



INFORMATION PACK

UNREEL AUDIO
www.UnreelAudio.com
hello@unreelaudio.com

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SHOWREEL PRODUCTION INFORMATION PACK

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Introduction

The voiceover industry is now more competitive than ever, and voice actors need showreels that are produced to the highest industry standards to enable them to stand out, gain representation and be heard by the right people. At Unreel Audio, we produce bespoke video game and character-based voiceover demos and pride ourselves on creating unique, immersive and engaging showreels that are, quite simply, unreal! You can check out some of our [featured showreels here](#).

The Video Game Industry

The gaming industry is HUGE and its growth is only set to continue at an astronomical rate over the coming years. In fact, the industry is forecast to be worth over 260 billion dollars by 2025. To put that rate of growth into perspective, in 2019 the industry was worth around \$148 Billion, and even then, mobile gaming alone (before we even consider console or PC gaming) generated more revenue than the entire film and music industry combined. With thousands of new games being released across platforms every month, gaming is one of the fastest growing areas of work for voice actors around the world. It's also an incredibly fun and exciting field to work in and is often regarded as the most desirable market for work by voice actors across the globe.

When it comes to creating showreels for voice actors, there are many talented producers and studios out there. However, when it comes to video games, you NEED to work with someone who understands the industry, who is actively involved in the community and most importantly, someone who understands the world of gaming as it exists today. Video games are so much more than they were, even just 10 years ago; they're no longer 'mindless shooters' or 'pointless pastimes'. They are completely immersive and cinematic experiences, and unless your gaming showreel is created by someone who understands this, you'll end up with a reel that's out of date, out of touch and not reflective of the standard required in the industry today.

Working with Unreel Audio

If you are interested in creating your showreel with us, we'll first arrange an initial no-obligation consultation to talk through your showreel goals and expectations, to answer any questions you may have and to help us become familiar with your vocal skills and range as well discussing any specific genres, accents, character types etc. that you'd like to include in your reel. If you then decide you'd like to work with us to produce your showreel, we'll get the ball rolling!

Bespoke Writing

We'll use the information from our consultation to develop a range of characters and bespoke, cinematic scripts that highlight your strengths and allow you to really showcase your talent. We'll deliver these to you and after a few days, will consult with you again to review the scripts and characters together, answer any questions you may have, and allow you to make any amendments or suggestions if you'd like.

Remote Recording

Once the scripts have been finalised, we'll schedule the recording session at a time and date that suits you. You'll need to allow up to 2.5 hours in total - though you'll be having so much fun, it'll barely seem like 30 minutes! We'll be there to direct the session and ensure the best performances are captured to bring the reel to life.

We take everything at a pace you are comfortable with; it's YOUR session and we want to ensure you get as much out of it as possible. Most of our live sessions are conducted remotely via Source Connect or Cleanfeed and from the comfort of your own studio or an external studio you may wish to hire. Alternatively, we can patch in via phone, Zoom or Skype to direct the session. If you're based in the UK and would prefer to record with us in person, we have a professional studio located just outside of Plymouth, UK.

Exceptional Production

After your recording session, we'll then start production work over the following week. We'll mix, master and produce your reel to the highest industry standards, with a blend of breath-taking music, immersive sound effects and custom sound design to really bring your showreel to life. We'll deliver a first draft of your reel shortly after, ready for any feedback, tweaks or amendments if required.

Once finalised, we'll provide your final showreel in both MP3 and WAV formats, as well as a visual MP4 version - perfect for posting on social media! We can also provide a raw vocal-only cut on request.

Packages and Pricing

We offer a range of packages, as seen below. Live and up to date [pricing information can be found here](#).

1. **Demo produced from your own existing material**

This option is perfect for those who have either written and recorded their own material already, or for those who have audio from real projects they've worked on that they'd like to compile and showcase professionally. If you don't have enough material for a full reel, additional scripts can be written and produced for you on request at £55 each. Please note, for showreels produced from your own existing material, you must have permission from the client or copyright holder to use the audio and/or copy. For more information on what's included, visit our [pricing and packages page here](#).

2. **60 Second Gaming / Character Megamix**

A 'megamix' is a great addition to an existing set of voiceover demos and allows you to rapidly showcase your range and versatility, while keeping the listener engaged and immersed in the experience. They are particularly useful for actors who have an extensive range of character voices and have not been able to include them in their existing showreels. Scripts are written in short-burst form to ensure the reel is well paced and engaging whilst showing as much range and variation as possible. For more information on what's included, visit our [pricing and packages page here](#).

3. **Full Video Game / Character Showreel**

This option is the full showreel package. Whether sending out to prospective studios or agencies seeking representation, or to host on your website / portfolio, a full video game showreel is essential for anyone seeking voiceover work in the gaming sector. A full reel will be approximately 90 – 110 seconds in length with bespoke scripts and characters written, recorded and expertly produced to showcase your talent in the most professional manner possible. For more information on what's included, visit our [pricing and packages page here](#).

