



BUSINESS SKILLS FOR FILM AND AUDIO-VISUAL



MULTIMEDIA PRODUCTION SECTOR

TRAINING MANUAL

November, 2022.



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GOPA/GIZ

ACRONYMS

DVD: Digital Versatile Disc

GIZ: Deutsche Gesellschaft für Internationale Zusammenarbeit

MINEMA: Ministry of Emergency management

MINI UBUMWE: Ministry of National Unity and Civic Engagement

RALC: Rwanda Academy of Languages and Culture

RDB: Rwanda Development Board

RDF: Rwanda Defense Forces

RP: Rwanda Polytechnic

RRA: Rwanda revenue Authority

RTB: Rwanda Technical and Vocational Education and Training Board

MODULE STRUCTURE

UNIT 1: Film Based Enterprise Model

1. Write / Develop business models
2. Set up / Establish / legal structure in accordance to current Laws and regulations
3. Establish decision structures, Investor/funding Models and Select Partners
4. Scale up the production

UNIT 2: Business planning for Film Based Enterprises

1. Conduct Market research (market analysis, leading to SWOT analysis)
2. Marketing plan (Product, Pricing, Promotion, Distribution -this include Copyrights, management of sales for film and audio-visual products).
3. Prepare Business Plan (include financing strategy and forecasting)- this include finding the right partners and investors and Audio-visual sector.

UNIT 3: Film Production

1. Prepare Schedule, budgeting, crew hiring, security measures and insurance
2. Make Production Accounting, cost reporting and cost controlling

NOTE

Since the introduction of internet technology, the means of production have become more democratized and economically viable. However, financing, distribution and marketing remain a big challenge for film and audio-visual business to effectively operate and massively benefit the actors involved. Most independent film makers and producers have greatly relied on festivals to get their films noticed and sold for distribution and production. However, the internet has allowed for the relatively inexpensive distribution and production of independent films on websites such as Youtube, Vimeo etc.

PERFORMANCE OBJECTIVE

Upon completion of this course, the trainee will be able to evaluate a script, make required budget, search for funding, initiate co-productions, make contract with crews, actors, and various stakeholders in the film industry.

SPECIFIC OBJECTIVES:

1. Identify the film and audio-visual Market in Rwanda and elsewhere.
2. Identify laws and regulations governing film industry in Rwanda and elsewhere.
3. Identify Relevant partners for film related projects in Rwanda and elsewhere.
4. Identify Relevant Investors in Rwanda and elsewhere.

UNIT 1: FILM BASED ENTERPRISE MODEL

Learning Outcomes

1. Write / Develop business models
2. Set up / Establish / legal structure in accordance to current Laws and regulations
3. Establish decision structures, Investor/funding Models and Select Partners
4. Scale up the production

1.1. Learning outcome 1: Write business model

This course will provide trainee with the knowledge to evaluate a script, make the required budget, search for funds, initiate co-productions, and make contracts with film crews, actors, and various stakeholders in the film industry.

➤ Materials needed:

Sample of business model for fiction/series and documentary, etc....

- Write business model for fictions/series
- Write a business model for documentary
- Write business model for commercial, advertising, clips, and other related shows.

➤ How to Write a Business Plan for a Production Company

If you want to start a production company or expand your existing one, you need a business plan.

The guide below provides the necessary information on how to write each essential component of a business plan for your production company.

➤ Executive Summary

The goal of your executive summary is to quickly engage the reader. Highlight to them the kind of Production Company you are running and its status. Next, provide an overview of each of the subsequent sections of your business plan.

➤ Company Overview

In your company overview, you will provide details of the type of production company you are operating. For example, your production company might specialize in one of the following types of production companies :

1. **Feature Film Production Company:** This type of production company handles all the necessities that go with producing a major film – hiring on-screen and off-screen talent, writers, musicians, location scouts, a team for pre-production, post-production, legal, etc.
2. **Commercial Production Company:** This type of production company produces stock footage, short corporate videos, training videos, and creative projects such as music videos and short films.
3. **Postproduction Company:** This type of production company handles video editing, special effects, color correction, sound mixing, and editing to eventually produce a final video.
4. **Niche Production Company:** This type of Production Company focuses on one specific niche that it has perfected. They often combine the best of animation, commercial, and post-production companies.

In addition to explain the type of Production Company you will operate, the company overview needs to provide background on the business. Include answers to questions such as :

- ✓ When and why did you start the business?
- ✓ What milestones have you achieved to date?
- ✓ Your legal business structure.
- ✓ What your company is and why it will be successful.
- ✓ Company description.
- ✓ Market analysis.
- ✓ Organization and management.
- ✓ Service or product line.

