



PRODUCTION TIERS 2024

INTEGRATED AGENCY PRODUCTION

Agency producers are specialists in the long-standing discipline of film campaign production, specifically from an agency perspective. Historically this role involved TV specialism, but agency producers are now expected to be fully integrated across TV, digital / social, print and idents, often expanding further into experiential, documentary and episodic content. Agency producers, unlike hybrids and broadcast producers, work specifically within agencies and tend to produce higher budget and higher risk campaigns from a legal and advertising standards perspective (in depth knowledge of these areas is also expected). Where risk is concerned, integrated agency producers are expected to head off any legal, IP, health and safety and copyright issues off at the pass, providing workable solutions. There are additional differences to the other disciplines, such as the ability to negotiate substantial celebrity contracts and extensive experience shooting abroad with knowledge of local unions and tax implications.

Assistant Producer

Must satisfy all the following criteria:

- Has a minimum of one year's training in an agency film or content department.
- Has a good knowledge of the agency production process and is able to assist without prompting at every stage of production.

- Able to manage adaptations alone.

Junior Producer

Must satisfy all the following criteria:

- Has a minimum of two years' training in an agency or a minimum of one year in an agency **and** one year at a production company.
- Has passed the IPA and / or APA courses.
- Minimum of one year's experience as a producer on solo projects **or**, a minimum of two years' experience as a producer if not IPA / APA accredited.

Midweight Producer

Must satisfy all the following criteria:

- Minimum of three years' experience as a producer.
- Has passed the IPA and / or APA courses **or** is able to demonstrate a high level of formal training.
- Is able to showcase a reel comprising attended foreign shoots, multiple location shoots and multiple cast members.
- Can provide examples of delivering multi-platform campaigns.
- Has experience working with budgets ranging from £20k - £800k+.

Senior Producer

Must satisfy at least three of the following criteria:

- Has at least seven years' experience as a producer.
- Is able to show a body of work illustrating large scale productions, multi-location (international - attended), large cast and celebrity projects (ie, negotiating celebrity contracts, working with A-List talent agents / managers).
- Has experience producing a variety of 360, multi-platform campaigns.
- Has experience working with budgets ranging from £20k - £1.5 million+.

Executive Producer

Must satisfy at least five of the following criteria:

- Has at least ten years' experience as a producer.
- Has been head, or deputy head, of department.
- Has a proven track record of managing and training production teams.
- Has a proven track record of successfully working with agency personnel and clients at c-suite level.
- Is able to show a large body of work covering all areas of production, including being able to satisfy all the criteria of senior producer.
- Can provide examples of work climbing into the multi-millions.

HYBRID PRODUCTION

Hybrid producers are a talented and diverse group when it comes to production disciplines. They have in-depth knowledge of the agency and shoot production processes and have the ability to cross over from agency to shoot production disciplines, often acting as both agency and production producers, the shoot producer within an in-house offering at an agency or working direct to brands. The schedules on hybrid productions tend to be faster, with lower budgets than traditional advertising campaigns, often living in the branded content, VOD and online spaces (though not always). This makes the legal and advertising standards risks lower, but the large volume of work requires great skill with the producer crossing disciplines in a way that is not the norm in the traditional advertising space. For example, independent production departments work directly into brands, often expecting the hybrid producer to have a direct line into the client whilst shoot and agency producing. Hybrids have the unique and sought after ability to move seamlessly from one production process to the other; from liaising directly with the director and then the agency creatives or agency producer, for example. This is also a discipline that morphs and changes from agency to agency, depending on the in-house capabilities and size of the agency in question.

Assistant Producer

Must satisfy all the following criteria:

- Has a minimum of one year's training in an agency, production company, independent production department or content department.
- Has a good knowledge of the production process across platforms (TV, Print / OOH, Digital OOH, Social and Online) and is able to assist without prompting at every stage of production.
- Able to manage adaptations alone across platforms (budget, schedule and deliver).
- Able to deliver campaigns across multiple platforms.

