

# PRODUCTION & CREATIVE SERVICES COST ESTIMATE



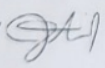
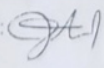
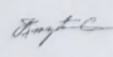
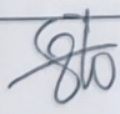
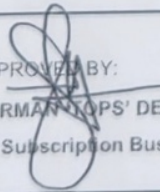
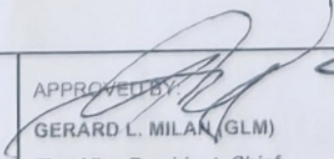
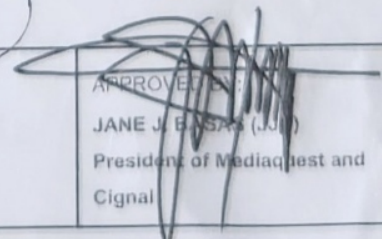
**CLIENT** : SIGNAL TV, INC.  
**BRAND** : PILIPINAS LIVE  
**PROJECT** : SIGNAL PILIPINAS LIVE PROJ. SPORTS LAUNCH  
**CE. NO.** : SIGNAL-SIGNAL TV-2023-0003  
**DATE** : 06 July 2023

16/F Two World Square  
 McKinley Hill, The Fort  
 Taguig City, Philippines  
 Tel.: 8856-7888  
 Fax: 8856-9316

	SERVICE	NET	ASF	VAT	TOTAL
I	<b>DURATION: JULY 2023</b>	250,000.00	0.00		250,000.00
	<b>STRATEGIC PLANNING &amp; CONCEPTUALIZATION</b>				
	Communication Strategy and Concept				
	- Communication and Channel Planning, Campaign and Content Framework				
	Creation of big ideas, concepts, and executions for total brand				
II	<b>CREATIVE DEVELOPMENT</b>	356,000.00	0.00		356,000.00
	1) Video Storyboard @ Php 200,000 (NET)				
	- Video storyboard and concept (including edit downs)				
	2) Campaign Key Visual x 1 @ Php 50,000				
	- The omnibus Key Visual for the campaign				
	3) Key Visual - cascade x 2 @ Php 40,000				
	-Versions of the the omnibus KV targetted to different segments				
	4) Key Visual - Layered file @ Php 40,000				
	- Editable file of the Key Visual				
	5) Website banners @ Php 26,000				
	- Mobile and desktop versions				
III	<b>Stockphoto (c/o Shutterstock)</b>	70,395.00	0.00		70,395.00
	- Outsourced stock images for Digital use only. (actual number used for KVs)				
	- Total of 19 Stock Images.				
	- Licensed for ALL DIGITAL @ USD 61.75 per image.				
	- Foreign exchange - USD 1 to Php 60				

IV	<p><b>PRODUCTION COST - BPC</b></p> <p><b>MAIN VIDEO (SPORTS NATIN 'TO): Online Video Production ( 60s, 30s, 15s, Bumpers 6s)</b></p> <p><b>W/ Direk Paolo Ruiz &amp; UXS Production</b></p> <ul style="list-style-type: none"> <li>- 2 Day Shoot (one on location; one in-studio)</li> <li>- Two (2) cam set-ups with color video assist, complete lenses, and accessories</li> <li>- Lighting &amp; Grip Equipment, Generator Rentals</li> <li>- Equipment for live streaming of shoot frames</li> <li>- Provisions for COVID-19 Safety Protocol (Sanitation materials, Disinfection of location, Safety/Health Marshalls, Medic, and Ambulance)</li> <li>- A total of only 50 pax will be allowed in the active set including agency, client, staff, crew, caretakers, and drivers to allow for proper physical distancing.</li> <li>- includes fees of the broadcast producer &amp; talent caster</li> <li>- includes fees of the support talents, acting &amp; BG extras</li> </ul> <p>POST-PRODUCTION (9 TAILS)</p> <ul style="list-style-type: none"> <li>- Offline and online grading</li> <li>- Mastering, dubbing</li> <li>- All offline and online presentations are through video conferences</li> <li>- 2 royalty-free stock footage for NY Times Square, Middle East or Korea, stadium crowd for 2nd to the last frame</li> <li>- TVCexpress release (10 per 30s &amp; 15s)</li> </ul>	5,023,088.00	0.00	5,023,088.00
V	<p><b>PRODUCTION COST - SOUNDTRACK (c/o SOUND DESIGN)</b></p> <ul style="list-style-type: none"> <li>- Inclusive of music bed production, original music, studio time, and editor fees</li> </ul>	1,324,518.00	0.00	1,324,518.00
VI	<p><b>PRODUCTION COST - PRINT SHOOT (C/O POINT BLANK)</b></p> <ul style="list-style-type: none"> <li>- 1 Day Shoot (STUDIO)</li> <li>- Shotlist / compre as per client / agency - Three (3) talent situationals with various poses and angles</li> <li>- Lighting &amp; Camera Equipment, Generator Rentals</li> <li>- includes a Production Designer &amp; Stylist</li> <li>- includes food &amp; transportation provisions for all concerned</li> </ul>	350,000.00	0.00	350,000.00

VII	<b>PRODUCERS FEE (c/o EMMANUEL 'BUTCH' TAYAO)</b> - Manages the coordination and handling of both TV and Print Shoot Production House from pre-production, post-production, and release of materials; Securing supplier's bids and costing for review and approval.	473,685.00	0.00		473,685.00
VIII	<b>TALENT CASTER'S FEE (c/o Genneive Mercado)</b> - Handles casting of talents from pre-production to shoot; Development of Talent Contracts	194,444.00	0.00		194,444.00
IX	<b>LEAD TALENTS</b> - Total of 5 lead talents as per storyboard @ Php 705,882 - Total of 3 Lead Talents at Php 94,117.65 each (1 Day Shoot) Digital, OOH (Billboard, Banners) @ Php 282352.95 - 15 Months With Lock-out	988,235.00	0.00		988,235.00
X	<b>ASC PERMITS -ASC Application Managemen</b> - ONE (1) ASC Application; application rates will be costed separately depending on the materials.	10,000.00	0.00		10,000.00
XI	<b>PROJECT MANAGEMENT</b> Client Servicing Fee - Includes agency service fee and management of the project from end to end for the entire contract duration.	1,356,054.75	0.00		1,356,054.75
	<b>SUB TOTAL</b>	<b>10,396,419.75</b>	<b>0.00</b>	<b>0.00</b>	<b>10,396,419.75</b>
	<b>12% VAT</b>				<b>1,247,570.37</b>
	<b>GRAND TOTAL</b>	<b>10,396,419.75</b>	<b>0.00</b>	<b>0.00</b>	<b>11,643,990.12</b>

SUBMITTED BY:  JV Madrid Business Unit Director		PREPARED BY:  JV Madrid Business Unit Director	
NOTED BY:  Reg Cabanban Managing Partner			
APPROVED BY:  VITO VILLARIBA OTT Head & AVP Pre-paid Marketing	APPROVED BY:  NORMAN TAPS' DE LEON VP Subscription Business MKTG	APPROVED BY:  GERARD L. MILAN (GLM) First Vice President, Chief Revenue Officer	APPROVED BY:  JANE J. BINSARA (JJB) President of Mediaquest and Signal