- ✓ Marketing and sales.
- ✓ Branding and Communication
- ✓ Funding request.
- ✓ Financial projection.

➤ Learning Approaches

- ✓ Trainees brainstorm on how to write a business model for fiction/series or documentary and to assess their understanding.
- ✓ In small groups of 3-5, trainees discuss different samples of business model for fiction or documentary.
- ✓ In groups of 3-5, trainees discuss on business model and how to choose partners depending on the documentary or fiction
- ✓ In small groups, trainees are given a real-life learning situation and are requested to write a business model.

➤ Training Resources

- ✓ A sample of film fiction budget
- ✓ A simple of documentary budget
- ✓ A sample of clip, advertising, and others related budget
- ✓ Links and websites, online primary resources

➤ Assessment

- ✓ In small groups, have trainees discuss why film budgeting is one of the most crucial aspects of the film process.
- ✓ Trainee will write their basic business model and the following criteria will be based on while assessing if the business model is well written:
- ✓ The trainees will learn and practice how to break a script into pages per day (How many days needed to film and the required budget).
- ✓ How to Plan for difficult scene, make difference between fiction, series and documentary.
- ✓ How to do Film budgeting for the extras, Vehicles, Crew salary, Film budget breakdown, scouting

1.2. Learning outcome 2: Set up a legal structure in accordance with current laws and regulations

➤ How to Start a Film Production Company

A film production company creates produces and markets long/series- or short-form film or video content. As the owner of a film or video production company, you'll create, produce, market and find distribution for digital or analog film or video content. This might take the form of movies, television programming, documentaries, industrial films, commercials or other related work.

Learn how to start your own Film Production Company and whether it is the right fit for you.

➤ Start a film production company by following these 10 steps:

1. Plan for your Film Production Company
2. Form your Film Production Company into a Legal Entity
3. Register your Film Production Company for Taxes
4. Open a Business Bank Account & Credit Card
5. Set up Accounting for your Film Production Company
6. Get the Necessary Permits & Licenses for your Film Production Company
7. Get Film Production Company Insurance
8. Define your Film Production Company Brand
9. Create your Film Production Company Website
10. Set up your Business Phone System

➤ Copyrights in Rwanda/ Know the copyright law in Rwanda/ and everywhere

1. Going through different laws of Rwanda governing film industry)
2. The law (legal texts governing culture in Rwanda)
3. Copyrights in Rwanda

➤ Copyrights in Rwanda/ Regulations/ see if the film project complies with the law

1. (Going through the script project and learn if it does not violate the law)
2. How to request for the necessary authorizations for filming

➤ Learning Approach

- ✓ Trainees brainstorm on the law which apply for their film according to the script.
- ✓ Trainees discuss where to apply for authorizations for filming from different institutions. (RDB, RFO)
- ✓ In small groups, trainees brainstorm on a scenario and assess the location of shooting
- ✓ In small groups, trainees discuss where to apply for the authorization of filming according to the script and crew

➤ Training Resources

- ✓ Copyrights in Rwanda
- ✓ Sample of a release form
- ✓ Sample of a letter to apply for authorization

➤ Assessment

This unit will be available through google drive link where trainees may find the necessary information required to complete the course.

- ✓ Test knowledge and respect for the law according to the scenario, the budget and the filming locations.
- ✓ Check if they know with who and how to do contract
- ✓ Who to contact for filming permits?

❖ Practicum Part 1

- Trainers will give trainees the opportunity to discuss, and write how to create a business model
- Trainees will perform in writing a business model and researching for applicable laws.
- In 3 groups, have trainees discuss why film budgeting is one of the most crucial aspects in the film process.
- Trainees will write basic business model and the following criteria will be based on while assessing if the business model is well written:

❖ **Practicum Part 2**

- The trainees will learn and practice how to break a script into pages per day (How many days needed to film and the required budget)
- How to Plan for difficult scenes, make difference between fiction, series and documentary
- How to do film budgeting for the extras, Vehicles, Crew salary, Film budget breakdown, and scouting.
- How to use production planning software and templates eg: celtx, movie magic, script binder.
- Test knowledge and respect for the law according to the scenario, the budget and the filming locations.
- Determine if they know with whom and how to do contract
- Who to contact for the filming permits?

