
















The purpose of these marker commercials is to illustrate a range of commercials as they relate to the definition of a background performer. *(See abbreviated definition below)* The 2008 change in the definition allows for the increased use of background performers to enhance the quality of Canadian commercials in that a background performer can now be recognizable for 2/3rds of a second or more. Please remember that these commercials are only illustrative cases for guidelines and that your commercial may not directly parallel the example. When in doubt, please contact ... your local ACTRA office or Winnie Alford, Advisor of Talent Issues, ICA/ACA.

A Background Performer	Reference Spot	As Cast / Paid <sup>1</sup>	Final Cast / As Aired <sup>2</sup>	Comments
<p><b>Can be</b> engaged to generally populate a scene in order to create a believable environment</p>	 <p><a href="#">CIBC "More Time"</a></p>	<p>Background Performers – 45 PP/ SOC – 2</p>	<p><b>Agreed</b> 4 PP/SOC, everyone else BPs.</p>	<p>Background performers are providing atmosphere but do not meet SOC criteria.</p>
	 <p><a href="#">Nissan "Squished"</a></p>	<p>Background Performers – 16 SOC – 5</p>	<p><b>Agreed</b> 4 SOCs, everyone else BPs.</p>	<p>BP's are providing atmosphere but do not meet SOC criteria. One of the dancers requested an upgrade but did not meet SOC criteria.</p>
	 <p><a href="#">Walmart "Every Colour"</a></p>	<p>Background Performers – 12 SOC - 13</p>	<p><b>Agreed</b> 6 SOCs, everyone else BPs.</p>	<p>Background Performers are providing atmosphere but do not meet SOC criteria. Girl in purple top at the locker at the top of the spot requested an upgrade but did not meet SOC criteria.</p>
	 <p><a href="#">Walmart "Lending"</a></p>	<p>Background Performers - 8 PP/SOC - 7</p>	<p><b>Agreed</b> PP Boy plus 4 SOCs, everyone else BPs.</p>	<p>Background Performers are providing atmosphere but do not meet SOC criteria.</p>
	 <p><a href="#">MHLTC "Protection"</a></p>	<p>Background Performers - 15 SOC – 6</p>	<p><b>Agreed</b> 4 SOCs, everyone else BPs.</p>	<p>Background Performers are providing atmosphere but do not meet SOC criteria. Man at van door in last shot (family scene) requested an upgrade but did not meet SOC criteria.</p>
	 <p>McDonald's <a href="#">"Coming Together"</a></p>	<p>Background Performers – 2 PP - 4</p>	<p><b>Agreed</b> 4 PPs and 2 BPs</p>	<p>Although two customers were eating a McDonald's product, the product in question was not the featured salad product</p>

<p><b>May not</b> materially illustrate or react to the off-camera narration or the commercial’s message</p>	 <a href="#">Rona “Old Paint”</a>	<p>Background Performers – 5 PP/SOC – 3</p>	<p><b>Agreed</b> 3 PPs <b>Disagreed</b> on SOC in spot</p>	<p>One of the Background Performers (man in brown warm up jacket) was upgraded to SOC as he met frame count and reacted to the narration/message.</p>
	 <a href="#">OLG Proline “Ice Team”</a>	<p>Background Performers – 17 PP/SOC - 12</p>	<p><b>Agreed</b> 2 PPs and 5 SOCs</p>	<p>Two of the Background Performers were upgraded to SOC as they met frame count and reacted to the narration/message. Skater in gray top with red hair requested an upgrade to SOC but did not meet SOC criteria.</p>
<p><b>May not</b> be directly associated with the demonstration of or identified with the product.</p>	 <a href="#">Dempster’s “Old World”</a>	<p>Background Performers - 9 PP/SOC - 2</p>	<p><b>Agreed</b> 2 PPs and 4 SOCs</p>	<p>Four of the bakers were upgraded to SOC as they met frame count and were directly associated with the product (Dempster’s)</p>
	 <a href="#">Swiss Chalet “The Recruit”</a>	<p>Background Performers – 5 PP/SOC – 10</p>	<p><b>Agreed</b> 2 PPs and 1 SOC</p>	<p>Three of the employees (fry cook, chicken cook and female server), while they were directly associated with the demonstration of or identified with the product, did not meet frame count so were downgraded to BG.</p>
	 <a href="#">Mitsubishi “No Fairytale”</a>	<p>PP/SOC - 2</p>	<p><b>Agreed</b> 2 SOCs</p>	<p>Both performers are directly associated with the product (Lancer)</p>
	 <a href="#">Rogers “Big TV”</a>	<p>PP/SOC – 5</p>	<p>2 PPs Downgrades – <b>Agree</b></p>	<p>The two children were downgraded to BG as they were not clearly recognizable. The girl in the bathing suit was not clearly recognizable and was downgraded to BG though she was directly associated with the product, she met only one of the SOC criteria.</p>

<p><b>A Silent-on-Camera Performer</b> Is recognizable for 2/3rds of a second or more <b>AND</b> is materially illustrating or reacting to the off-camera narration or the commercial message</p>	 <a href="#">Globe and Mail "TV Room"</a>	<p>Background Performers – 3 PP/SOC - 2</p>	<p><b>Agreed</b> 1 PP and 1 SOC</p>	<p>The Silent-On-Camera Performance meets frame count and is illustrating and reacting to the narration/message.</p>
	 <a href="#">Kia "that's My Forte – "Urban Male"</a>	<p>Background Performers – 10 SOC – 6</p>	<p><b>Agreed</b> 1 SOC = girl Juliet</p>	<p>Three of the SOCs were downgraded</p>
	 <a href="#">SGL "A Safe Place to Crash"</a>	<p>Background – 1 PP/SOC – 13</p>	<p><b>Agreed</b> 4 SOCs</p>	<p>The Silent-On-Camera Performers meet frame count and are illustrating / reacting to the narration/message.</p>

- 1. As Cast/Paid:** This information was exactly how the commercial was originally cast and paid.
- 2. Final Cast/As Aired:** This is a judgment of category of performance as aired. Difference in judgment between ACTRA and Industry are noted.

**Definition:**

**A207 (a) Background Performer (BP)** means a Performer

- (i) not otherwise classified as a Silent-on-Camera (SOC) Performer, whose face may be recognizable and who appears solely as atmosphere and whose performance is not directly associated with the demonstration of or identified with the product or service and whose performance does not materially illustrate or react to the off-camera narration or to the commercial message being given; or
- (ii) who performs special silent business for atmospheric purposes such as, but not limited to, swimming, driving or dancing unchoreographed popular dances; or
- (iii) who is required to appear in evening clothes; or
- (iv) who performs a skill such as, but not limited to, water-skiing or horseback riding; or
- (v) who performs in a sport such as, but not limited to, football, baseball, etc.;