Junior Producer

Must satisfy all the following criteria:

- Has a minimum of two years' training at a production company, agency, independent production department or content department (or a combination of the aforementioned).
- Has passed the IPA and / or APA courses **or** is able to demonstrate a formal training period in production craft.
- Minimum of one year's experience as a producer on solo projects **or**, a minimum of two years' experience as a producer if not IPA / APA accredited. This can include music promos, stills shoots, live action or multi-platform.
- Is able to deliver campaigns to online platforms and broadcast, where necessary.

Mid-Weight Producer

Must satisfy all the following criteria:

- Minimum of three years' experience as a producer at a production company, agency, independent production department or content department (or a combination of the aforementioned).
- Has experience producing foreign shoots (with attendance on the ground).
- Has experience producing multiple location shoots with multiple cast members, either shoot producing or agency producing.

- Is able to demonstrate 360 production experience ie, stills, AV, branded content, online, social first.
- Is able to deliver campaigns to online platforms.

Senior Producer

Must satisfy all the following criteria:

- Has at least seven years' experience as a producer at a production company, agency, independent production department or content department (or a combination of the aforementioned).
- Is able to show a body of work illustrating large scale productions, multi-location (international, attended shoots), large cast and celebrity projects with stills, av, social first and digital elements. This can be branded content, TV, digital or a combination of the aforementioned. This can be as agency, agency in-house or production company producer.
- Has worked alongside - and able to train where necessary - assistant producers or coordinators and can guide them through a large delivery.

Executive Producer

Must satisfy at least five of the following criteria:

- Has at least ten years' experience as a producer at a production company, agency, independent production department or content department (or a combination of the aforementioned).
- Has been head, or deputy head, of department.
- Has a proven track record of managing and training teams.
- Has a proven track record of successfully working with agency personnel & clients at c-suite level.
- Is able to show a large body of work covering all areas of production, across platforms.
- Satisfies all the criteria for a senior producer.

BROADCAST PRODUCTION

Broadcast producers are experts in the promotion or advertising of long form work, TV series', online series', seasonal sports promotion in the advertising and broadcast space, news, products & services offered by broadcasters, idents / sponsorship, branded content and documentary. Most will have experience working with major broadcasters such as the BBC, ITV, 4 Creative, Disney, Sky, Dazn etc. Like all production disciplines, the role is multifaceted and differs from integrated agency and hybrid as broadcast producers will often not have worked in an advertising agency or production company, but will have similar skills ie, they are adept at shoot producing for promotional material on a large scale (studios, locations, large art department and post production etc), but are used to slightly different production processes without the traditional 'client - agency' dynamic. Broadcast producers are highly experienced at collaborating with marketeers and often have a valuable understanding of marketing practices. They also have extensive Business Affairs experience as they are expected to deliver all of their campaigns across print, TV, social media and online, seeking both internal clearance and that of Clear Cast where necessary.

Assistant Producer / Coordinator

Must satisfy all the following criteria:

- Has a minimum of one year's training with a broadcaster or in a film / content department in the broadcast space.
- Has a good knowledge of the shoot production process for experiential coverage, internal filming and Key Art / OOH and AV content and promos.
- Able to assist without prompting at every stage of production.
- Comfortable with delivering content to air / go live across broadcast, online, print and social.
- Can produce adaptations alone.

Junior Producer

Must satisfy all of the following criteria:

- Has a minimum of two years' training with a broadcaster or in a film / content department in the broadcast space.
- Able to manage - and deliver - adaptations alone.
- Minimum of one year's experience as a producer on solo projects / shoots both for promos and shoots.
- Is able to provide examples of print / key art campaigns shot for show promotion.
- Is comfortable handling celebrity talent for the purposes of promotional material.
- Is comfortable working directly with independent production companies to ensure all shoots are executed smoothly and to the satisfaction of all stakeholders.

