

TERRITORY	1ST YEAR	2ND YEAR	3RD YEAR	4TH YEAR	5TH YEAR
New Zealand	BUR	100% of 1st year	75%	50%	25 - 50%
Single Additional Country	150 - 300%	150 - 300%	100 - 200%	50 - 100%	50 - 100%
e.g. Australia	150%	150%	100%	50%	50%
e.g. China	300%	300%	200%	100%	100%
Pacific (Australia, NZ, & Pacific Islands)	200%	200%	175%	100%	100%
Single Continent/Territory (North America, Europe, Asia, etc)	300%	300%	200%	125%	100%
Worldwide	500%	500%	400%	250%	250%

## NOTES

Base Usage Rate (BUR) refers to the creative fee or photographic fee negotiated for the shoot. This fee takes into consideration how the work was initially licensed (i.e. for use in certain specified media). The guidelines above assume that the licensed purpose remains the same for the additional usage.

If the client intends to re-use the work for purposes over and above those specified in the initial license the percentage multiplier should be increased accordingly. Likewise, if the purposes required for the additional usage were to diminish the percentage multiplier may need to be reduced to reflect this change.

These guidelines apply to New Zealand clients hiring New Zealand based photographers.