



COMMERCIALS DEPARTMENT TIPS & TOOLS

Traditional Digital vs. Streaming

The 2022 Commercials Contract makes some exciting changes to payments for Digital Media. The agreement also helps our members capitalize on the growing value of this type of advertising, while lowering costs for advertisers and advertising agencies for use in Traditional Digital.

Here's a look:

Traditional Digital

- Consolidates the former Internet & New Media categories into one category
- Fixed Fees for 4-week, 13-week, 1-year use cycles
- Does not carry automatic exclusivity
- Exclusivity may be obtained through bargaining and paying Holding Fees, if requested by an advertiser
- Examples include Facebook, Instagram, Social Media, YouTube, brand or retailer sites, 3rd party sites

Streaming

- Higher use payment, inclusive of all other digital media
- Fixed Fees for 4-week, 13-week, 1-year use cycles
- Automatic Exclusivity
- Holding Fees are already included in the 1-year use cycle
- Enables performers to capitalize on the growing value of streaming platforms
- Examples include Hulu, Peacock, Tubi TV, YouTube Streaming, among others

If you have any questions about the above contract terms, please contact us at (323) 549-6858 in Los Angeles or (212) 827-1454 in New York or comm.coedinfo@sagaftra.org.