Mid-Weight Producer

Must satisfy all of the following criteria:

- Minimum of three years' experience as a producer in the film / content / broadcast space.
- Is able to showcase a reel comprising foreign shoots and a variety of show cast members. This can be print only or cross platform.
- Is comfortable handling celebrity talent for the purposes of promotional material.
- Is comfortable working directly with independent production companies to ensure all shoots are executed smoothly and to the satisfaction of all stakeholders.
- Has experience working with and handling senior marketing clients.
- Is able to work with an assistant producer or coordinator to deliver multiple assets for a Campaign.

Senior Producer

Must satisfy at least six of the following criteria:

- Has at least seven years' experience as a producer in the film / content / broadcast space.
- Is able to show a body of work illustrating large scale productions (large art department requirements and complex post-production), foreign shoots and a variety of show cast members, including celebrity talent. This can be print only or cross platform.
- Has experience producing a variety of 360, multi-platform campaigns (audio visual, print, digital out of home and out of home) and promos.

- Is comfortable handling celebrity talent for the purposes of promotional material.
- Is comfortable working directly with independent production companies to ensure all shoots are executed smoothly and to the satisfaction of all stakeholders.
- Has experience working with and handling senior marketing clients.
- Is able to work with an assistant producer or Coordinator to deliver 50+ assets making up a 360, multi-platform campaign.

Executive Producer

Must satisfy at least three of the following criteria:

- Has at least ten years' experience as a producer.
- Has been head, or deputy head of department with experience training and managing teams.
- Has a proven track record of successfully working with marketing personnel at c-suite level.
- Is able to satisfy all criteria of a senior producer.

BUSINESS AFFAIRS

Business Affairs Administrators provide vital support and knowledge for agency film / content departments, where legal and insurance risks on productions tend to be higher.

They add a solid layer of rigour to all productions - checking and advising on all production contracts from the PIBS to artist contracts and child licenses, music contracts, image / existing footage licensing and much more.

Business Affairs teams are also responsible for payouts and the issuing of playout instructions across multiple platforms, providing the relevant clock numbers to producers.

Once the campaign is live / on air they will keep track of the usage term, renewing usage deals with artists should the campaign continue to run beyond the original agreed termination date.

In short, Business Affairs teams use their far-reaching knowledge to reduce the risk across multiple areas of any high profile production.

Business Affairs Administrator

Must satisfy all of the following criteria:

- Has a minimum of two years' training in a Business Affairs / TV Administrative role.

- Has good knowledge of play outs, rotation instructions, caria bookings, regulatory bodies and clear cast process.
- Basic IP clearance knowledge, child licence knowledge, usage tracking and stock image / footage licencing.
- Has a solid understanding of the PIBS and contract.

Business Affairs Manager

Must satisfy all of the following criteria:

- Has a minimum of four years' experience as a Film Administrator or Business Affairs Assistant.
- Has comprehensive and detailed knowledge of play outs, rotation instructions, caria bookings, regulatory bodies and clear cast process.
- Has comprehensive IP clearance knowledge and can provide examples of how this knowledge has been used.
- Extensive experience acquiring child licences, usage tracking and stock image / footage licencing.
- Has an in-depth understanding of the PIBS and contract and can advise extensively on each.
- Is able negotiate, clear and finalise talent usage and music contracts (including influencers and real people).
- Comfortable with animation, illustrator and photographer negotiations, clearance and contracting.
- Has budgeting skills for the above.

Senior Business Affairs / Head of Business Affairs

Must satisfy all the following criteria:

- Has at least eight years' experience as Business Affairs Manager and can satisfy all the AFA criteria for this role.
- Extensive knowledge of international artist usage such as SAG/AFTRA.
- Is able to negotiate artist usage and planning for multi-year contract and celebrity negotiations.
- Complex IP clearance, licencing and infringement knowledge.
- Complex insurance knowledge, beyond the PIBS (ie, COVID insurance, special stunts, death & disgrace etc).



