 1 advertising fee should be applied. If it is to be broadcast as multiple advertisements (e.g., 5-6 ‘bumpers’), at least 1 advertising fee + ½ advertising fee for each version should be requested.

Social Media Videos

This refers to video-format content published on channels on sites such as YouTube with unlimited access.

This content can reach thousands or even millions of views and can include both brand/product sponsor advertisements within the video content and brand advertisements that appear at certain intervals during viewing.

Some channels offering this content on social media are growing rapidly and require Professional Some channels offering this content on social media are growing rapidly and require Professional voice-over services. When a voice-over job comes from a professional channel owner who has secured sponsors for their content, has ad breaks during content viewing, and has hundreds of thousands of views, the fee should be at least 1 advertising fee per project.

Continued..

PAGE 7:

INTERNET AND SOCIAL MEDIA VOICE-OVERS

Social Media Videos (Continued...)

For channels with high view counts and followers that produce more original content, do not accept sponsorships for their video content, and have unclear commercial elements but display ad breaks during content viewing on platforms like YouTube and similar channels, a minimum of ½ ad break fee per project should be requested.

Important Note!

Voiceovers for animations (domestic, foreign), documentaries, etc., produced solely for online release are no different from those for conventional broadcast media or platforms. However, since they can be viewed unlimited times and for unlimited durations on the platform where they are released, the voiceover artist may request at least double their current fee for such projects.

PAGE 8:

CHANNEL INTRODUCTION AND PROMOTIONAL VOICE-OVERS

Channel / Platform Corporate Voice

When determining the fee for this category, it is recommended to request a minimum monthly fee of 120,000 TL, taking into account the workload, number of monthly announcements, frequency of work, and conditions. If the monthly workload or number of announcements is not very high, a fee based on the recommended rates in the 'Program Promotional Voice/Promo' category may be requested for each voiceover piece.

Thematic Channel Voice (Documentary, Cooking, Hobbies, etc.)

When determining fees in this category, work load, monthly number of announcements, work frequency, and When determining the fee for this category, considering the workload, monthly number of announcements, frequency of work, and

conditions, it is recommended to request a minimum monthly fee of 60,000 TL. If the monthly workload or number of announcements is not very high, you can request payment based on the recommended fees in the 'Program Promo Voice' category for each piece of voiceover work.

Program Promotion (Promo)

Each project, each program, and each title should be evaluated separately. A minimum fee of 2,400 TL per piece is recommended. Versions are subject to additional fees.

Continued..

PAGE 9:

CHANNEL INTRODUCTION AND PROMO VOICE-OVERS

(Continued...)

Program Off-Voice, Perforated, VTR

This category can be defined as the voice-over actor recording the program text in the studio before or after editing. (E.g., We're Having Dinner, Sunday Magazine, What Should I Wear Today? etc.)

When determining fees for voiceovers in this category, please note that criteria such as the program's broadcast period, duration, content, and the length of the perforated texts must be taken into account.

The figures here are reference figures and are recommended based on weekly broadcast periods. If the program is to be daily, the budget conditions can be evaluated accordingly.

The following recommended fees are per piece. Versions are subject to additional fees:

0 – 30 Minutes 12,000 TL

31 – 45 Minutes 20,000 TL

46 – 60 Minutes 26,000 TL

For voiceovers longer than 61 minutes, as you can see in the recommended rates above, an additional fee of 6,000 TL is recommended for every additional 15 minutes.

PAGE 10:

LIVE PERFORMANCE VOICEOVERS

Stage Shows

This category includes voiceovers that are pre-recorded and used in live performances and shows on stage. Songs are not included in the recommended rates for this category; an additional fee should be requested per song. Songs are not included in the recommended rates specified for this category; an additional fee should be charged per song. The recommended rates are minimum fees organized according to role categories and are valid for a one-year period for stage shows. If the live stage show is used for longer than one year, an additional fee of at least 50% of the recommended rate announced for the relevant year will be charged annually. Recommended fees for the extras/rabarba category can be used for an unlimited period.

The recommended fees specified below for this category are only valid for voiceovers made for use in live stage performances.

If these voiceovers are later used to create visual, audio, or digital works, a separate fee must be charged under a separate consent agreement. It is recommended that fees be requested for each project individually, taking into account the voice actor's personal experience, performance, skills, and the scale of the production.

Lead Role 60,000 TL

Secondary Role 36,000 TL

Third Role 24,000 TL

Figuration/Extras 12,000 TL

Test (Audition) 3200 TL

PAGE 11:

LIVE PERFORMANCE VOICE-OVERS

Puppet Voice-Over

This category includes voice-overs that are pre-recorded and used in live puppet shows performed on stage.

