

2022 Commercials Contract: Digital Stills

2022 Commercials Contract: Digital Stills Bulletin

The Joint Policy Committee and SAG-AFTRA are sharing this memo in response to a number of questions about the 2022 Commercials Contract regarding digital stills.

The Union and the JPC agree that stills pulled/lifted from a commercial and used in an area covered by the Commercials Contract, are a covered service under the contract. Under the 2022 structure, they would be permitted edits - paid as shorter/longer versions or paid edits depending on the circumstance.

When stills/screen grabs are lifted from a commercial and used in a manner not covered by the Commercials Contract (e.g., in a print magazine), fees for such uses require a separate negotiation or may be covered by another SAG-AFTRA contract (e.g., in a television show or educational video). Still photography captured with a separate camera during production of a commercial also requires a separate negotiation and is not covered by the Commercials Contract.

If you have any questions, please contact Commercials2022@sagaftra.com, kstevens@jointpolicycommittee.org, or bhaynes@jointpolicycommittee.org.

Thank you.