

# **VOICE GUILD MALAYSIA**

## **2025 RATE CARD**



**VOICE GUILD**  
MALAYSIA

# RATE CATEGORIES

## 1. COMMERCIALS / BROADCAST MARKETING MATERIAL

*Social Media Platforms, Youtube, Online Radio, Television, Radio, Cinema, Podcast Platforms, Digital Streaming Platforms, Digital Out Of Home, public broadcasting platforms.*

**1A: 1 Year Usage**

**1B: Short Term Campaigns Buyout**

## 2. NON-BROADCAST MATERIAL

*Corporate Video, On-site Event, Company-owned domain website, Lobby Viewing, “Unlisted” / “Private” Youtube Video, Tutorials, Instructionals, Explainers, Advertising Award Submission, Demo / Stealomatic.*

## 3. ANNOUNCEMENTS

*Airport Announcements, In-flight Announcements, Public Transportation Announcements, Mall, In-Store, Retail, Hospital, Museum, Theme Park, Concert, Award Show / Event Announcements, In-app Use / Virtual Tour Guide, Lift / Elevator Announcements, Kiosk.*

## 4. INTERACTIVE VOICE RESPONSE (I.V.R.) / VOICE PROMPT

## 5. VOICE ACTING / NARRATION

*Animation (Series), Animated Feature, Movies, A.D.R., Dubbing, Video Games, Episodic Content, Television / Web Program Narration, Documentary.*

## 6. TRAINING MODULE / E-LEARNING / EDUCATIONAL MATERIAL

## 7. AUDIOBOOK

## 8. STUDIO WORK

*Basic VO Recording & Editing*

# CATEGORY 1A: 1 YEAR USAGE COMMERCIAL / BROADCAST MARKETING MATERIAL

**Usage Rights : Social Media Platforms, 'Public' YouTube Video, Online Radio, Radio, Television, Cinema, Podcast Platforms, Digital Streaming Platforms, Digital Out Of Home, public broadcasting platforms.**

- **Intention to promote / sell / market / create brand awareness for a product, service, brand, platform, organisation or individual.**
- Rates **DO NOT INCLUDE** Recording & Editing Services. Refer to Category 8 for relevant rates.

DURATION	RATE
Minimum Fee	RM400 per session*
1 - 10 secs	RM200 *
11 - 20 secs	RM400
21 - 30 secs	RM600
31 - 45 secs	RM900
46 - 60 secs	RM1,200 (1 min)
61 - 75 secs	RM1,350 (1 min 15 secs)
76 - 90 secs	RM1,500 (1 min 30 secs)

DURATION	RATE
> 90 secs**	+RM150/30 secs (rounded up to the next highest 30 sec block)

EG DURATION	RATE
2 mins	RM1,650

\*\*VOs shorter than 10 secs for material longer than 90 secs: flat rate of RM900 (includes brand tags)

OTHER CHARGES	
<b>Roles / Characters</b>	RM100/role for third role or character onwards (including announcer).
<b>Re-Record ***</b>	50% of original fee for material <b>not yet broadcasted</b> , RM400 minimum fee per session**.
<b>Broadcasted Cut-Down / Version****</b>	Full payment based on material duration of each and every cut-down / version. Change of format (eg. video to audio) is considered a new version.
<b>+ Territory / Country</b>	Full payment based on material duration of the version(s) used for each additional territory / country.
<b>Rejection Fee</b>	50% of original fee, RM400 minimum fee. <b>Only applies if material has not been broadcast.</b>
<b>Dubbing / A.D.R. Fee</b>	Additional RM100 or 10% of total fee (whichever is higher) where talent is required to match the lips & expression of an onscreen talent / animated character. Talent has the discretion to waive this fee.

BUYOUT RATES***** (LIFETIME USAGE)	
<b>Brand Tag Buyout</b>	RM3,600 single country. RM12,000 worldwide. (eg "Honda, the power of dreams")
<b>Single Country (full ad)</b>	Original fee of longest duration x8, RM4,800 minimum fee.
<b>10 Countries &amp; Below (full ad)</b>	Original fee of longest duration x12, RM7,200 minimum fee.
<b>Worldwide (full ad)</b>	Original fee of longest duration x25, RM15,000 minimum fee.

