

2022 SAG-AFTRA Commercials Contract Examples of Unpermitted Edits



THE JOINT POLICY
COMMITTEE, LLC



Examples of Unpermitted Edits

Under the 2022 Commercials Contract there are four types of changes that do not create a new commercial: (1) Shorter/Longer Versions; (2) Permitted Changes; (3) Paid Edits; and (4) Addressable Edits. All such edits may run in the same market at the same time and will be considered one commercial for use purposes. All other changes to a commercial (i.e., Unpermitted Edits) result in a new commercial for use purposes. Shorter/longer version fees, paid edit fees and addressable edit fees are due within 15 working days of first use of the shorter/longer version, paid or addressable edit.

Unpermitted Edits shall include, but not be limited to, the following types of edits, which result in a new commercial for use purposes:

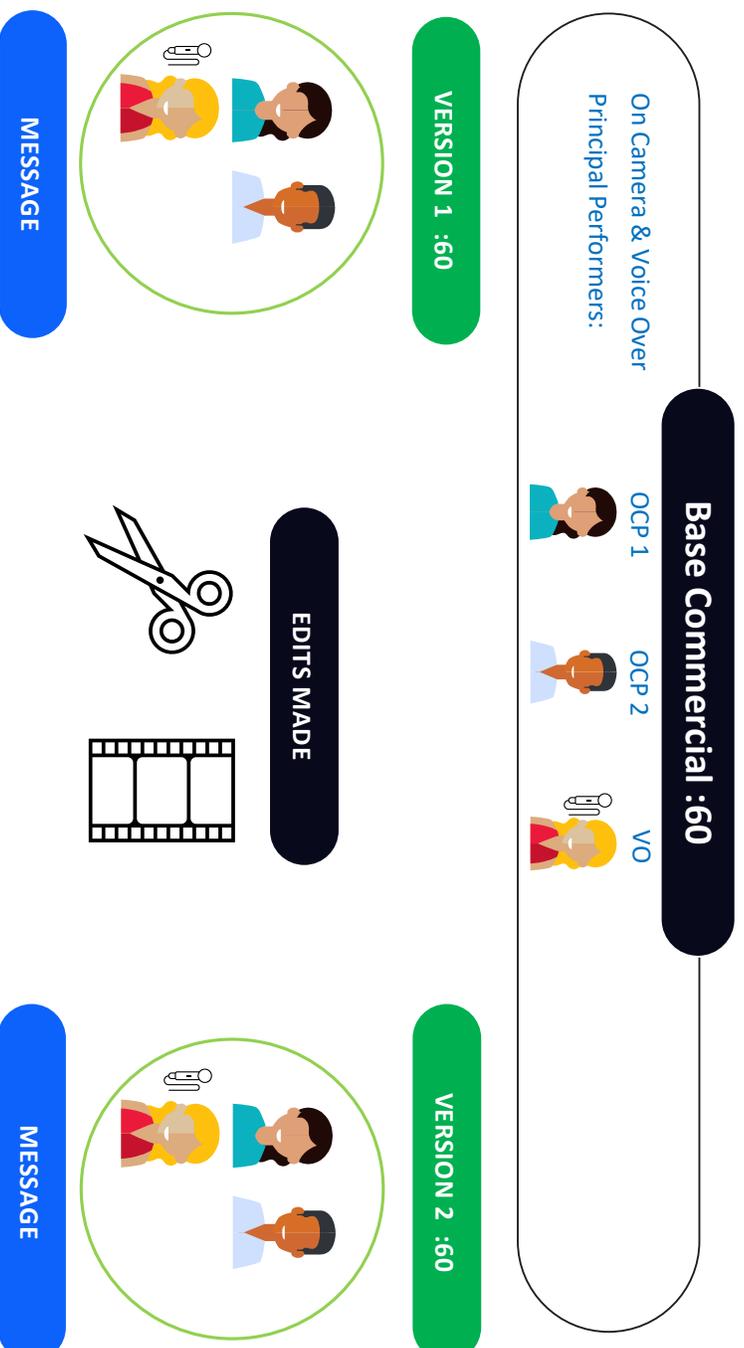
1. The edit changes the concept of the commercial. The "concept" refers to the basic idea by which the commercial conveys the commercial message. **For example**, a commercial shows a modern caveman traveling through an airport when he sees a billboard that says, "so simple even a caveman can do it." The commercial is edited to show a caveman in a restaurant looking at the same billboard. This is an unpermitted edit because the concept changed from traveling through an airport to sitting in a restaurant.
