

January 2020

2019 VOICE-OVER INDUSTRY REPORT



Voiceover
freelance

Goals

The voiceoverfreelance.com is the place where fresh talents come to find useful and straight-forward information on starting a voice-over career.

On the website and in guides voice-over talents always find the latest and verified facts and updated guides on how to grow their freelance business effectively and quickly.

This report aiming to provide the most recent and relevant data to the voice performers to help them justify their efforts and serve as a point of reference in the conducted business.

This report helps you understand the landscape of content production and the corresponding vocal qualities that creatives and producers are seeking out.

Industry Trends

In 2019 digital ad spending surpassed traditional advertisement spending. By 2023 this number has the potential to exceed two-thirds of total media spending.

Broadcast media ad spending in 2019 declined more than expected losing TV radio ad 3.4%. Combined linear and digital ad spending grew by 5.1% bringing 6.6% more revenue.

In the US linear and digital ad revenue showed opposite trends in 2019; linear declined 2.3% and projected trend in 2020 to continue shrinking to another 4.3%, while digital ad revenue grew in 2019 more than 16% as mentioned surpassing linear ad spending in absolute numbers, in 2020 it will keep the trend growing in two digits numbers estimated 11%.

World stats showed the same trend shifting towards the digital understandably at a slower pace than the US. Audio product over the Internet was consumed by over 80% of Internet users in 2019. And streaming services like Spotify and Pandora through their channel targeting were the main advertisement providers for the brands.

Voice-Over Market

The trend in the industry continued for brands to broaden their resource base hiring freelancers directly.

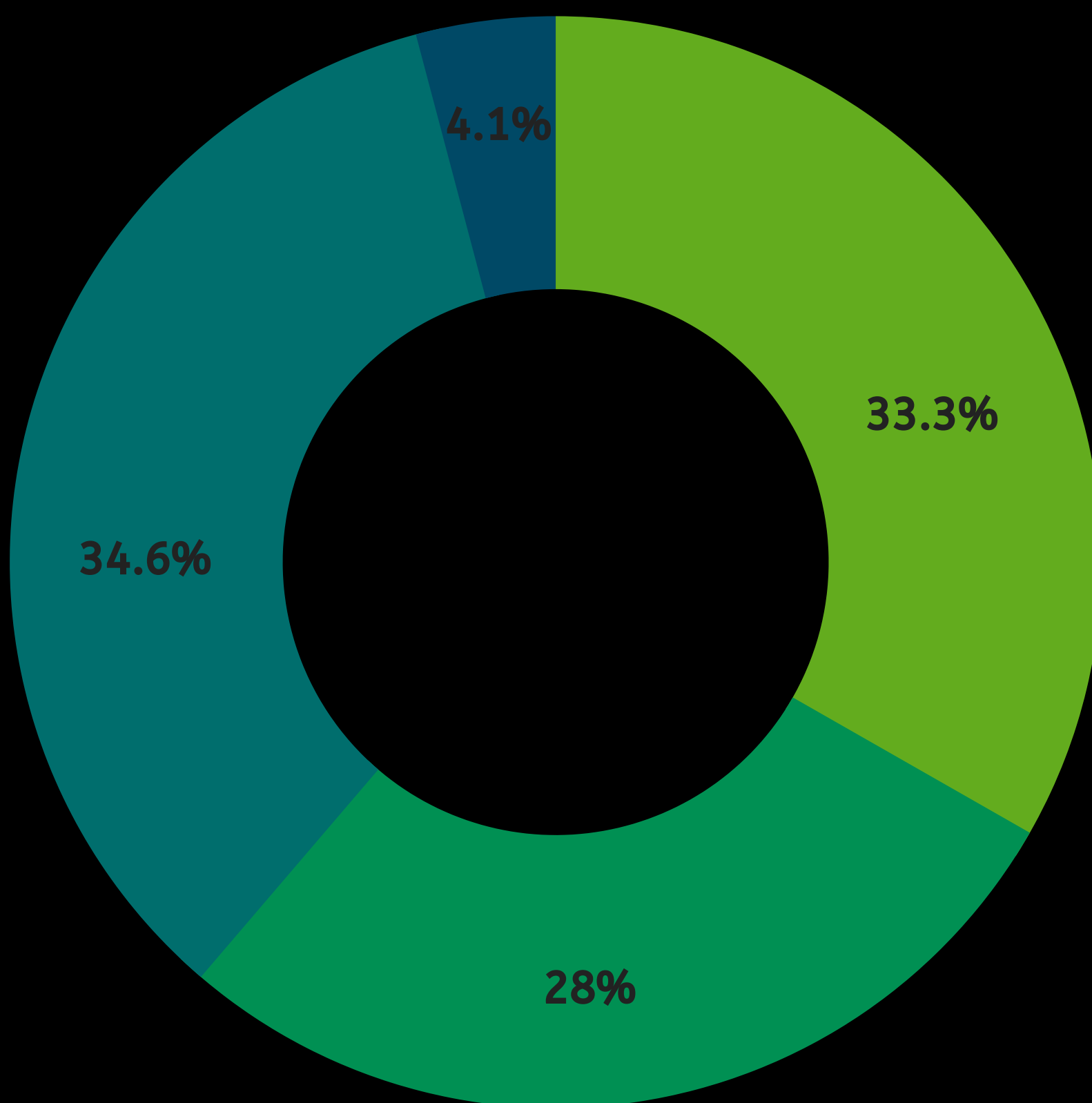
Independent gig workers and contingent gig workers are striving the more than ever in the voice-over industry.