- \* **The minimum fee PER RECORDING SESSION is RM400.** Eg. If a talent is asked to record only 1 x 10 secs duration commercial : The fee is RM200. However the minimum fee of RM400 still applies, hence the invoiced amount will be RM400. If the talent is asked to record 2 x 10 secs duration commercial : The fee is calculated as RM200 x 2 = RM400.
- \*\*\* When any marketing material is **already broadcasted / published**, any amendment made for re-broadcast / re-publishing is considered a **new version**.
- \*\*\*\* **Any subsequent editing from the broadcasted material is regarded as a new cutdown / version and shall be charged accordingly (eg. 1 min recorded VO edited down to a new 30 secs cutdown, or 30 secs visual material edited to a 30 secs audio material).**
- \*\*\*\*\* **Refer to Category 1B for additional Buyout options & rates. If number of cutdowns & platforms is not yet decided, refer to Category 1B.**
- Fees are calculated based on **full duration of commercial / broadcast marketing material**, NOT duration of VO.
- Rates are based on **1 year usage** of a **single version, single format** (visual material and audio material are considered two different formats) on **multiple platforms** (television, cinema, social media etc), for use in a **single territory / country** (upload on social media platforms / Youtube **without advertising / boosting** constitutes single territory / country). Full rates apply for usage in each subsequent year and additional territory / country (based on where commercial is advertised / boosted / geotagged).
- Rates also cover the usage rights for **Category 2 (Non Broadcast Material)** and **Category 3 (Announcements)**.
- The VGM strongly recommends **invoices of up to RM1,200 must be cleared before recording, and the remaining amount is to be cleared within 30 days.**



# CATEGORY 1B: SHORT TERM CAMPAIGN BUYOUT - COMMERCIAL / BROADCAST MARKETING MATERIAL

**Usage Rights : Social Media Platforms, ‘Public’ YouTube Video, Online Radio, Television, Radio, Cinema, Podcast Platforms, Digital Streaming Platforms, Digital Out Of Home, public broadcasting platforms.**

- Commercial buyout for 6 weeks or less, unlimited cutdowns and platforms \*.
- Example : “7.7 Sale!” commercials that air only in the month of July.
- Intention to promote / sell / market / create brand awareness for a product, service, brand, platform, organisation or individual.
- Rates **DO NOT INCLUDE** Recording & Editing Services. Refer to Category 8 for relevant rates.

**Eligibility criteria:**

- **6 weeks usage period or less** (all commercials / cutdowns / versions **MUST BE** removed from all public broadcast platforms after usage period \*)
- **Single script**, recorded in a single (two hour maximum) recording session
- Multiple versions / cutdowns (known or unknown quantity)
- Known or unknown broadcast platforms (eg. Radio, TV, Social Media, etc)
- Known or unknown commercial duration / length
- **Recorded VO audio duration / length** is not longer than 5 minutes

**1- 60 SECONDS RECORDED VO DURATION / LENGTH\*\***

**SUBSEQUENT 61 SECS- 5 MINS (MAXIMUM) RECORDED VO DURATION / LENGTH\*\***

LANGUAGE	RATE
English	RM28 per word, RM2,400 minimum fee per session
BM	RM32 per word, RM2,400 minimum fee per session
Chinese	RM16 per character, RM2,400 minimum fee per session
Tamil	RM32 per word, RM2,400 minimum fee per session

LANGUAGE	RATE
English	RM10 per word
BM	RM12 per word
Chinese	RM6 per character
Tamil	RM12 per word

1. \***If commercials / cutdowns / versions remain on public broadcast platforms after 6 weeks, a surcharge of 20% of invoiced fee per week applies.**
2. \*\*Rates are calculated **per word**, based on **full duration of RECORDED VO**, NOT duration / length of commercial / broadcast marketing material.
3. Rates are for **BUYOUT**, based on **6 weeks or shorter usage of unlimited versions, unlimited formats** (visual material and audio material are considered two different formats) on **unlimited platforms** (television, cinema, social media etc).
4. Rates are for use in a **single territory / country**. Full rates apply for each additional territory / country.
5. **Rates also cover the usage rights for Category 2 (Non Broadcast Material) and Category 3 (Announcements).**
6. The VGM strongly recommends **invoices of up to RM1,200 must be cleared before recording, and the remaining amount is to be cleared within 30 days.**