1.3. Learning Outcome 3: Establish decision structure, investor models and select partners

➤ **Register your own production structure**

- Determine your company's niche.
- What type of content do you plan to specialize in creating?
- Choose a company name.
- Intellectual properties rights and infringement (Case study)
- Draft a business plan.
- Incorporate your business.
- Seek for funding.
- Get your business paperwork in order.
- Assemble an all-star team of executives.
- Decide with whom to co-produce
- Select benefactors, donors, or sponsors
- Check the status of other partners

- Select the film crew

➤ Plan your business

A clear plan is essential for success as an entrepreneur. It will help you map out the specifics of your business and discover some unknowns. A few important topics to consider are :

- What are the start-up and ongoing costs?
- What is your target market?
- How much can you charge customers?
- What will you name your business?
- What are the costs involved when opening a film production company?
- What are the ongoing expenses for a film production company?

Your expenses will grow as your business grows. If you're good at budgeting for your production expenses, you'll be able to take on more projects as funding grows. Your largest overhead costs will likely be renting office space and paying your employees. Most of your other expenditures will be on a per-project or per-assignment basis.

➤ What is your target market?

Your end "customers" are the viewers—the people you want to attract to your finished product. One of your starting points should be to carefully profile the demographics of your future viewers before beginning the project. This clear understanding of your audience will help you in securing funding; writing, directing, scoring and producing your project; and also finding distribution outlets once the final project is complete.

You also have a second critical audience: your financial backers. This might be venture capitalists, government grant makers, or commercial clients.

➤ How does a film production company make money?

Films make money in different ways depending on the form of distribution. This can include box office sales, the sale of individual DVDs, sales to streaming services

For commercials and industrial films made for corporations, you'll be paid an agreed-upon rate that might be a day-rate, hourly rate or flat fee, depending on the project.

How much can you charge customers?

How much profit can a film production company make?

How can you make your business more profitable?

What will you name your business? (Attractive name)

➤ **Learning Approaches**

- Trainees brainstorm on how to create and register a production structure
- In small groups of 3-5, have trainees discuss various productions structures
- In groups of 3-5 have trainees discuss on how to write/or make a contract and a release form
- In small groups, trainees are given a real-life learning situation and are requested to write/or make a contract and release form.

➤ **Training Resources**

- Sample of the budget.
- Copy right law or other applicable laws.
- Production templates (Template of the contract, Template of a release form)
- Example of letter of request for authorization to the Minema, RDF, RALC, Mini Ubumwe etc...

➤ **Assessment**

Trainees are divided into 3 groups, which interact and can change roles

1. Playing the role of different partners to see if they understood how to establish a production company
2. Evaluate a film project to determine if it meets the criteria of Rwandan and international laws (e.g you cannot make a film on the apology of the genocide against the Tutsi)
3. Who to ask for filming authorizations?

1.4. Learning Outcome 4: Scale up the production

Before introducing new content, trainees are review all the courses given before to determine if trainees understand well the purpose of creating own companies

➤ How to scale video content production?

You can scale video production in 2 ways – increase the number of videos for existing campaigns, or build new video campaigns.

➤ Increase the number of videos for existing campaigns

You can increase your current video production rate by either scaling your team or by decreasing the time spent on producing a single video.

Ideally, you would want to optimize the video creation time without doing any changes to the team. This is why online video making tools are used by businesses to make more videos using their existing teams.

It is important that you do not compromise the quality of your videos when you start making more of them.

➤ Build new video campaigns

- Being professional
- Pre-production
- Filming
- Post-production
- Editing
- Marketing the product
- Distribution
- Information exchange on current industry opportunities (local and international)
- Research on co-producer and distributor available in Rwanda and elsewhere

➤ Learning Approaches

- Trainees brainstorm on pre-production and to assess their level of understanding.
- In small groups of 3-5, have trainees discuss the different sources of film funding, financing (documentary or fiction and series).
- In small groups, trainees are given a real-life learning situation and are requested to select crews for filming and in small groups, trainees discuss and exchange on all steps of production post-production.
- Trainees brainstorm on how to co-produce and distribute a film product.

- In small groups, trainees are given a real-life learning situation and are requested to write a business plan and promote the film.

➤ Training Resources

- Press kits
- Posters
- Promotional materials.
- Other advertising materials published
- Sample of co-producing contract
- A sample of production steps from pre-production to post production

➤ Assessment

- Class Play performance
- In this unit we will simulate the team selection with the trainees.
- The trainees will interact and play all the roles to understand the necessity of doing this work

In this unit we shall test the knowledge of production and services.