GUIDELINE PRODUCTION RATES 2024

PRODUCTION OUTSIDE IR35

ROLE	SUGGESTED RATE	EXACT RATE (2% in 2023 & 2% in 2024)
Executive Producer	£475	£473
Senior Producer	£420	£421
Mid-Weight Producer	£370	£369
Junior Producer	£290-£320	£291-£317
Assistant Producer	£215 - £245	£213 - £244

Weekends and Public Holidays will be charged at 150%
Night Shoots charged at 150% on the day of the Night Shoot & 150% the following day
Travel days charged at 100%
Payment terms: 30 days after invoicing

PRODUCTION INSIDE IR35

ROLE	SUGGESTED RATE	EXACT RATE (2% in 2023 & 2% in 2024)
Executive Producer	£550	£551
Senior Producer	£490	£491
Mid-Weight Producer	£430	£431
Junior Producer	£340 - £370	£341 - £371
Assistant Producer	£250 - £285	£251 - £287

Weekends and Public Holidays will be charged at 150%

Night Shoots charged at 150% on the day of the Night Shoot & 150% the following day

Travel days charged at 100%

Payment terms: 30 days after invoicing

Inside IR35 calculations are based on a 15.55% increase on Outside IR35 rates, plus an additional £5 umbrella company or administrative fee per day.

The 15.55% covers employer's NI and apprenticeship levy.

IR35 policy varies from company to company. The Inside IR35 rates reflect a scenario in which the employer outsources all IR35 contracts and passes any relevant employer's taxes on to the freelancer. If the employer is able to show the freelancer that this is not the case, then fees can be deducted accordingly.

N.B. When employer's N.I. was reduced back to 13.8% in 2022, the Inside IR35 rates stayed the same. This is because increasingly, there are additional administrative tasks requested of freelancers for Inside IR35 contracts that take up a significant amount of their time. Most commonly, freelancers have been requested to show accounts for 5 previous tax years, which often requires additional time with their accountants, or are asked to go through several interviews, which may interfere with their current working hours and projects.

PRODUCTION - FIXED TERM CONTRACTS

ROLE	SUGGESTED RATE
Executive Producer	£90k+
Senior Producer	£80k+
Mid-Weight Producer	£65k+
Junior Producer	£50k+
Assistant Producer	£40k+

Where possible, whilst adhering to employer policy and HMRC rules & regulations, fixed term contracts are the AFA recommended option for employers who have a choice of Inside IR35 or FTC.



Please note

The AFA is not a Union. All rates are guidelines and subject to negotiation for both freelancers and employers.

BUSINESS AFFAIRS OUTSIDE IR35

ROLE	SUGGESTED RATE	EXACT RATE (2% in 2023 & 2% in 2024)
Snr Business Affairs / Head of Dept	£370 - £420	£369 - £421
Business Affairs Manager	£290-£320	£291 - £317
Business Affairs Administrator	£215 - £245	£213 - £244

Weekends and Public Holidays will be charged at 150%
Payment terms: 30 days after invoicing

BUSINESS AFFAIRS INSIDE IR35

ROLE	SUGGESTED RATE	EXACT RATE (2% in 2023 & 2% in 2024)
Snr Business Affairs / Head of Dept	£430 - £490	£431 - £491
Business Affairs Manager	£340 - £370	£341 - £371
Business Affairs Administrator	£250 - £290	£251 - £287

Weekends and Public Holidays will be charged at 150%
Payment terms: 30 days after invoicing

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BUSINESS AFFAIRS FIXED TERM CONTRACTS

ROLE	SUGGESTED RATE
Snr Business Affairs / Head of Dept	£75k+
Business Affairs Manager	£60k+
Business Affairs Administrator	£45k+

Where possible, whilst adhering to employer policy and HMRC rules & regulations, fixed term contracts are the AFA recommended option for employers who have a choice of Inside IR35 or FTC.



Please note

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