The Art of Voice Acting

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An Alphabetical Review of Voiceover Demo Categories

The primary categories of voiceover demos are discussed earlier in this chapter. This list is a breakdown of the many subcategories of voiceover demos. Although any of these might be worthy of a demo by itself, most often several of these related subcategories will be included within the context of a more general demo category.

- Accents and dialects (ethnic)
- Audio book
- Celebrity
- Character—animation and toys
- Character—announcer and tags
- Character—celebrity sound-alike
- Character—real people
- Character—sound effects
- Character—video game
- Commercial—radio
- Commercial—television
- Commercial—web
- Dialogue—multiple voices
- Documentary
- E-Learning (online training)
- Foreign language
- Imaging (radio)
- Industrial—training
- Industrial—video kiosk
- Industrial—web learning
- In-store messaging
- Jingles (singing)
- Live announce
- Narration—corporate marketing
- Narration—medical/technical
- Political
- Promo (television)
- Specialty
- Spokesperson
- Talking toys & games
- Telephony—IVR (Interactive Voice Response)
- Telephony—message-on-hold
- Telephony—phone prompts
- Trailer (film)
- Video game
- Youth (children or children sound-alike)

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