2. The edit changes the commercial message. The "commercial message" refers to the specific message that the advertiser wants to convey to the consumer about the product or service being advertised. **For example**, a commercial shows a scene in the kitchen of a home where a couple talks about how the coffee from their new coffee machine tastes better than coffee from the expensive shop around the corner. The commercial is edited to show the same couple with entirely different dialogue discussing how much they will save on coffee with their new coffee machine. This is an unpermitted edit because the commercial message changed when new dialogue from a different script or storyboard was added.
3. The edit adds new on-camera principal(s) (OCPs) to the commercial; provided, however, that a shorter/longer version, paid edit or addressable edit may include different OCPs than the original ("base") spot if the footage was produced during the same production and relates to the same script or storyboard. **For example**, a commercial for an SUV has 1 voice over (VO) and shows a family of 2 OCPs in the SUV driving through the woods. The commercial is edited to include footage from another commercial showing a male driver driving through the woods. This is an unpermitted edit because a new OCP was introduced in the commercial, and the footage with the new OCP did not come from the same commercial production.
4. The edit adds an additional product or brand in a manner that is not allowed under the editing provisions set forth herein (i.e., that is not in the same product line or is not a variant of the product). **For example**, a commercial for Cola has 1 VO and shows 3 OCPs consuming various meals that go great with Cola. The commercial is edited to show Cola replaced with Bottled Water. This is an unpermitted edit because an entirely new product is now featured.

