



## Global Presence Management

The percentage that booking and entertainment management companies take from deals can vary significantly depending on the industry, the level of service provided, the fame of the artist, and other factors. Here are some typical ranges:

1. **Music Industry:** Booking agents typically take around 10% to 20% of the performance fee for concerts and tours. This rate is standard for live performances but does not usually include earnings from merchandise sales and recording contracts.
2. **Acting and Modeling:** Agents in these fields often take a similar commission of about 10% to 20% from an actor's or model's earnings. However, in places like California, the legal maximum is set at 10%.
3. **Sports Management:** Sports agents generally take about 4% to 10% of the athlete's contract earnings, and the rate might be higher for endorsements and commercial deals.
4. **Literary Agents:** These agents typically take around 10% to 20% commission on domestic sales of books and can take 20% for international sales.
5. **Public Speaking and Appearances:** For public speaking or special appearances, agents might take anywhere from 10% to 30%, depending on the nature of the event and the prominence of the speaker.

These percentages are usually negotiated upfront and are part of the contractual agreement between the talent and the agency.