UNIT 2: BUSINESS PLANNING FOR FILM-BASED ENTERPRISE

Learning Outcomes

1. Conduct Market research (market analysis, leading to SWOT analysis)
2. Prepare Marketing plan (Product, Pricing, Promotion, Distribution this include Copyrights, management of sales for film and audio-visual products)
3. Prepare Business Plan (include financing strategy, forecasting)- this include finding the right partners and investors and Audio-visual sector
4. Check to make sure that trainees did good research on the market

2.1. Learning outcome 1: Conduct Market research (market analysis, leading to SWOT analysis)

➤ SWOT analysis in market research

A SWOT analysis is a strategic planning tool that is used to assess the Strengths, Weaknesses, Opportunities and Threats involved in an organization, business, or a project. A SWOT analysis is particularly useful in identifying both internal and external factors that are essential in decision-making.

- ✓ Identifying and analyzing an organization's strengths, weaknesses, opportunities, and threats
- ✓ Research on the Industry
- ✓ Survey about the company, business and the industry

➤ Learning Approaches

- ✓ Trainees brainstorm on how to conduct research for the industry

➤ Training Resources

- ✓ A sample of film business plan
- ✓ Going through different steps of film production (development, production, distribution).

➤ Method/Assessment:

- In 3 groups, have trainees discuss how to research on the industry.
- Trainees will exchange on what they find and how to deal with them

- Trainees to research regional or international funders and investors and explore different requirements for applications.
- How to plan for development, production and distribution.
- How to get experience in the industry, networking relationships, host of other things

2.2. Learning Outcome 2: Prepare Marketing plan (Product, Pricing, Promotion, Distribution)

This includes Copyrights, management of sales for film and audio-visual products).

Marketing Mix: Product, Price, Place, and Promotion 7Ps. To market the products (in broadest sense) every company needs to create a successful mix of right product at right price at the right place through right promotion. Thus marketing mix is made up of 4 Ps.

➤ The 7 Ps of marketing

- Place
- Price
- Product
- Promotion
- Packaging
- Positioning
- People

➤ Film Marketing Strategy

- Publicity
- Mediums

➤ Distribution Strategy

- Release patterns
- Methods of distribution

➤ Learning Approach

- Trainees discuss on the different type of copyrights.
- In small groups of 3-5, have trainees discuss selling the product, pricing, promotion and distribution.

- In small groups, trainees are given a real-life situation and are requested to assess the market.

➤ **Training Resources**

- Sample of 4Ps of marketing
- Samples of copyrights
- Template of release patterns

➤ **Assessment:**

- Trainees are divided into 3 different groups, which interact and can change roles
- Playing the role of different partners to determine if they understood how to deal with different elements of marketing plan.

2.3. Learning Outcome 3: Prepare Business Plan (include financing strategy, forecasting)

This includes finding the right partners and investors and Audio-visual sector

➤ **Business Plan**

- What are the benefits of a business plan?

A business plan helps you understand where you want to go with your business and what it will take to get there. It reduces your overall risk, helps you uncover your business' potential, attracts investor, and identify areas for growth. Having a business plan ultimately makes you more confident as a business owner and more likely to succeed for a longer period of time.

- What are the 7 steps of a business plan?

- ✓ Write a brief executive summary.
- ✓ Describe your products and services.
- ✓ Conduct market research and compile data into a cohesive market analysis.
- ✓ Describe your marketing and sales strategy.
- ✓ Outline your organizational structure and management team.
- ✓ Develop financial projections for sales, revenue, and cash flow.
- ✓ Add any additional documents to your appendix.

- Important to know

- ✓ The Company which will be responsible for the production
- ✓ The Production which requires the funding
- ✓ The Cast that will be involved in the movie
- ✓ Plan for distribution for the completed film
- ✓ How the investors will recoup their investment
- ✓ What is the current status of the market

- Learning Approaches:

- Trainees brainstorm on financial plan and to assess their level of understanding.
- In small groups of 3-5, have trainees discuss the different sources of film funding and distribution (documentary or fiction)
- A sample of film business plan
- Going through different steps of film production (development, production, distribution).

- Training Resources:

- Financial Plan
- Financial strategy
- Sample of partners and contractors' contract

- Assessment

The trainee will interact and play all the roles to understand the necessity of doing this work.

PRACTICE 1

1. In 3 groups, have trainees discuss how to conduct research on the industry.
2. Trainees will exchange on what they find and how to deal with
3. How to plan for development, production, and distribution.
4. How to get experience in the industry, networking relationships, host of other things.