The following examples are provided to illustrate the editing rules set forth above.

Examples of Unpermitted Edits: Changes to the Commercial Message

How it works: The edit changes the **commercial message**. The “commercial message” refers to the specific message that the advertiser wants to convey to the consumer about the product or service being advertised.

Base commercial example: A :60 commercial for a new coffee machine shows a scene in the kitchen of a home where a couple talks about how coffee from their new coffee machine tastes better than coffee from the expensive shop around the corner. The commercial also features one voice over (VO) performer. The commercial is edited to show the same couple with entirely different dialogue discussing how much they will save on coffee with their new coffee machine. This is an unpermitted edit because the commercial message changed when new dialogue from a different script or storyboard was added.



“This tastes better than coffee from our coffee shop.”

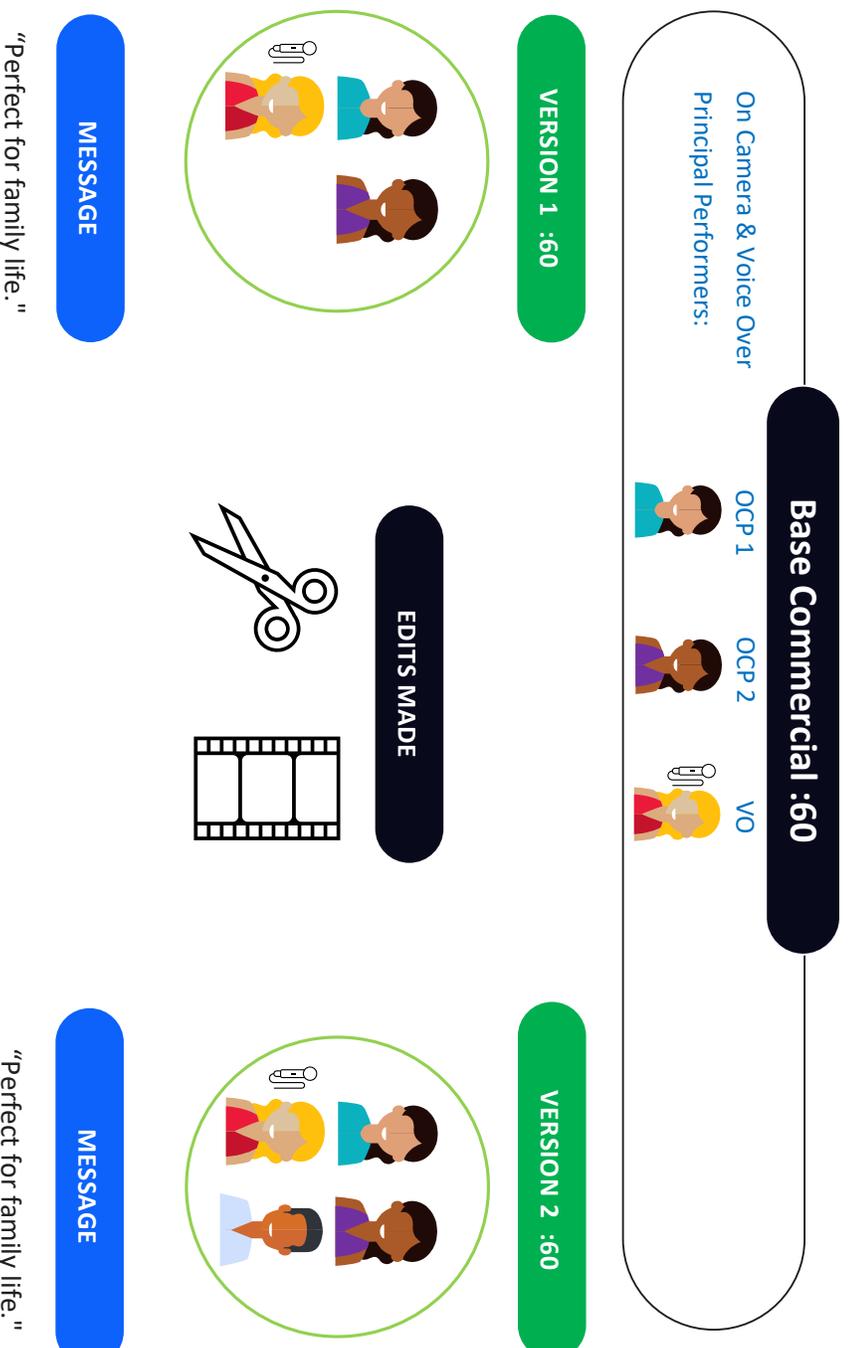
“We are going to save so much money with our new coffee machine”

Result: The new commercial uses existing footage with the same OCPs and VOs. However, the **commercial message** changed to “We are going to save so much money with our new coffee machine.” This is a new commercial because it changes the **commercial message** from taste preference to cost savings and therefore is an **unpermitted edit**.

Examples of Unpermitted Edits: New On-Camera Principal(s) in the Commercial

How it works: The edit adds new on-camera principal(s) to the commercial; provided, however, that a shorter/longer version, paid edit or addressable edit may include different on-camera principals than the original (“base”) spot as long as the footage was produced during the same production and relates to the same script or storyboard.

Base commercial example: A :60 commercial for an SUV had a commercial message that stated, “perfect for family life.” The concept of the commercial showed a family of 2 OCPs in the SUV driving through the woods, mountain biking, swimming, and canoeing.