The reason is not the only advertisement and animation markets show solid growth in 2019 as years before.

It is also thanks to increasing demand from a growing number of smaller content creators. In 2019 they produced more videos on streaming services like YouTube, made more podcasts, published more audiobook titles, and e-learning content.

Media Content Distribution by Revenue in 2019

Graph represent Ad Media Content
Distribution by Revenue in 2019



Unwired Cable Internet Social Media

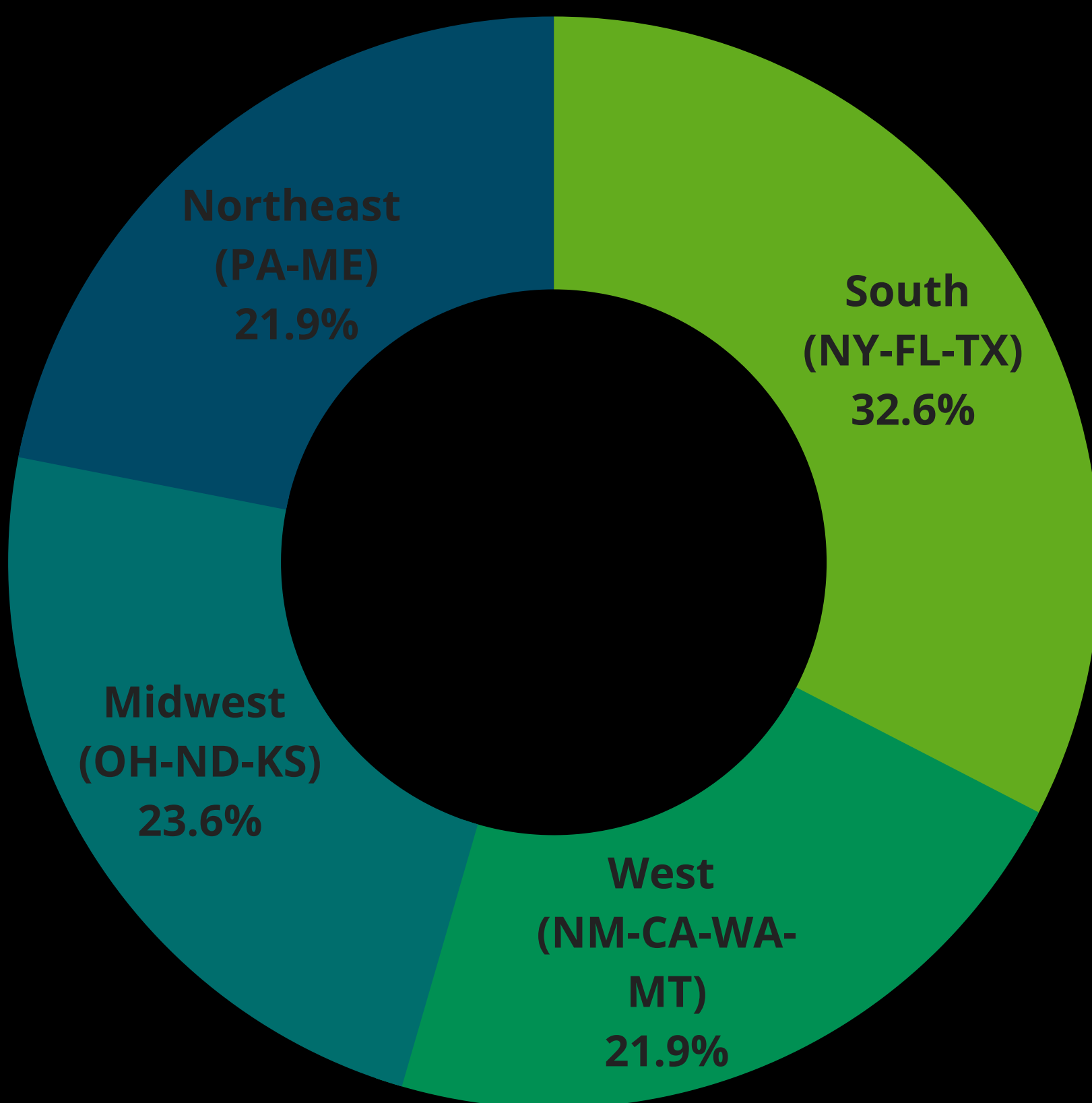
2019 Audio Commercial Contract

