



AS3

# Production budget

Creative media production is not a cheap activity and most media products need to be produced under strict financial control. Having a realistic and workable budget is the key to controlling costs and ensuring that your production stays on track and does not get out of control.

After you have identified the finance, personnel, resources, materials, crew, talent and facilities that you require, you can undertake the necessary research to find out what the costs of these are. Some you will need to buy outright but most you will need to hire. Although your school or college is likely to provide you with most of the equipment and resources that you need, it is important that you understand what the real costs would be within a commercial context and that you demonstrate this understanding through the creation of a realistic production budget.

Use the headings below to help you produce an outline budget for your own production. You can adjust the template to suit the specifics of your own production.

<u>Outline production budget</u>		
<b>Name of production: Feel the Colours of Seoul</b>		
<b>Production team: Lee Jeong hyeon</b>		
<b>Date: 10 Feb 2015</b>		
Element	Details of costs	Total cost
Materials	Google Drive for a month (100GB) Outer hard disk (500GB)	₩ 2,000 ₩ 70,000
Equipment	Lent a laptop for a month (₩ 70,000) Lent a desktop for a month (₩ 150,000) Lent a DSLR for three days (₩ 50,000) Desktop will placed in studio and every member can use it.	₩ 270,000
People	Programmer for 3 weeks ₩ 1,000,000 Freelancer for 1 week ₩ 300,000 Editor for 2 weeks ₩ 850,000 Designer for 3 weeks ₩ 1,200,000	₩3,350,000
Post-production Studio hire etc Location fees	Workshop hiring for a month	₩ 2,000,000
Marketing	SNS commercial company	₩ 1,000,000
Licence/use of sound/ images/stock film etc	iTunes (₩ 2500 per song)	₩ 10,000
Travel	Transportation card	₩ 90,000
Insurance/contingency	Health insurance (₩ 25,000) Unemployment insurance (₩ 30,000) Safety insurance (₩ 25,000)	₩ 80,000
Other	Living expenses	₩ 300,000

**Total**                      ₩ 7,172,000

Projected income

Type of funding/income	Yes/No	Details	Amount
Corporate funding	YES	From Asiana Airline (₩ 1,500,000) From Lotte Tourist Agency (₩ 1,500,000)	₩ 3,000,000
Public funding	YES	Bank loan (₩ 1,000,000) Government support fund (₩ 1,000,000)	₩ 2,000,000
Advertising	YES	Adsense and Websites – Sell ads (₩ 1,400,000) AfreecaTV and YouTube – Private broadcasting and sell ads (₩ 1,100,000)	₩ 2,500,000
Selling product	YES	Use global websites (Alibaba, Amazon, eBay, Paypal)	₩ 1,000,000
OTHER	YES	Affiliations & Collaboration projects	₩ 2,700,000

Total ₩ 11,200,000