Live voice-over and puppet manipulation during the show are not included in the recommended fees specified for this category.

The recommended fees are minimum fees organized according to role categories and are valid for a one-year period for stage shows. If the live puppet show is used for longer than one year, an additional fee of at least 50% of the recommended fee announced for the relevant year will be charged each year. The recommended fees for the figuration/rabarba category can be used for an unlimited period.

The recommended fees for this category are only valid for voiceovers created for use in live puppet shows.

The recommended fees listed below for this category are only valid for voiceovers made for use in live puppet shows.

If these voiceovers are later used to create visual, audio, or digital works, a separate fee must be charged under a separate consent agreement.

It is recommended that fees be requested for each project individually, taking into account the voice actor's personal experience, performance, and skills.

Lead Role 36,000 TL

Secondary Role 24,000 TL

Third Role 16,000 TL

Figuration/Extras 8,000 TL

Test (Audition) 3200 TL

PAGE 12:

APPLICATION VOICE-OVERS

Audiobook

The following recommended base fees are per hour for completed recordings. For each book to be voiced that is less than one hour in length, at least these fees apply. Minutes exceeding full hours are calculated using the formula: hourly fee / 60.

Studio Recording 4000 TL / Hour

Home Recording 4800 TL / Hour

Home Recording (Edited) 6000 TL / Hour

Audio Museum Guide

The recommended base fee for narrating an audio museum guide between 0 and 45 minutes is 40,000 TL. It is recommended to request a special price for durations exceeding 45 minutes.

Navigation

Navigation recordings are charged based on the time spent in the studio.

It is recommended to request at least five commercial breaks for every three hours. For this type of application,

we recommend using a specific commercial break multiplier for the duration of voice usage (e.g., 6 commercial breaks for every three years).

IMPORTANT NOTE: For all “artificial intelligence”-based technologies and applications, we strongly recommend that you contact the union working group and carefully review the information, documents, etc. published by the union regarding artificial intelligence.

For such applications, time and media limits must be strictly enforced, and payment for usage must be requested at regular intervals (monthly/annually/every 3-5 years, etc.). In such applications, time and media limits must be strictly enforced, and payment for usage should be required at regular intervals (monthly/annual/3-5 years, etc.).

PAGE 13:

APPLICATION VOICE-OVERS

Toys

This category includes voice-overs for interactive toys.

Songs are not included in the recommended fees specified for this category; an additional fee should be requested per song.

The recommended fee is at least 5 advertising spots and is valid for unlimited use.

The recommended fee specified for this category is only valid for voiceovers made for use in interactive toys.

If these voiceovers are later used to create visual, audio, or digital works, an additional fee must be charged under a separate consent form.

It is recommended that fees be requested for each project individually, taking into account the voice actor's personal experience, performance, and skills.

Mobile Application

A minimum of 2 advertising spots for up to 10 pages, with an additional 1 advertising spot for each subsequent 1-5 page range.

IMPORTANT NOTE: For all “artificial intelligence”-based technologies and applications, we strongly recommend that you contact the union working group and carefully review the information, documents, etc. published by the union regarding artificial intelligence.

For such applications, time and media restrictions must be strictly enforced, and payment for regular usage (monthly/annual/3-5 years, etc.) must be requested. In such applications, time and media limits must be strictly enforced, and payment for usage must be requested at regular intervals(monthly/annual/3-5 years, etc.).

PAGE 14:

VOICE-OVER APPLICATIONS

DRAMATIC PODCAST

Role

Grade

Per Minute

Performance

Fee

Per Minute Royalty Transfer Based on Usage Period

Fees

3 Years

(30%) 5 Years (50%) 10 Years

(100%)

>10 Years

(200%)

Lead Role 320.00 TL 96.00 TL 160.00 TL 320.00 TL 640.00 TL

Second Role

240.00 TL 72.00 TL 120.00 TL 240.00 TL 480.00 TL

Third Role

160.00 TL 48.00 TL 80.00 TL 160.00 TL 320.00 TL

Sample Recommended Fee Calculation:

For the lead voiceover role in a 10-minute dramatic podcast that will remain on air for 5 years, the recommended base fee is: 10 Minutes x (320.00 TL + 160.00 TL) = 4800.00 TL

The recommended fees specified are per minute performance fees. It is recommended that royalties be charged at varying percentages depending on the duration the podcast will remain on air.

The durations of usage fees and the percentages based on performance are specified below

PAGE 15:

RADIO THEATER VOICEOVERS

Continued...

