



THE JOINT POLICY  
COMMITTEE, LLC

**To: Current JPC Authorizers and Signatories to the 2022 Commercials Contracts**

**From: Stacy Marcus, Chief Negotiator**

**Date: December 18, 2024**

**Re: 2025 SAG-AFTRA COMMERCIALS CONTRACT & AUDIO COMMERCIALS CONTRACT NEGOTIATIONS**

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As a reminder, the 2022 SAG-AFTRA Commercials Contract and Audio Commercials Contract (the “Contracts”) will expire on March 31, 2025. Negotiations for successor contracts are expected to begin in mid-February.

The industry remains optimistic that we will have a successful conclusion to these negotiations without disruption. However, in order to provide for prudent production planning prior to the expiration of these Contracts, signatory employers, both agencies and advertisers, are advised to review and consider the following information as it may pertain to them.

1. New Productions: Consider re-scheduling production planned for April 2025 through June 2025 to a date prior to March 31, 2025. This is of particular concern if you are planning production for the rollout of a new campaign or are planning a celebrity production.
2. Current Commercials: For commercials with Maximum Periods of Use (“MPU”) due to expire within 120 days of March 31, 2025, consider initiating negotiations for renewals of these commercials at the commencement of the 120-day window set forth in Section 30 for renegotiations in order to ensure that your rights are maintained in the event of a work stoppage (i.e., a strike). For context, the last Commercials Contracts strike (in 2000) lasted for six months.
3. Celebrity Contracts/Overscale Guarantee Agreements: As new contracts are entered into or existing contracts are renewed or amended, we recommend including the following provisions if possible and reviewing these provisions with your legal counsel:
  - a. Suspensions and Extensions:
    - i. Provide for the suspension of installment payments in the event of a work stoppage and/or other disaster which interferes with production (e.g., force majeure clause).
    - ii. Provide for the ability to extend the term of the agreement by the same period of time as any work stoppage.
    - iii. Note that if you continue to run the materials previously produced, a suspension or extension of payment terms may be difficult to obtain since the performer may argue that you suffered no delay or damages. You may, however, want to include a right to extend the term and carryover service days that may not be scheduled as a result of the work stoppage.
  - b. Ensure that the performer has no right to withdraw permission to use a commercial in the event of a work stoppage. No affirmative contract language is necessary as long as the performer has not affirmatively reserved such right in their agreement. (Note: Performers do not have such a right under the standard employment contract (“Exhibit 1” or “Exhibit 2”).)



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It is advised that you review the above information with the appropriate production, business management, and talent payment personnel in your company, together with your legal counsel.

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Should you have any questions, please feel free to call Stacy Marcus, the JPC's Chief Negotiator, at (212) 335-4930, [smarcus@jointpolicycommittee.org](mailto:smarcus@jointpolicycommittee.org); or Kim Stevens, JPC's Director of Industry Relations, at (617) 233-7672, [kstevens@jointpolicycommittee.org](mailto:kstevens@jointpolicycommittee.org).