## CATEGORY 2: NON-BROADCAST MATERIAL

**Usage Rights : Corporate Video, On-site Event, Company-owned domain website, Lobby Viewing, 'Unlisted' / 'Private' Youtube Video, Tutorials, Instructionals, Explainers, Advertising Award Submission\*, Demo / Stealomatic\*.**

- **For internal use ONLY. DOES NOT INCLUDE social media / 'Public Youtube Video.**
- Rates **DO NOT INCLUDE** Recording & Editing Services. Refer to Category 8 for relevant rates.

DURATION	RATE
0- 3:59 mins	RM700
4 - 5:59 mins	RM850
6 - 9:59 mins	RM1,000

DURATION	RATE
≥ 10 mins (rounded up to the next highest minute)	+RM100/min

EG. DURATION	RATE
13 mins	RM1,300
19 mins 35 secs	RM2,000

OTHER CHARGES	
<b>Re-record / Insert &lt; 59 secs</b>	RM400.
<b>Re-record / Insert &gt; 1 min</b>	Full payment <b>based on the duration of re-record / insert portion VO.</b>
<b>Cut-Down / Version**</b>	Full payment based on duration of each cut-down / version.
<b>Format Conversion**</b>	Full payment based on duration of format-converted material.

**NOTE**  
Rates are calculated based on **full duration of EACH long-form content, NOT the length of the VO (except in the case of re-records / inserts longer than 1 min).**

### \*DEMO / STEALOMATIC & ADVERTISING AWARDS SUBMISSION

DURATION	RATE
0 - 59 secs	RM300
> 60 secs	RM500

1. \*\*Any subsequent form of editing from the final original material is regarded as a new version and shall be charged accordingly (eg. 1 min recorded VO edited down to a new 30 secs cut-down, or 30 secs visual material edited to a 30 secs audio material).
2. Rates are based on **lifetime usage** of a **single version, single format** (visual material and audio material are considered two different formats), **internal usage only.**
3. **Material shall not be used on any platform that possesses the coverage of audience for viral / broadcast capacity. Once the material (or part thereof) is broadcasted / published, charges apply as per Category 1A or Category 1B.**
4. The VGM strongly recommends **invoices of up to RM1,200 must be cleared before recording, and the remaining amount is to be cleared within 30 days.**

# CATEGORY 3: ANNOUNCEMENTS

**Usage Rights : Airport, In-flight, Public Transportation, Mall, In-Store, Retail, Hospital, Museum, Theme Park, Concert, Award Show / Events, In-app Use / Virtual Tour Guide, Lift / Elevator, Kiosk, GPS prompts for single brand only (eg Waze, Google Maps, BMW).**

- **For internal use ONLY. DOES NOT INCLUDE social media / ‘Public’ Youtube Video.**
- Rates **DO NOT INCLUDE** Recording & Editing Services. Refer to Category 8 for relevant rates.

DURATION	RATE (per announcement)
Minimum Fee	RM400*
1 - 10 secs	RM150*
11 - 20 secs	RM200*
21 - 30 secs	RM300*
31 - 45 secs	RM400
46 - 60 secs	RM500
61 secs & above	RM700

For 30 announcements and above, the talent has the discretion to offer bulk discounts between 5% - 40%.

OTHER CHARGES	
<b>Re-Record / Insert</b>	Full payment <b>based on the duration of re-record / insert portion</b> , RM400 minimum fee per session
<b>Cut-Down / Version**</b>	Full payment <b>based on duration of each cut-down / version.</b>
<b>Format Conversion**</b>	Full payment <b>based on duration of format-converted material.</b>

**NOTE**  
 Rates are calculated based on **full duration of EACH individual announcement VO.**  
 Eg. For LRT announcements: “Next station, Bangsar” and “Now arriving at Bangsar” are considered TWO individual announcements.

