

**ACTRA – ICA/ ACA Joint Bulletin  
National Commercial Agreement 2017-2020  
Digital Media Commercials**

**ACTRA and ICA/ACA have agreed to the following Interpretations with respect to: Article 1820(a) – Commercials Produced for Digital Media (Local & Regional Addendum, Article 803(a)); and Section 23 – Commercials Broadcast in Error.**

Article 1820(a): Commercials Produced for Digital Media /Article 803(a): Local & Regional Addendum

When a Digital Media residual fee of no less than one (1) year of Use has been paid, at no additional cost the advertiser may use the commercial on one of the advertiser's websites that it owns or controls, and on the advertiser's video-sharing platforms (i.e. YouTube, Facebook, Vimeo, etc.) provided the sharing came with no advertising cost. Further clarification:

Article 1814 – Maximum Period of Use and Reuse  
Shall apply in all respects, including the Performer's right to provide timely written notice to the Engager to have the commercial removed.

Article 1820(d) – Unauthorized Use  
If a Digital Media commercial is used without the consent of an Engager or Advertiser, a cease and desist order must be issued to have the commercial withdrawn.

Section 23: Commercials Broadcast in Error

When a commercial has been used in error on Digital Media outside of the paid declared cycle of Use, the commercial must be withdrawn from the site(s) immediately, and the respective Performers in residual categories shall be paid for such Use based on the applicable forty-five-day (45) Use Option.

If the Use in error exceeds three (3) months, the Use in error payment will automatically revert to the applicable one-year (1) Digital Media residual fee. If the Digital Media has a subsequent cycle of Use, there will be no applying the Use in error payment to subsequent Use.

Please direct any questions you might have to your local ACTRA office or to Winnie Alford ([winnie@secondunit.net](mailto:winnie@secondunit.net)), Advisor of Talent issues, ICA-ACA.

Please distribute this bulletin to all production personnel.

Thank you.

**ACTRA**



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**Alliance of Canadian Cinema, Television and Radio Artists**

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Affiliated with the Canadian Labour Congress (CLC)  
and the International Federation of Actors (FIA)

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