



BRANDED CONTENT  
PRODUCERS BELGIUM

# TARIFICATION AI

## MIXED TASKFORCE

FOR AGENCIES: BART VDM, CHARLOTTE C, MARC VB,  
MATTHIAS V, OLIVIA N, PATRICIA VDK

FOR BCP: FRANÇOIS, JESSE, JOHAN, JONAS, LIES,  
MATHIAS

### HYPER TRANSPARANCY:

Is expected for ALL parties on ALL implicatons

Also in relation to clients, actors/voices and productional services

### REMUNERATION RIGHTS:

Voices/actors are paid for nature of service & medium they appear in

If multiple declinations are made on their one-off performance, they're paid by rights

When their voice is cloned for future use, there's a buyout

It would be useful to have a buyout overview for AI usage

### REMUNERATION FOR SERVICES:

Usually based on the number of (pimped) hours, depending on the profile's seniority

Royalties/production rights for the production company on top of fee in case of extended AI use

Pass-through of credits bought & tools used based on "startup fee" >> Quid in time evolve towards fee per prompt.

Rendering-fee for usage of computer & backups of material

Fee for requesting rushes and open files in view of AI applications

### FOR FUTURE REFLECTION:

Risk of certain licences (e.g., Artlist); expected price increases after consolidation providers, eco-factor;  
quid use eco-label for AI tools

Add AI-related requirements to the BCP Online Briefing template