

PRODUCTION & CREATIVE SERVICES COST ESTIMATE



CLIENT : PLDT Inc.
BRAND : Corporate
PROJECT : PLDT Home Byte Sized (Stream TV) Video Production - Madkon
CE. NO. : PLDT-HOME-2024-0011
DATE : 08 March 2024

16/F Two World Square,
 #22 Upper Mckinley Road,
 Mckinley Hill, Fort Bonifacio,
 Taguig City, 1634
 Tel.: 8856-7888

	SERVICE	NET	VAT	COST IN PHP
I	INCLUSIONS: VIDEO PRODUCTION - One (1) 60-90s 4K Video for YouTube - One (1) 20s Edit Down Video (Horizontal) - One (1) 20 Edit Down Video (Vertical) - Enhanced product photos - Thumbnail - Shooting days: 1 day ; maximum of 10 shooting hours per day	120,000.00	14,400.00	134,400.00
II	PRODUCTION TEAM - Scriptwriter - Director - Camera Operator - Production & Post-Production Manager - 2 Lighting Assistants - 1 Utility			
III	EQUIPMENT - 1 unit Professional Video Camera and Accessories - 1 set Sony G Master Lens - Lighting Setup - Special Equipment - White backdrop / Rotating table for product shoot - Video Transmitter - Client Monitor - Production design and location: c/o of Client			
IV	FOOD & LOGISTICS - Transportation (Crew + Equipment) - Breakfast, lunch, & dinner for 10 pax- - (7 Production Crew / 2 Clients / 1 Talent)			

V

POST PRODUCTION

- Post Production Coordinator
 - Offline & Online Editing
 - Basic Color Grading
 - Basic Graphics Animation
 - Licensed Music
 - Stock Videos*
- *Stock videos are only limited to just one stock video library
- Inclusive of up to 5 revisions
 - 5-7 working days lead time for first draft
 - 2 working days lead time per revision
 - Revision comments to be consolidated per revision
 - Deadline:- TBD

VI

Other Inclusions:

- Overall Production Fee
- RAW Files (RAW footages will be stored and deleted after 3 months from submission of final output.)
- Stock Video Files and Music Licenses

VII





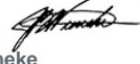
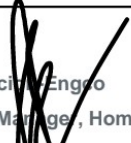

Exclusions:

- Location
- Production Design
- Audio Capture
- Stock Videos
- Covid Testing and PPE

VIII	ASF On items number I	24,000.00	2,880.00	26,880.00
	SUB TOTAL	144,000.00	17,280.00	161,280.00
	GRAND TOTAL	144,000.00	17,280.00	161,280.00

TERMS :

Note: Penalty charges of 2% will be added per month on the unpaid amount until fully paid. The Service Provider reserves the right to suspend the 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	NOTED BY:  Jennifer B. Wieneke Telco Head/PLDT Head	
APPROVED BY:  Mabie O. Encarnacion Digital Marketing Manager, Home Marketing	APPROVED BY:  Ma. Zelinda P. Borromeo Head, Admin and A&P Budget Management Home Marketing	