Base cost of audio commercial contract in
2019 by metro area in the USA



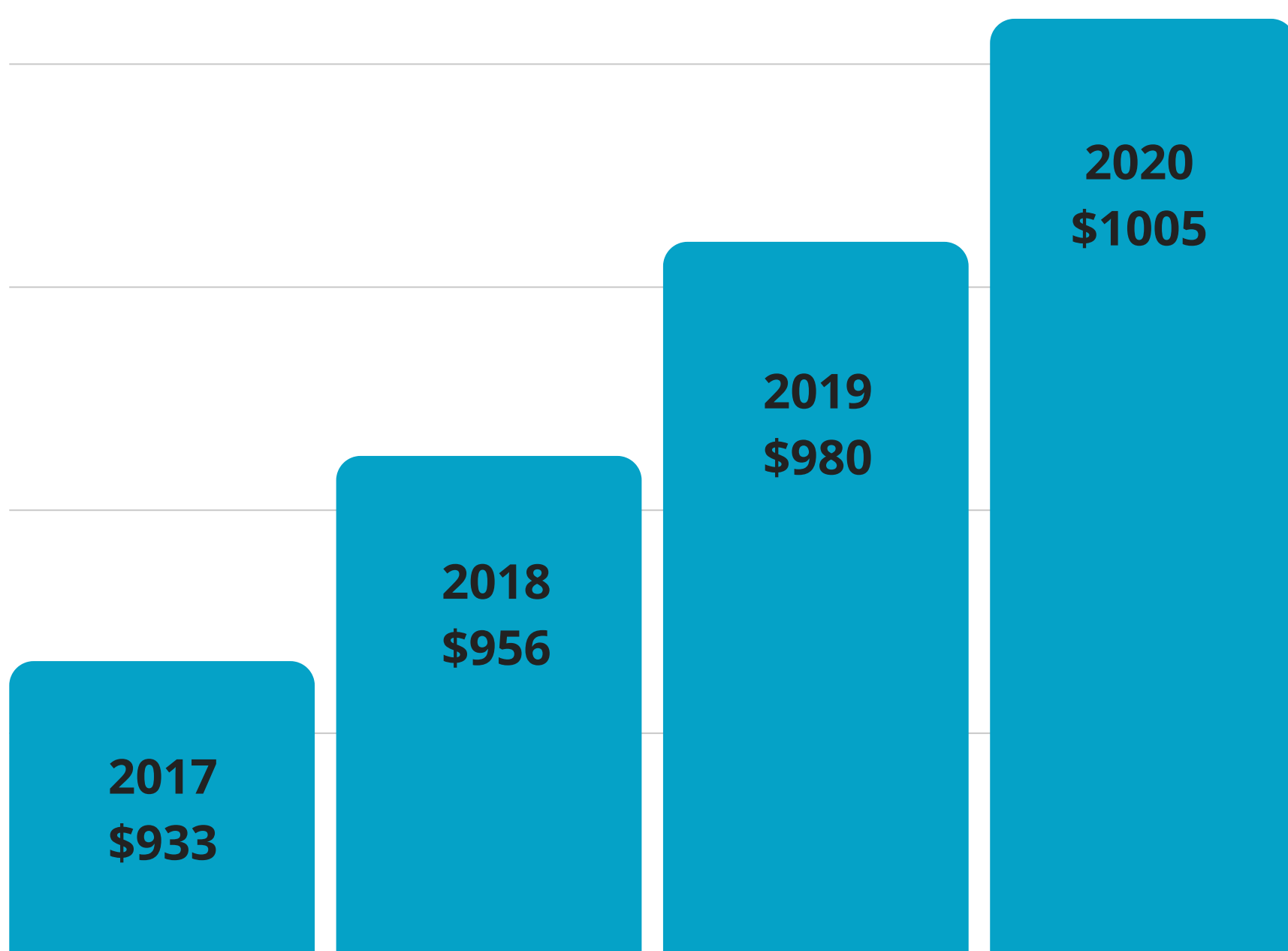
2019 USA Audio Flex Payments

Session cost for national use of
flex audio contracts in 2019



Animation wages grow 2017-2020

