

ADVERTISING AGENCY \_\_\_\_\_ PRODUCER (i.e., SIGNATORY) \_\_\_\_\_

COMMERCIAL TITLE(S) AND AD-ID® NUMBER(S) \_\_\_\_\_

ADVERTISER \_\_\_\_\_ PRODUCT \_\_\_\_\_

PERFORMER \_\_\_\_\_ DATE \_\_\_\_\_

### EXHIBIT 3

#### SAG-AFTRA COMMERCIALS CONTRACT DIGITAL REPLICA RIDER

**Instructions:** Producer to complete this Rider as follows:

**Section 1:** Producer seeks consent to **create** a Digital Replica. Any use thereof is subject to Section 3.

**Section 2:** Producer seeks consent to use a **pre-existing** Digital Replica. Any use thereof is subject to Section 3.

**Section 3:** Sets forth the details regarding Producer's permitted use(s) of the newly-created or pre-existing Digital Replica as detailed in this Rider.

**Table 1:** Provides a reasonably specific description of Producer's intended use(s) of the Digital Replica.

Once complete, Producer should provide to Performer within the timeframes outlined in the 2025 Commercials Contract to initial and execute. Subject to the terms of the 2025 Commercials Contract, **Performer may refuse to consent to the creation and/or use of a Digital Replica by modifying and initialing their modifications or declining to sign.**

1. Creation of the Digital Replica.

Performer **grants consent** to the creation of a Digital Replica via the below method(s) for use solely as explicitly set forth in this Rider or later bargained with the performer and agreed to in writing by Producer and Performer and consistent with the terms of the SAG-AFTRA Commercials Contract.:

- a.  Producer may scan and/or record Performer to create a Digital Replica of Performer;
- b.  Producer may use one of the following existing performance(s) described below to create the Digital Replica of Performer for use solely as set forth in this Rider or as later agreed upon in writing with Performer:
  - i.  existing Commercials Contract performance(s) created by Producer,
  - ii.  pre-existing Commercials Contract performance(s) not created by the Producer, or **If marked**, please provide name and relevant details of the project that the performance is being used to create the Digital Replica:

\_\_\_\_\_

\_\_\_\_\_

- iii.  pre-existing performance(s) not created under the Commercials Contract. **If marked**, please provide details regarding the pre-existing performance(s) being used to create the Digital Replica (e.g., name of the project):

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2. Pre-Existing Digital Replica.

Performer **grants consent** to Producer’s use of the pre-existing Digital Replica described below:

\_\_\_\_\_  
\_\_\_\_\_

3. Use of the Digital Replica in Commercials.

- a.  Use in Commercial for Which Performer is Already Engaged. Performer is **granting consent** for use of the Digital Replica as set forth in Table 1 of this Rider. For each such use, Producer must provide the date that performer was engaged for the commercial where indicated.
- b.  Use in Additional Commercials. Performer is **granting consent** for use of the Digital Replica to generate performance(s) in future commercials for which Performer has not yet been engaged as set forth in Table 1 of this Rider. **Producer should leave blank the column titled “Date Performer Engaged” or enter “not previously engaged.”** Pursuant to the 2025 Commercials Contract Memorandum of Agreement, the use of the Digital Replica to generate a performance in commercials for which Performer has not yet been engaged constitutes engagement of the Performer.
- c.  Copy of Commercial. By checking this box, Performer requests that Producer provide Performer with a copy of any commercial that contains a performance generated using their Digital Replica, pursuant to the 2025 Commercials Contract Memorandum of Agreement.

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**TABLE 1:**

**CONSENTED TO USES OF THE DIGITAL REPLICA**

If none of the below table is completed, Producer may only use the Digital Replica for the historical practices outlined in the preamble of the 2025 Commercials Contract Memorandum of Agreement - Digital Replication And Alteration unless and until Producer provides a reasonably specific description of the intended use of the Digital Replica and performer consents in writing. Producer reserves the right to not make use of the Digital Replica or to amend its intended use of the Digital Replica at any time. Any amendment to Producer’s intended use of the Digital Replica must be in writing and signed by Performer.

<b>Advertising Agency; Producer; Product</b>	<b>Reasonably Specific Description of Use(s) of the Digital Replica</b>	<b>Date Performer Engaged</b>

\_\_\_\_\_  
PRODUCER (Name and Position in Block Capitals)

\_\_\_\_\_  
PRODUCER (Signature)

\_\_\_\_\_  
PRODUCER (Date of Signature)

\_\_\_\_\_  
PRODUCER (Name of Company)

\_\_\_\_\_  
PERFORMER (Name in Block Capitals)

\_\_\_\_\_  
PERFORMER (Signature)

\_\_\_\_\_  
PERFORMER (Date of Signature)