- \* **The minimum fee PER RECORDING SESSION is RM400.** Eg. If a talent is asked to record only 2 announcements, each 10 secs duration : The fee is calculated as  $RM150 \times 2 = RM300$ . However the minimum fee of RM400 still applies. If the talent is asked to record 4 announcements, each 5 secs duration: The fee is calculated as  $RM150 \times 4 = RM600$ .
- \*\* Any subsequent form of editing from the final original material is regarded as a new version and shall be charged accordingly (eg. 1 min recorded VO edited down to a new 30 secs cut-down, or 30 secs visual material edited to a 30 secs audio material).
- Rates are based on **lifetime usage** of a **single version, single format** (visual material and audio material are considered two different formats), **internal usage only.**
- Rates are for use in a **single territory / country.** Full rates apply for usage in each additional territory / country.
- Material shall not be used on any platform that possesses the coverage of audience for viral / broadcast capacity. Once the material (or part thereof) is broadcasted / published, charges apply as per Category 1A or Category 1B.**
- Usage rights **DO NOT INCLUDE** use for Digital Voice Simulations, A.I. Voice Cloning / A.I. Voice Generating / A.I. Voice Training /A.I. Voice Creations, Voice Synthesization, Digital Double / Voice Double, Machine Learning, Composite Voice, and alike. Any company or person may not extract or copy the voice assets or recordings, of any Voice Over Talent, living or deceased, for the use in any manner that is not according to the agreed usage of recordings, without Voice Guild Malaysia or the Voice Over Talent's consent.
- The VGM strongly recommends **invoices of up to RM1,200 must be cleared before recording, and the remaining amount is to be cleared within 30 days.**



## CATEGORY 4: INTERACTIVE VOICE RESPONSE (I.V.R.) / VOICE PROMPT

**Usage Rights : VO recordings can only be used for the specified company / products / services as stated in the Talent's invoice.**

- Rates **DO NOT INCLUDE** the rights to sell / license the VO recordings to any third party\*.
- Rates **DO NOT INCLUDE** Recording & Editing Services. Refer to Category 8 for relevant rates.

PAGE	RATE	BUYOUT RATES	
1st page	RM400	<b>20 countries and below</b>	Original fee x10
Subsequent page (per language)	+RM200/page	<b>Worldwide</b>	Original fee x25

1. \***Full rates** apply for **EACH third party the VO recordings are sold / licensed to**. Buyout rates may be negotiated with the talent directly.
2. Rates are based on **lifetime usage** within a **single territory / country**. Full rates apply for usage in each additional territory / country.
3. Rate calculation is based on A4-size sheet, double spacing, one-inch margin, Times New Roman 12pt font (English / Bahasa Malaysia / Tamil), Kai Ti or Fang Song Ti 14pt font (Chinese).
4. Each prompt is considered an individual line and scripts must be formatted accordingly.
5. Usage rights **DO NOT INCLUDE** use for Digital Voice Simulations, A.I. Voice Cloning / A.I. Voice Generating / A.I. Voice Training / A.I. Voice Creations, Voice Synthesization, Digital Double / Voice Double, Machine Learning, Composite Voice, and alike. Any company or person may not extract or copy the voice assets or recordings, of any Voice Over Talent, living or deceased, for the use in any manner that is not according to the agreed usage of recordings, without Voice Guild Malaysia or the Voice Over Talent's consent.
6. The VGM strongly recommends **invoices of up to RM1,200 must be cleared before recording, and the remaining amount is to be cleared within 30 days.**

## CATEGORY 5: VOICE ACTING / NARRATION

**Usage Rights : Animation (Series), Animated Feature, Movies, A.D.R. ( Automated Dialogue Replacement), Dubbing, Video Games, Episodic Content, Television / Web Program Narration, Documentary.**

- Rates **DO NOT INCLUDE** Recording & Editing Services. Refer to Category 8 for relevant rates.

### OPTION 1: PER HOUR

OPTION 1: PER HOUR	RATE
Per working hour *	RM500

### NOTE

**Working Hour includes time spent in recording booth and / or in discussion / meeting / briefing regarding character / direction / performance (after the talent has been confirmed). Table reads are included.**

Working Hour does not include time spent auditioning or in any discussions / workshopping of characters prior to confirmation of the talent for the role.