Historical animation wages grow since 2017 and forecast on 2020

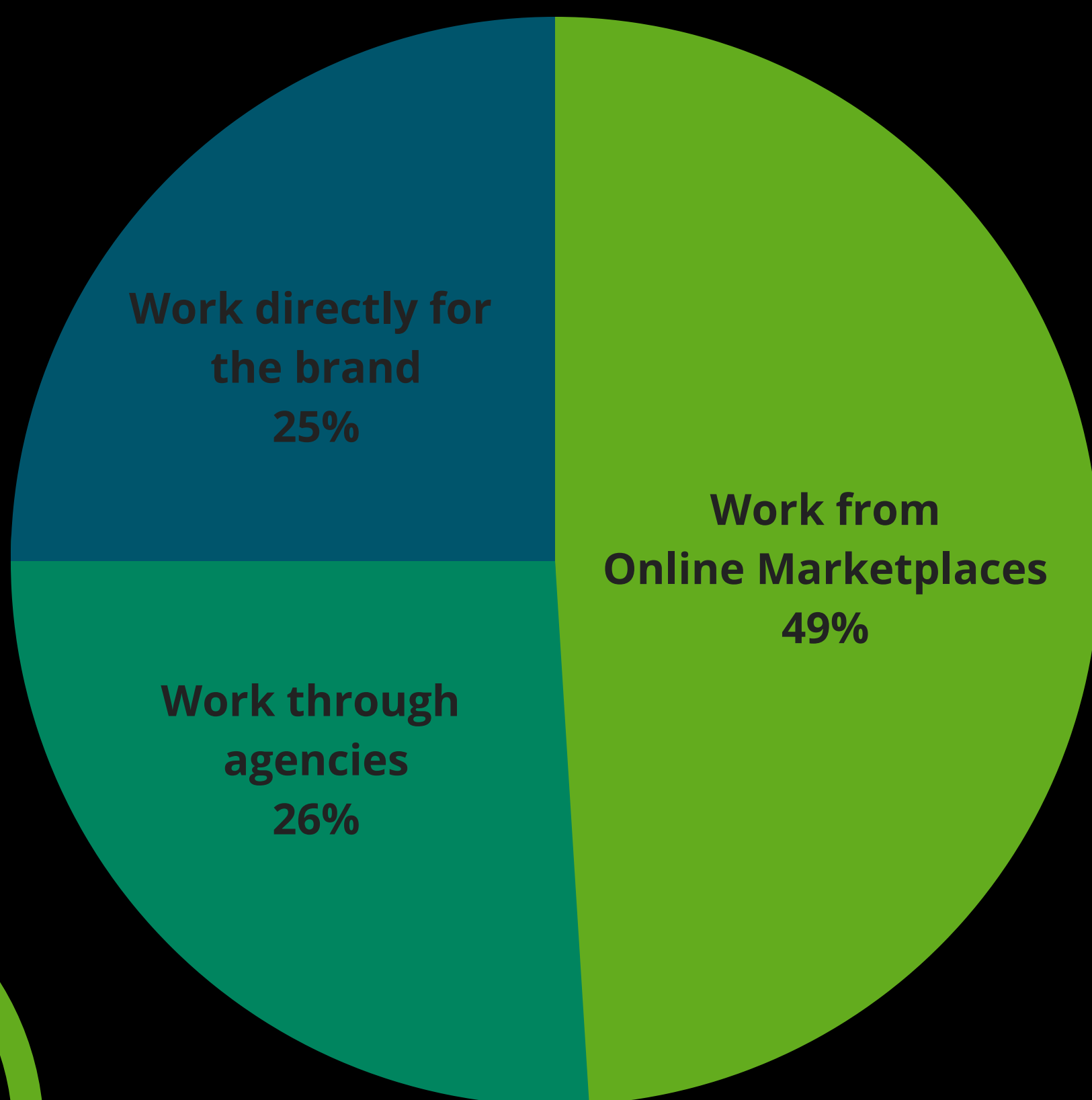


Animation voice-over jobs were the most popular among new freelance voice talents.

Voice Projects Sources

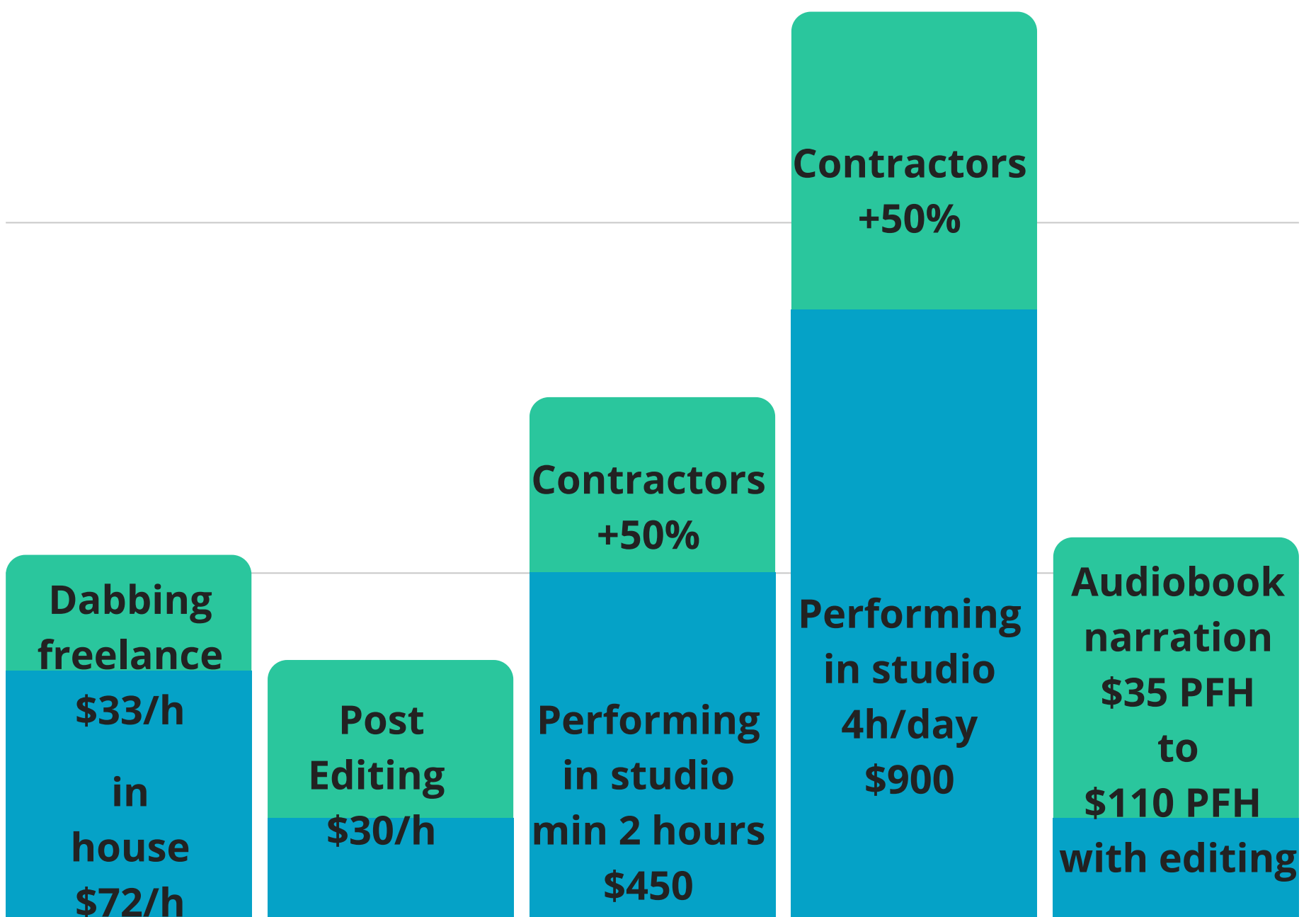
Where voice freelancers find their jobs?

