

## Voice-Over Accreditation: A Response to a Rapidly Changing Industry

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The voice-over industry is changing so rapidly that “Voice-Over 2.0” is an apt description of what everyone’s experiencing today, says voice talent Nikki Saco.

Yet she suggests a way for voice talent and voice seekers alike to cope with it all, in a new feature on VoiceOverXtra (VoiceOverXtra.com) - the voice-over industry’s online news and resource center.

“Like other second generation industries, Voice-Over 2.0 is predominantly characterized by its wider accessibility. The market is now fairly open to both uninitiated voice talent and novice voice seekers,” Saco writes in "Voice-Over Accreditation: Response to a Rapidly Changing Industry," which is located in VoiceOverXtra’s Business Center section.

This presents many challenges, she says. For instance, voice talents now face growing competition from untrained voices, and often a decline in compensation despite their broadening roles.

Also, voice seekers now struggle with an audition process that is largely ineffective and time-consuming, and often experience an overall decline in quality as a result, she says.

In the article, Saco notes that accreditation of voice talent – offered by the Society of Accredited Voice Over Artists (SaVoa) – can help everyone meet the multiple challenges, by improving voice-over professionalism and quality.

SaVoa is a not-for-profit organization formed in 2007 by voice-over artists. The article describes the SaVoa program, and also how the organization itself is initiating a quality review process of the accreditation program.

About the author:

Nikki Saco is a SaVoa-accredited voice talent with a vast range of voice-over credits, from commercials to corporate and medical narrations, web audio, childrens’ projects, and courtroom medical deposition readings. She is vice chair, and on the board of directors of SaVoa, and also writes a frequent voice-over blog.

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About VoiceOverXtra.com:

VoiceOverXtra.com is the voice-over industry’s online news and resource center, providing a free virtual library of how-to

advice from industry experts and voice-over pros. It also features the industry's most extensive calendar of industry training and events, a directory of industry sources, an online home studio equipment store, and much more.

At VoiceOverXtra.com, voice-over talent can also receive free career newsletters, free classified ads, and free links to their voice-over demos.

[You can find this press release here](#)