

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : Home
PROJECT : Pldt Home Twitter Spaces Podcast March to July 2023 - Launch & Meet Supplier Payment
CE. NO. : PLDT-HOME-2023-0092
DATE : 07 December 2023

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

	SERVICE	NET	VAT	COST IN PHP
I	DURATION: MARCH TO JULY 2023 PRODUCTION TEAM RETAINER Writing of script (with title and description per live/episode) - Activation of Twitter Live Spaces - Facilitation of Technical Requirements - Coordination of schedule of host/s and guest/s - Creation of podcast materials (dashboard, album art, episode charts, trailer, OBB, CBB) - Creation of initial materials (thumbnail, OBB, CBB) - Creation and editing of video materials - Audio & Video Editing - Marketing material production/editing - Support material production/editing - Uploading of episodes on podcast and YT Output per episode: - 1x Audio for Twitter Spaces and Podcast - 1x Full Episode for YouTube - 3x YouTube Highlight videos - 3x Highlight video cuts for Twitter - 3x Highlight video cuts for Tiktok - Other Digital highlight videos as needed	1,273,469.39	152,816.33	1,426,285.72
II	TECHNICAL REQUIREMENT RENTAL 3x Microphones for 3 pax 3x Microphone stands for 3 pax 1x Audio Mixer (digital) 2x Laptop 1x Prepaid Internet Kit (as backup) 4x Camera (dSLR/micro 4:3) 3x Lights with stand 3x phone rigs 3x android phones - with provision for 1pax extra guest on standby			
III	RECORDING SPACE REQUIREMENT - Additional requirements (tables, etc) - Movable Set			

IV LOCATION REQUIREMENT

- location rent fee
- transportation allowance
- refreshment and meals budget

V GUEST TF + TOKEN

- Guest Honorarium
- Token Fees

VI HOST TF

Talent fee of 2 hosts

VII Additional Terms & Conditions/Inclusions

Additional expenses incurred during project duration will be charged in an additional CE



- Editing services above are inclusive of 3 rounds of revisions maximum (each for podcast and VOD versions, respectively)
- Access to raw and project files MUST be provided to client when requested
- BTS clips and images of production (i.e. production stills for PR and Marketing purposes)
- All possible talents appearing in the videos should signed a waiver/contract agreeing that PLDT Home will use the video in part and full on YouTube and other digital assets as well as thematic campaigns in perpetuity

VIII ASF	254,693.88	30,563.27	285,257.14
On items number I			
SUB TOTAL	1,528,163.27	183,379.59	1,711,542.86
GRAND TOTAL	1,528,163.27	183,379.59	1,711,542.86

TERMS :

Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend work in case the delay last more than forty five (45) days after the due date.

SUBMITTED BY:  Miguel Sevilla Account Director	PREPARED BY:  Claire Lumayad Exec. Assistant / CE Traffic Manager	VERIFIED BY:  Lalyn Morete Senior Finance Analyst
NOTED BY:  Diane Chua Managing Director		

<p>APPROVED BY:  Mabie Encarnacion-Engco Digital Marketing Manager</p>	<p>APPROVED BY:  Ana May C. Lovellanos Head, Home Brand Equity Management</p>	<p>APPROVED BY:  Ma. Zelmira Borromeo Head of A&P Marketing</p>	<p>APPROVED BY:  John Yanez FVP Head-Product Management & Marketing, PLDT Home</p>
---	--	---	---