According to polls and industry data, almost half of the freelancers' work comes from online marketplaces.



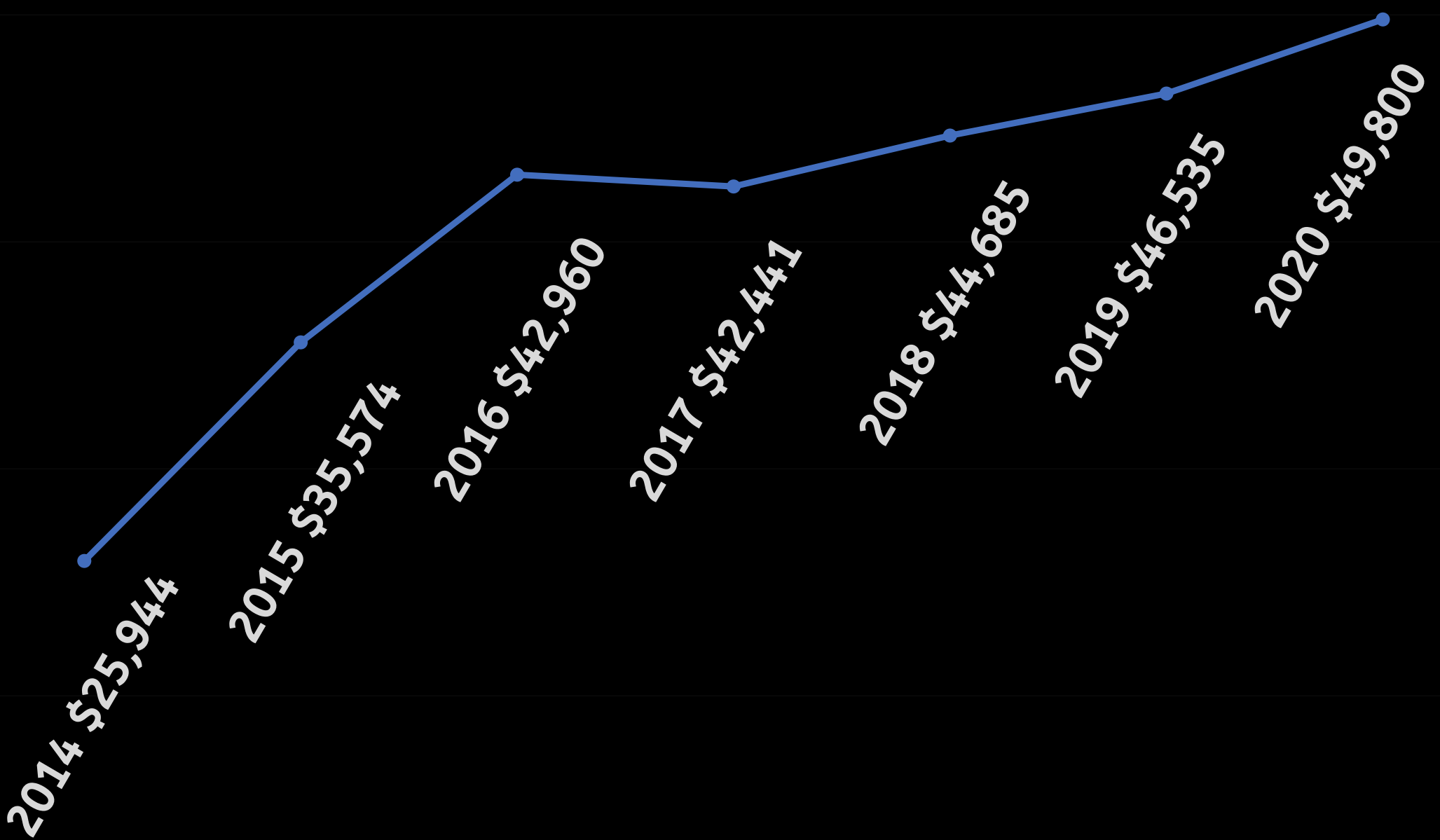
Contingent and independent voice jobs compensations