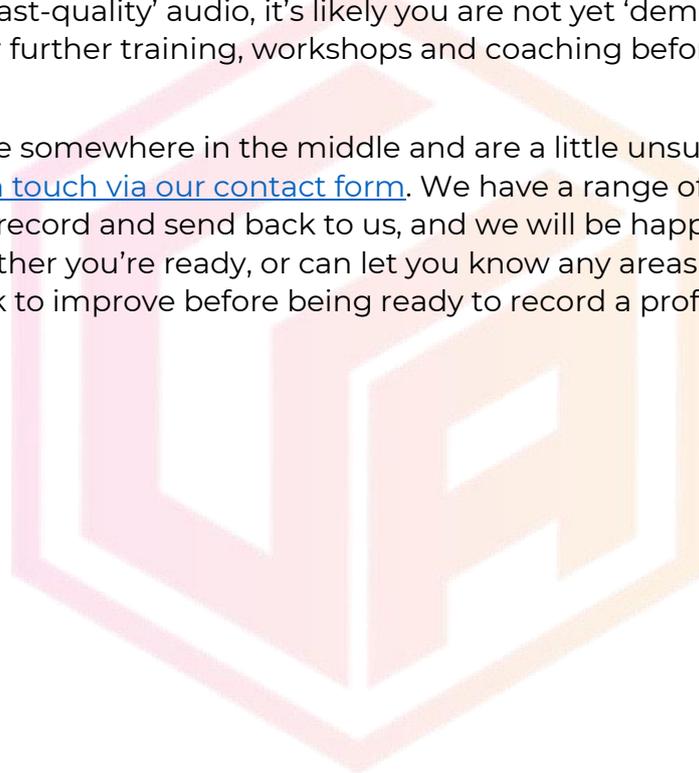
These are our main packages however, if you're looking for a more bespoke offering, please don't hesitate to [get in touch](#), and we'll be happy to discuss your requirements and build a custom package tailored to your needs. Prices may vary between GBP and USD due to tax and exchange rates applicable. All prices listed are correct at the time of publication and are subject to change without prior notice.

Ensuring you are 'Demo Ready'

"Am I demo ready?". This is possibly the most important question to ask yourself before creating a voiceover showreel. Attempting to make a reel too soon is simply a waste of your own time and money. In addition, when we work with talent to produce their showreels, we're putting our own reputation on the line as well and so we too want to make sure you are truly 'demo ready', not only in your acting ability but also in terms of your audio quality and your vocal range etc. If you're an experienced voiceover artist, have a background in acting or are working with a coach who has told you that you are 'demo ready' then that's fantastic!

If however, you are still relatively new to the industry, have little or no experience in voicing for video games, animation or character work or are not equipped to produce 'broadcast-quality' audio, it's likely you are not yet 'demo ready' and may need to consider further training, workshops and coaching before recording your showreel.

If you feel you are somewhere in the middle and are a little unsure, please don't hesitate to [get in touch via our contact form](#). We have a range of test scripts we can send you to record and send back to us, and we will be happy to assess and advise as to whether you're ready, or can let you know any areas where you may still need to work to improve before being ready to record a professional showreel.



Frequently Asked Questions

What's involved in the initial consultation?

Our initial consultations are offered free of charge and there is absolutely no obligation to proceed following this. Creating a showreel is a very collaborative, yet intimate experience, and so we want you to feel comfortable in choosing to work with us before committing to anything. These consultations are an excellent opportunity to discuss your voiceover background, the goals and expectations for your showreel, as well as the more specific elements you'd like to include. It's also a chance for you to share with us any existing work, character voices, accents or specific vocal skills you have, to help us in developing the most effective and engaging scripts and characters for your reel.

I don't have my own studio. Can I still record my showreel with you?

Absolutely! If you're located in the UK, we have a professional, fully equipped studio just outside of Plymouth, in the South West of England. Alternatively, wherever you are located in the world, you can of course hire a studio local to you, and we will be more than happy to patch in and conduct the session through your own external studio of choice. Please note, if recording in an external studio, you will be responsible for any associated hire costs.

How long does the process take?

There are many factors that determine how long the full process takes from start to finish, including your own availability and turnaround times for communication, etc. However, after your initial consultation, we aim to have the first draft scripts to you within 4-5 working days. Once the recording session has taken place, the production time on the first draft is usually between 5-7 working days, with a further 2-3 days following any amendments or changes requested.

Can I have input in the writing / character creation process?

Yes – of course! We understand that everyone works in very different ways. While many prefer to remain completely hands-off in terms of the writing and production elements, others may have a more specific vision and may wish to have a hand in the creative input. We are more than happy to accommodate your individual requirements in this regard.

