



FREQUENTLY ASKED QUESTIONS

On Aug. 14, 2024, SAG-AFTRA and Narrativ announced a new agreement which allows SAG-AFTRA members to safely license their digital voice replica for audio ads. SAG-AFTRA and Narrativ negotiated and reached an agreement concerning the union's informed consent and compensation requirements, along with other crucial A.I. guardrails. To explore the services Narrativ offers, visit narrativ.ai and, for more information, please review the frequently asked questions below.

What is Narrativ?

Narrativ is an online digital platform that connects advertisers and ad agencies with talent to create digital audio commercials. Talent registers with Narrativ and provides them with a short voice recording that Narrativ then uses to create a digital voice replica of the performer. It is this digital voice replica that is then used to voice digital audio commercials. All of this is done with the performer's complete knowledge and fully informed consent.

Why an agreement with Narrativ?

By working with Narrativ, SAG-AFTRA has ensured that our members can participate on this platform, knowing that they will be protected and compensated fairly for every use of their digital voice replica.

How does the agreement with Narrativ work?

Since Narrativ is producing digital audio ads, all provisions of the SAG-AFTRA Audio Commercials Contract apply. An addendum to the Audio Commercials Contract was created after many discussions with Narrativ and the input of the

Commercials Contracts Standing Committee, which is made up of members who regularly work under the Commercials Contracts and negotiated the terms, conditions and wages of the Commercials Contracts. The Narrativ Agreement is the combination of this addendum with the Audio Commercials Contract. It includes additional protections and transparency provisions that are necessary given the use of A.I. technology for the creation of these digital audio ads.

Who approved the Narrativ Agreement?

The Narrativ Agreement was approved by the Commercials Contracts Standing Committee and was additionally presented to and approved by SAG-AFTRA's National Executive Committee.

What protections are included in the Audio Commercials Contract addendum for Narrativ?

Performers must be informed about what product or service will be advertised and provided with the draft audio advertisement in order to provide informed consent before their digital voice replica can be used, and before any

ad can go live. Performers always have the ability to decline the use of their digital voice replica in an ad. A performer's digital voice replica cannot be used in any manner other than as negotiated and consented by the performer. Narrativ is not permitted to use a performer's voice recordings or their digital voice replica to train a foundational model.

Narrativ must take commercially reasonable steps to ensure the security of the digital voice replica and the recordings used to create it, and delete the digital voice replica and all voice recordings when a performer decides to leave the Narrativ platform.

What happens if there is a violation of any of the terms of the Narrativ Agreement?

The Narrativ Agreement includes the terms of the Audio Commercials Contract, as modified by the terms of the addendum. As a result, anyone using it must be a signatory to that contract and all of the terms and conditions of the Audio Commercials Contract that are not modified by the addendum apply, including the arbitration clause. Claims can be filed, and the employer can be pursued for proper compensation, penalties and fees.

How does Narrativ work?

A performer signs up with Narrativ and creates a profile on their platform. There are no fees for the performer to use the platform. Their profile information includes whether the performer is a member of SAG-AFTRA, if they have any types of products or services they are not interested in promoting, and the minimum rates they will accept for the use of their digital voice replica. Rates for SAG-AFTRA members cannot be less than the minimums under the Audio Commercials Contract. The performer provides samples of their voice for Narrativ to create their digital voice replica.

Producers can review performers' profiles and listen to their voice samples in order to find talent they are interested in engaging. When

offering an engagement to a performer, a producer must identify the product or service that is being promoted in the commercial they are creating and provide the commercial script. The performer will receive notification of the offer and review it to determine if they would like to accept. If the performer believes the job calls for a higher payment than their minimum advertised rate, they can make a counteroffer. It is only when the performer advises the producer that they have agreed to the terms offered that the performer's digital voice replica can be used in the ad.

Can my agent be involved in this process?

Yes! Your agent can absolutely manage your Narrativ account on your behalf. There is no fee to the performer or agent to work with Narrativ. Your agent can keep your profile updated, review requests from advertisers, and accept, deny, or make counter-offers on requests for the use of your digital voice replica.



Have additional questions? Email us at comm.coedinfo@sagaftra.org.