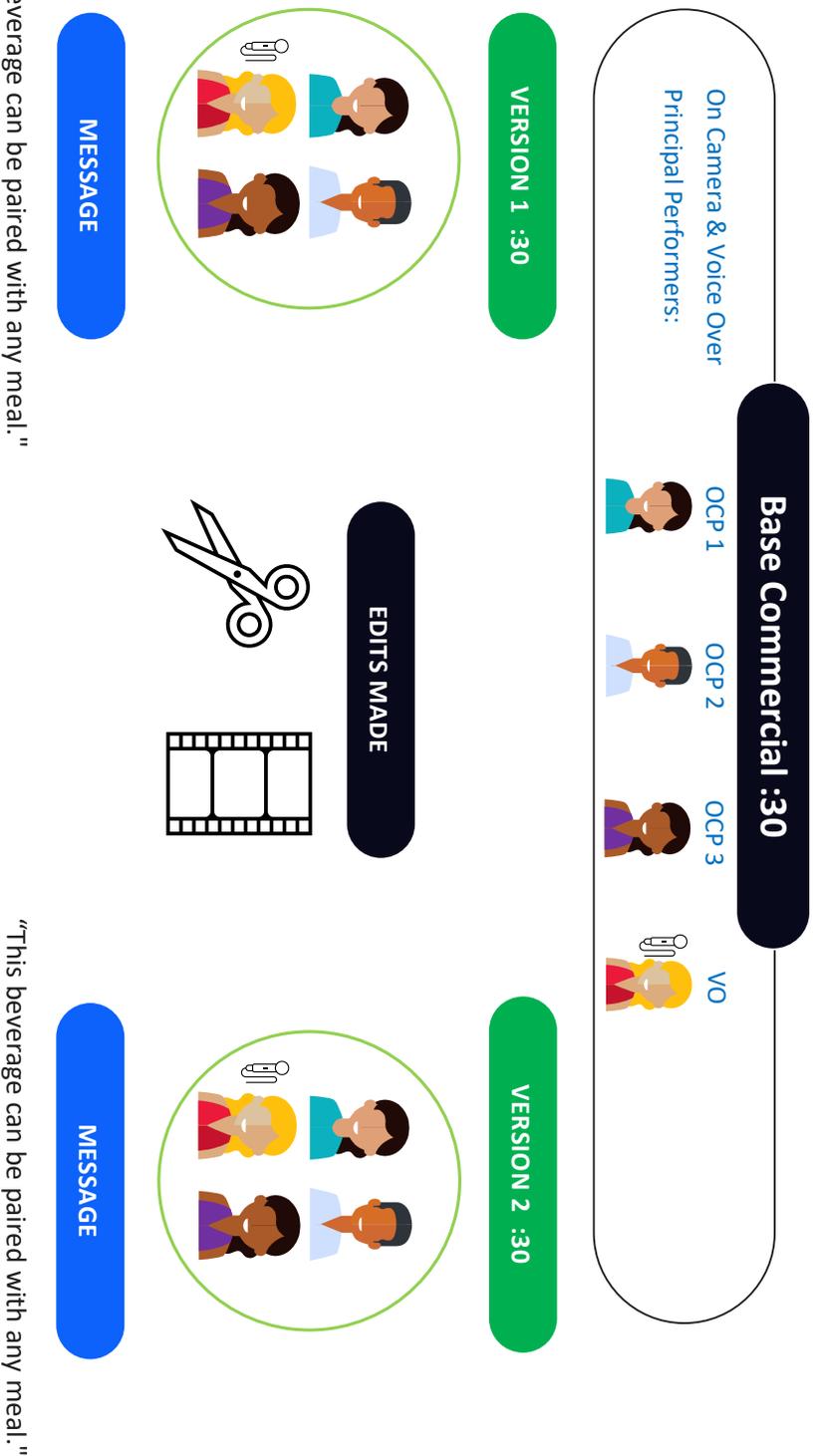


Result: The new :60 commercial is created by mixing footage from the base commercial with footage from another commercial. Although the commercial message and concept do not change, this is an **unpermitted edit** because a **new OCP was introduced** in the commercial and the footage with the new OCP did not come from the same commercial production.

Examples of Unpermitted Edits: Additional Product or Brand in the Commercial

How it works: The edit adds an additional product or brand in a manner that is not allowed under the editing provisions set forth herein (i.e., that is not in the same product line or is not a variant of the product).

Base commercial example: A :30 commercial for Cola has 1 VO and showcases 3 OCPs consuming various meals that go great with Cola.



Result: The new :30 commercial is created when Cola is replaced with Bottled Water. This is an **unpermitted edit** because an **entirely new product** that is neither a variant nor in the same product line is now featured.