In this category, it is recommended that, along with the recommended base performance fees, royalty fees be charged at varying percentages based on the duration the radio theater will remain on air. The royalty fees calculated based on performance fees and usage periods are shown in the table below:

Role. Grade. Minute. Per. Performance. Fee

Minute-Based Fee Transfer Based on Usage Period. Fees

3 Years

(30%) 5 Years (50%) 10 Years

(100%)

>10 Years

(200%)

Lead Role 320.00 TL 96.00 TL 160.00 TL 320.00 TL 640.00 TL

2nd Degree

Role 240.00 TL 72.00 TL 120.00 TL 240.00 TL 480.00 TL

Third Role

Role 160.00 TL 48.00 TL 80.00 TL 160.00 TL 320.00 TL

Sample Recommended Fee Calculation:

For the lead voiceover role in a 10-minute radio play that will be broadcast for 5 years, the recommended base fee is: 10 Minutes x (320.00 TL + 160.00 TL) = 4800.00 TL

Continued..

PAGE 16:

CLOSED-CIRCUIT BROADCAST VOICEOVERS

Shopping Malls – Stores, Public Transportation Vehicle Announcements

For texts up to 10 pages, a minimum of 2 advertising credits are applied, with an additional 1 advertising credit for each subsequent 1-5 page range.

In-House Videos

For texts up to 10 pages, a minimum of 2 advertising credits are applied, with an additional 1 advertising credit for each subsequent 1-5 page range.

At least 2 advertising stamps for texts up to 10 pages, with an additional 1 advertising stamp for each subsequent 1-5 page range.

Thematic Park Announcements and Promotional Films

At least 1 advertising stamp for texts up to 10 pages, with an additional ½ advertising stamp for each subsequent 1-5 page range.

INTERACTIVE GAME ANNOUNCEMENTS

Applicable to escape room games, etc. At least ½ advertising stamp is applied.

Interactive In-Game Announcements

Applies to escape room games, etc. At least ½ ad slot is applied.

PAGE 17:

EDUCATIONAL/TERMINOLOGICAL TEXT

VOICE-OVERS

This category covers the voice-over of educational terminological texts, drug leaflets, user manuals, medical texts, and similar texts.

For texts up to 10 pages, a minimum of 2 advertising credits is applied, with an additional 1 advertising credit for each subsequent 1-5 page range.

For educational text voiceovers not covered by the above definition: see

“Voiceover Base Rate Schedule for Digital Education Projects” (current version)

NEWSPAPER, MAGAZINE, COLUMN VOICEOVERS

Fees are calculated based on the finished recording time.

A minimum fee of 4000 TL applies to all voiceovers between 0 and 20 minutes. For voiceovers of 21 minutes or longer, a minimum additional fee of 200 TL applies for each minute over 20 minutes.

PAGE 18:

AUDIO DESCRIPTION

This category includes voiceovers in films, series, documentaries, and similar audiovisual works where an external voice narrates (excluding dialogues) the setting, time, characters, and silent events unfolding in the story.

The fee is calculated based on the broadcast duration of the narrated visual (minutes).

It is calculated according to the broadcast duration (minutes) of the narrated visual.

A minimum performance fee of 49.00 TL per minute is applied, along with an additional rights transfer fee.

The fee applies to the 'Single Narrator' role level defined in the scope of the 'Protocol on Narration Rules and Determination of Base Fees'. This fee is equal to the base performance fee defined for the 'Single Narrator' role level under the 'Protocol on Determining Voice-Over Rules and Base Fees' and is updated annually in line with the base performance fee increase applied under the protocol.

The base performance fee is subject to the 'Protocol on Determining Voice-Over Rules and Base Fees'.

Voice-over narration is also subject to a rights transfer fee. It is recommended that the rights transfer fee be calculated and requested at rates varying according to the duration of the voice-over to be performed. To view the calculation method and rights transfer percentages, you can access the protocol text at the following address:

<https://oyuncularsendikasi.org/calismalar/calisma-alanlari/studyo/>

PAGE 19:

ADVERTISING AND PROMOTIONAL VOICE-OVERS

Voice actors in the advertising industry generally work under contract with 'Advertising Casting Agencies'.

These agencies are responsible for following the rules that apply to voice actors, taking into account industry practices.

The advertising and promotional fee for the voice actor is also determined jointly by the agencies and the voice actor.

For this reason, we recommend that you work with a professional agency in the field of advertising and promotional voiceovers. For this reason, we recommend working with a professional agency in the field of advertising and promotional voiceovers.