How compensations for voice-over jobs differ depending on the industry brunches and forms of hire

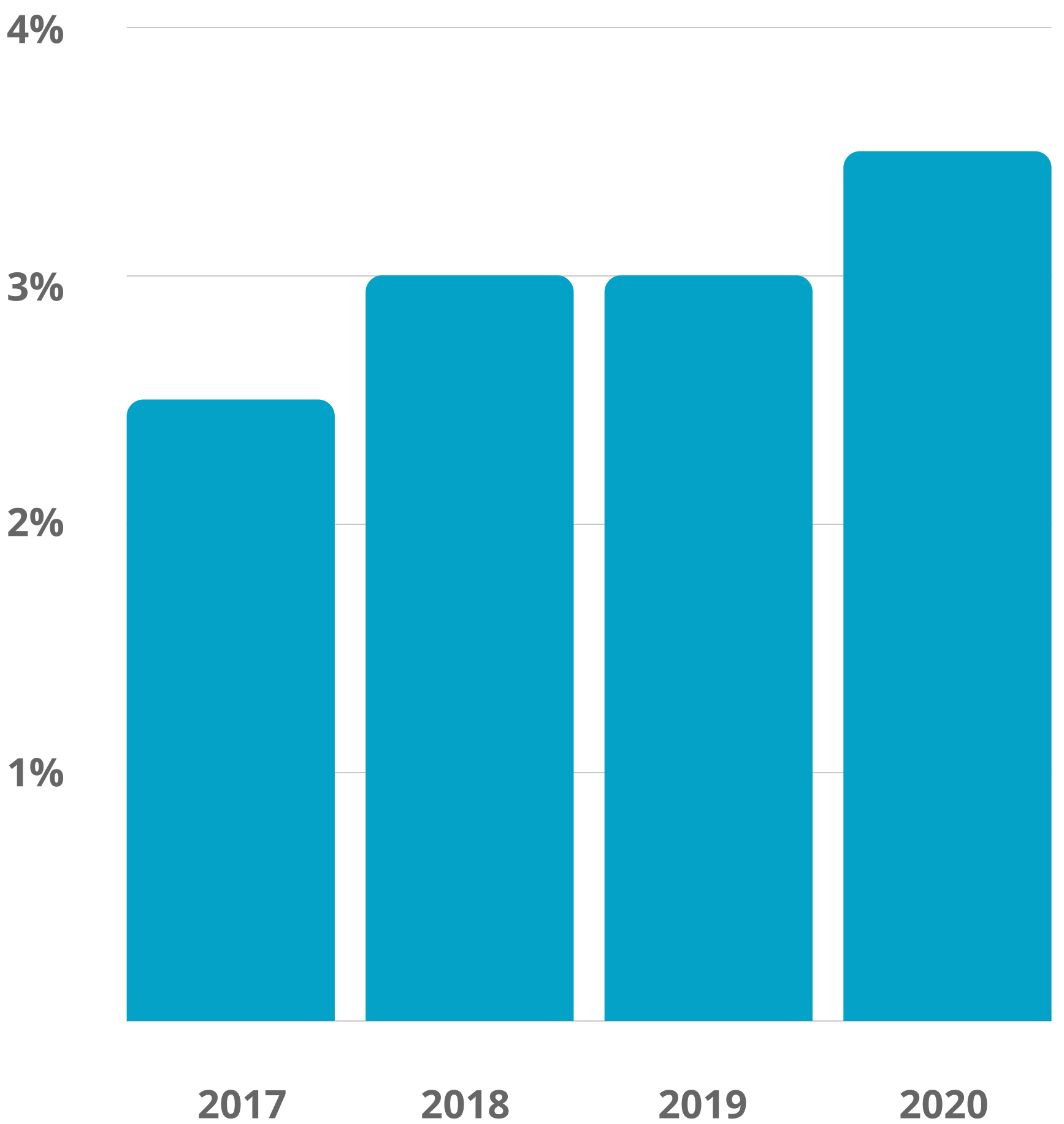



VO industry average yearly salary

The statistic data gathered from 2014 to 2019 with prediction to 2020



Union Rates grow steadily year after year





Digital media distribution allows more specific and personal targeting and consists of an enormously diverse number of content creators. That rapid growing trend constitutes a higher number of voice projects with a lower average budget compare to traditional linear production – more opportunities for smaller studios and self-represented performers than ever before