Minimum **1 HOUR** & maximum **4 HOURS** per session, per project. Talent has the discretion to waive this clause.

Vocally stressful sessions should be limited to a single 2-hour session or as requested by the VO talent.

### OPTION 2: PER HOUR PACKAGE

OPTION 2: PER HOUR PACKAGE	RATE
12 hours	RM5,000
Every subsequent hour	+RM500

(only applicable for **each individual talent**)

### OPTION 3: PER LINE

OPTION 3: PER LINE	RATE
Per line	RM15
3 wallas / effort sounds are considered 1 line	
Minimum fee per session	RM500

1. \*Maximum of 3 characters per hour portrayed by a single talent. Additional characters are charged as an additional working hour.
2. Rates are based on **lifetime usage** of a **single version**, on **multiple platforms** (Television, cinema, etc) **worldwide**.
3. Rates do not include VOs that are recorded specifically for commercial / broadcast marketing material. **If the voice talent is asked to record a VO specifically for commercial / broadcast marketing use (eg. the talent is asked to voice a character for a trailer), fees apply as per Category 1A or 1B.** If already recorded VOs are used for commercial / broadcast marketing use, fees as per Category 1A or 1B do not apply.
4. The VGM strongly recommends **invoices of up to RM1,200 must be cleared before recording, and the remaining amount is to be cleared within 30 days.**



## CATEGORY 6: TRAINING MODULE / E-LEARNING / EDUCATIONAL MATERIAL

**Usage Rights : VO recordings can only be used for the specified company / products / services as stated in the Talent's invoice.**

- Rates **DO NOT INCLUDE** the rights to sell / license the VO recordings to any third party\*.
- For internal use ONLY: Not for-profit, OR for use on public-facing app or other such platforms\* \*.
- Rates **DO NOT INCLUDE** Recording & Editing Services. Refer to Category 8 for relevant rates.

LANGUAGE	RATE
English, BM & Tamil	RM0.80 per word, RM400 minimum fee per session
Chinese	RM0.60 per character, RM400 minimum fee per session

1. \***Full rates** apply for **EACH third party the VO recordings are sold / licensed to**. Buyout rates may be negotiated with the talent directly.
2. \* \*Once used for-profit, or used in any public-facing app, or on other such platforms, a 50% surcharge applies to the total original charges.
3. Rates are based on **lifetime usage** within a **single territory / country**. Full rates apply for usage in each additional territory / country.
4. Usage rights **DO NOT INCLUDE** use for Digital Voice Simulations, A.I. Voice Cloning / A.I. Voice Generating / A.I. Voice Training /A.I. Voice Creations, Voice Synthesization, Digital Double / Voice Double, Machine Learning, Composite Voice, and alike. Any company or person may not extract or copy the voice assets or recordings, of any Voice Over Talent, living or deceased, for the use in any manner that is not according to the agreed usage of recordings, without Voice Guild Malaysia or the Voice Over Talent's consent.
5. The VGM strongly recommends **invoices of up to RM1,200 must be cleared before recording, and the remaining amount is to be cleared within 30 days.**

# CATEGORY 7: AUDIOBOOK

## OPTION 1: FINISHED HOUR

### RATE

Fees **INCLUDE** Recording & Editing Services

Per finished hour

RM700\*

## OPTION 2: ENGLISH & BM WORDCOUNT

### RATE

Fees **DO NOT INCLUDE** Recording & Editing Services

Per word

RM0.065/word\*

Minimum fee per session

RM400

## OPTION 3: CHINESE CHARACTER COUNT

### RATE

Fees **DO NOT INCLUDE** Recording & Editing Services

Per word

RM0.037/word\*

Minimum fee per session

RM400

## OTHER CHARGES

**Re-Record** Per word rate (Option 2 or 3) applies, RM400 minimum fee per session.

## NOTE FOR OPTION 1 (FINISHED HOUR)

Fees are calculated based on **finished-hour**, which is the **full duration of VO, AFTER removing all mistakes.**

The duration of edited VO is to be rounded up to the closest higher finished-hour (i.e. 76 minutes of VO is considered 2 finished-hours).

Typically, at normal reading speed, one finished minute is approximately 155 English words, 150 BM / Tamil words, or 270 Chinese characters.