In this rate list, we would like to remind voice actors who do not work under contract with any agency, especially in the field of advertising and promotion, of the rules to be aware of. Accordingly:

- The fee set for advertising films is valid for 1 (one) year. At the end of this period, if the advertisement continues to be broadcast, half (50%) of the fee for the new broadcast year shall be paid. This fee applies only if the advertisement is broadcast in one country. If it is broadcast in different countries, half of the fee (50%) valid for that year must be paid to the artist for each country.

- If a voiced work is re-voiced for any reason before being broadcast in the relevant medium, half of the voice actor's fee valid for that year (50%) must be paid additionally as a revision fee.

- If a short version of a voiced work is made without the voice actor having to return to the studio for any reason, half of the fee valid for that year must be paid additionally for each version.

If a short version of the dubbed work is made without the voice actor having to return to the studio, half of the voice actor's fee applicable for that year (%50) must be paid additionally as a version fee for each version.

Continued...

PAGE 20:

ADVERTISING AND PROMOTIONAL VOICE-OVERS

(Continued...)

- If the voiced work is not broadcast for any reason, half of the fee (50%) or the full fee should be paid, taking into account the voice actor's request regarding this situation.

- If the voiced work is used in a different medium (TV, radio, cinema, internet, mobile, bus, plane, airport, market, ATM, concert, open-air show, exhibition area, and similar closed-circuit and/or for advertising, promotion, and similar purposes), half of the voice actor's fee valid for that year (50%) must be paid additionally for each medium.

One fee must be paid for digital use, two fees for indoor use, and two fees for outdoor use.

- If a project that has been voiced is to be used in a different medium and/or a short version is to be made, the voice actor must re-voice the project “by going to the studio.”

- If a voice-over artist is required to return to the studio to re-record a job due to its use in a different medium and/or the creation of a short version, an additional fee of 1 fee must be paid.

- “Presents,” “separator,” and “generic” spots used in advertising and program openings and closings shall be paid at a rate of 2 fees. For each “continuing-to be continued” spot added to the “presented by” spots, an additional half fee (50%) must be paid.

- The fee for a “tag on” commercial is one fee.

To be continued...

PAGE 21:

ADVERTISING AND PROMOTIONAL VOICEOVERS

(Continued...)

- For central, IVR, promotional films, “advertorials,” and similar non-advertising work, the fee is determined based on the nature, length, and area of use of the work.
- Call centers, IVR, promotional films, “advertorials” and similar non-advertising work are priced according to the nature, length and area of use of the work, but are not less than 2 stamps. Up to 10 pages are charged at 2 advertising stamps, with an additional 1 advertising stamp applied for each subsequent 1-5 page range.
- For such work, an A4 page size and 12-point font should be used as a basis (1 page = 200 words). For such projects, A4 page size and 12-point font should be used as a basis (1 page = 200 words).
- The usage period of the dubbing recorded for call center and IVR voiceovers is determined by mutual agreement unless a contract is signed.
- For central voiceovers, branch names (based on the number of branches), IVN (callback announcements), personalized announcements, announcements for different units, and IVR must be paid separately, provided that the fee is not less than 2 (two) stamps outside the budget.
- For “advertorial” voiceovers, the budget is determined according to the duration of the film. For films up to 60 seconds in length, 1 fee is payable; for films exceeding 60 seconds, 2 fees are payable.
- If a voiced project is re-voiced after being broadcast in any medium, the voice actor's full fee (100%) for that year must be paid.

To be continued...

PAGE 22:

ADVERTISING AND PROMOTIONAL VOICEOVERS

(Continued...)

- A voiceover job may be canceled by the studio and/or client, provided that the voice actor performing the voiceover is notified at least 1 (one) hour in advance.
- If an actor called for a voiceover is sent back (without the job being completed) due to a reason attributable to the client, the voice actor shall be paid half (50%) of their fee.

If the actor called to the voiceover session is sent back due to a reason attributable to the client (without the work being performed), the voiceover actor must be paid half of their fee (%50).

- The voice actor's voice can only be used for the specific project in question. If a voice used for a product is used in different products of the same brand or in a new film adaptation of the same product, the voice actor's full fee for that year (100%) must be paid.
- Special agreements can be made for the advertising and promotion of product groups containing a large number of spots on a regular basis, with monthly or yearly job guarantees.
- Special agreements can be made for the advertising and promotion of product groups (retail chains, telecommunications, etc.) that regularly include a large number of spots with monthly or yearly job guarantees. It is recommended that the fee per spot not fall below 0.5 of the fee.
- Voice actors' fees are increased according to the conditions of the day, based on the calendar year. The voice actor (together with their agency, if any) decides on the rate of increase or whether to increase the fee.

PAGE 23:

LET'S RECORD!