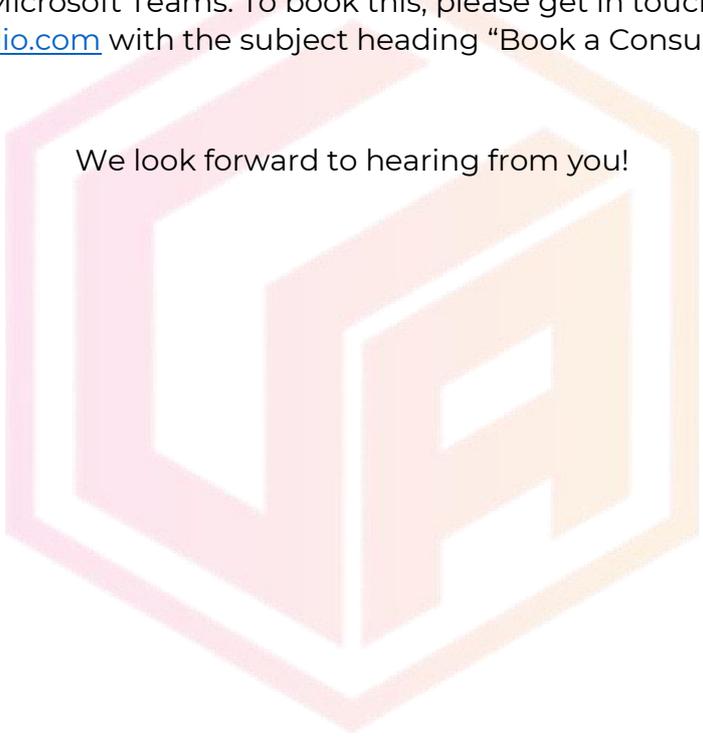
What if I want to make amendments or add/replace spots in my reel after it's completed?

We understand that a career in voiceover is ever-evolving and that actors never stop learning and developing their skills, often discovering new voices and characters within themselves they never knew existed. It can be extremely

frustrating 6-months after creating a new showreel, to think “*Ah! I wish I'd included this new voice in my showreel!*”...or to be cast in a huge project that you'd like to showcase as part of your demo reel, only to have created it a few months prior. That's why we securely keep all of your audio on file, so that should you wish to add a new spot, amend an existing one or have a new script written based on your brief in the future, we're able to jump right back in and keep your reel fresh. Amendments after completion sign-off (minor or full re-writes) are charged at £55/\$75 per spot.

How To Schedule A Consultation

If you're interested in creating your showreel with us, that's great! The first step in the process is to arrange for an initial, no-obligation online consultation, through Skype, Zoom or Microsoft Teams. To book this, please get in touch via email to hello@unreelaudio.com with the subject heading “Book a Consultation”.



We look forward to hearing from you!

Terms and Conditions

Copyright

The content of this document, including logos, text and other visual media remain property of Unreel Audio and are protected by copyright law. Any scripts provided for training or assessment purposes also remain the property of Unreel Audio and are not to be used publicly or distributed without prior consent. Scripts that are written for use in a client's showreel, but that are not used in the final mix for any reason, remain the property of Unreel Audio. Unreel Audio reserves the right to re-use these scripts with future clients, for training or production purposes. For showreels produced from your own existing material, you must have permission from the client or copyright holder to use the audio/copy if applicable.

Service

Unreel Audio reserves the right to refuse service to anyone, without reason; this right is usually reserved for cases where an artist is not yet deemed to be 'demo ready'. Any artist under the age of 16 working with Unreel Audio must be accompanied by a parent or guardian at all times for in-person sessions, remote recording sessions and online consultations. Unreel Audio reserves the right to post completed showreels to its website and social media channels for marketing and/or promotional purposes. Showreels produced by Unreel Audio or any part of, are for showcase, promotional and portfolio usage, and should not be re-sold in any way. If you choose to submit your showreel for any contests, achievements or industry award ceremonies, the production of the showreel should be credited to Unreel Audio.

Pricing & Payment Terms

The prices shown on the Unreel Audio website may vary between GBP and USD due to tax and exchange rates applicable. All prices listed are correct at time of publication and are subject to change without prior notice. After the initial no obligation consultation period, a deposit equal to 50% of the total package cost will become due, payable via PayPal, BACS or international wire transfer, before any further work is conducted. The final 50% payment will become due immediately on final delivery of the completed showreel.

Amendments & Alterations

After the first showreel draft is completed, artists will have the opportunity to provide feedback and/or request any amendments they may require. If the artist wishes to submit new takes, they are free to do so, however these must be self-directed and provided within three days of receiving the first draft. After this first round of amendments, Unreel Audio will continue to work with the artist on any additional minor amendments until both parties are satisfied with the final production. Artists will be required to sign off on the completion of their showreel, after which point, any additional amendments requested will incur additional charges at a rate of £55 per script or 'spot'. We'll securely keep all of your audio on file, so that should you wish to add a new spot, amend an existing one or have a new script written based on a new brief in the future, we are able to do so under the above-mentioned charging schedule of £55/\$75 per script, character or spot.