1. \*Rates will be adjusted in 2025.

2. Rates are based on **lifetime usage, worldwide.**

3. **If the voice talent is asked to record a VO specifically for commercial / broadcast marketing use (eg. the talent is asked to voice a character for a trailer), fees apply as per Category 1A or 1B.** If already recorded VOs are used for commercial / broadcast marketing use, fees as per Category 1A or 1B do not apply.

4. Rates are **not inclusive** of post-production, mixing, music, sound design or sound effects.

5. Usage rights **DO NOT INCLUDE** use for Digital Voice Simulations, A.I. Voice Cloning / A.I. Voice Generating / A.I. Voice Training / A.I. Voice Creations, Voice Synthesization, Digital Double / Voice Double, Machine Learning, Composite Voice, and alike. Any company or person may not extract or copy the voice assets or recordings, of any Voice Over Talent, living or deceased, for the use in any manner that is not according to the agreed usage of recordings, without Voice Guild Malaysia or the Voice Over Talent's consent.

6. The VGM strongly recommends **invoices of up to RM1,200 must be cleared before recording, and the remaining amount is to be cleared within 30 days.**

# CATEGORY 8: STUDIO WORK

## RATE LISTED ONLY COVERS BASIC VO RECORDING & EDITING\*

### Rate includes:

- Studio recording fees
- Clean up / removal of mistakes, errors in pronunciation, any part of the VO recording that can't be used in the final VO.

### Rate does NOT include:

- Export of each individual take as separate .wav file.
- Mixing / Post-production of VO recording (EQ, compression, de-breath, removal of mouth sounds, de-noise, removal of room tone, etc)\*
- Mastering
- Sourcing of / licensing fees for music or sound effects\*
- Mixing of VO recording with music or sound effects\*

DESCRIPTION	RATE
1 recording session, 1 language, 1 version	RM180 per hour or per session, whichever is higher

1. \*Fees for post-production / mixing / music are at the discretion of the talent, please discuss with the talent for rates.
2. For Category 1, a recording session shall **not last longer than 2 hours, for 1 version / 1 language, including time for feedback / amendments.**
3. **Additional time for editing is needed** after the recording session has ended.
4. For live-directed VO recording session, export of the edited VO is considered final. **Feedback / amendments to the script after the recording session time will be charged as a new studio session**, and re-recording VO rates for the relevant category apply.
5. For VO recording sessions that are not live-directed, a set time for feedback must be agreed upon by the client and talent prior to recording. **Feedback / amendments to the script after the set feedback time will be charged as a new studio session**, and re-recording VO rates for the relevant category apply.
6. The rate only includes audio editing for the VO talent's own VO recording, and if it is immediately done after the VO is recorded. Any additional editing work is chargeable. Please discuss with the talent for rates.
7. The VGM strongly recommends **invoices of up to RM1,200 must be cleared before recording, and the remaining amount is to be cleared within 30 days.**

# RIGHTS OF USAGE

## **Digital Voice Manipulations and Reproductions**

- Voice Over Talent's compensation covers only the use of the original voice assets or recordings. Use in any manner that allows a Producer or any related company or person to manipulate or modify the original recorded words is strictly prohibited.
- Producer or any related company or person may not create digital reproductions of any Voice Over Talent in connection with the Project. Producer or any related company or person may not use any digital reproduction of any individual, living or deceased, as a character or in place of Voice Over Talents in the Project without Voice Guild Malaysia or the Voice Over Talent's consent. The foregoing restriction includes any voice reproductions.

## **Digital Voice Simulations, A.I. Voice Cloning / A.I. Voice Generating / A.I. Voice Training / A.I. Voice Creations, Voice Synthesization, Digital Double / Voice Double, Machine Learning, Composite Voice, and alike**

- Any attempts to acquire digital simulation or digital creation rights is void and unenforceable until the terms have been negotiated with Voice Guild Malaysia or the Voice Over Talent(s) involved.
- Any company or person may not extract or copy the voice assets or recordings, of any Voice Over Talent, living or deceased, for the use in any manner that is not according to the agreed usage of recordings, without Voice Guild Malaysia or the Voice Over Talent's consent.