PRACTICE 2

Identifying and analyzing an organization's strengths, weaknesses, opportunities and threats

1. Research on the Industry
2. Survey about the company, business, and the industry

➤ **Review**

The Trainer reviews the following key points to remember:

- The Company which will be responsible for the production
- The Production which requires the funding
- The Cast that will be involved in the movie

Assessment 1

The trainer reviews written assignment;

- Financial Plan
- Financial strategy
- Sample of partners and contractors' contract

Assessment 2

Writing contract for contractors

On the job training

The trainees should write his/her financial plan

UNIT 3: FILM PRODUCTION

Learning Outcomes

1. Prepare Schedule, budgeting, crew hiring, security measures and insurances
2. Make Production Accounting, cost reporting and costing controlling

3.1. Learning Outcome 1: Prepare Schedule, budgeting, crew hiring, security measures and insurances

Pre-production is essential in the film making process because without proper planning, your production could run over time, the film could go over the budget, or you could find yourself in the editing room with missing content. Some even say, **“Production is pre-production.”** Whether its storyboarding, location scouting, or budgeting, each of the steps below plays a crucial role in the success of your project.

➤ Finance

Film making is an expensive business. The producer needs to secure funding to pay for the entire pre-production, production, and post-production process, in addition to marketing and distribution once the film is complete.

The need of a production accountant on the team.

➤ Location Scout

When location scouting for each scene, physically go to the location if possible. Observe things like the ambient light and sound. Bring the shotlist to visualize each shot in the scene.

If you have a large crew or a lot of gear, think about access both for your crew members and production vehicles. Bring a camera to snap some photos of your locations — this will be helpful for the production designer when choosing a location. Think about what permits or property releases you might need at each location.

➤ Tech Scout

Having locked all locations and produced the shot-list, the director, cinematographer, production designer, line producer, and 1st AD (Assistant Director) go on the tech scout. The purpose of the tech scout is for the director to visit each and every location with the head of each department and explain precisely what each shot will entail: where the camera will be, details of camera movement, what the actors will be doing, and what the look of the scene will be.

➤ Scheduling

After the tech scout, the 1st AD uses the director's shot list to draw up a schedule for each day of the shoot, and share the schedule with the line producer to determine daily costs and cash flow

➤ Casting

Casting is taken care of by Casting Directors, who are very good at finding actors that match the director's specifications. Obviously, the director makes the final choices, but the preliminary selection – which is the most time-consuming and tedious part – is done by the casting directors, who are, frankly, worth every penny they charge.

- Respect the professionalism
- Doing on standard pre-production (scouting)
- Filming with the best crew (Line producer, etc..)
- Doing the best quality post-production
- Marketing the product
- Selling and Distribution

➤ Learning Approaches

- In small groups of 3-5, have trainees plan and cost a film during pre production of a film with one scene from a movie script
- In small groups, trainees are given a real-life learning situation and are requested to act as recruiter or crew from the scene from the same movie script.

➤ Training Resources

- A sample of film pre-production
- A sample of film postproduction

➤ Assessment

- The trainees will learn and practice how to prepare and do a good pre-production
- The participant will learn and practice on how to do a good postproduction
- Practice on sales, Marketing, and distribution

3.2. Learning outcome 2: Make Production Accounting, cost report and cost controlling

Behind the scenes of all major motion pictures and TV shows are hard-working accountants crunching the numbers.

➤ What is accounting in the film industry?

Production accountants prepare a statement of accounts showing all incomes and expenditures for the producer or production company and the financiers. They may also have to arrange an independent audit. Depending on how the film is financed, they may also have to deal with bank finance and completion guarantors.

- Accounting
- Bookkeeping
- Reporting
- Taxation
- Auditing (internal and External)

➤ Important points:

- Prepare budgets and estimated final cost reports.
- Procurement
- During the production, oversee all payments
- Manage payroll and provide daily or weekly cost reports.
- Forecasts to evaluate the impact of any production changes.
- Filing (supporting documents, archives etc...)
- Managing finances and maintaining financial records during film or TV production
- Working closely with the producer and the production office.
- Planning, coordination, supervision, control and decision-making regarding resources and outputs of a production process
- Prepare financial statement (balance sheet, review, income statement, etc..)

➤ Learning Approach

- Trainees brainstorm on the budget and final report.

- In small groups, trainees discuss planning, coordination, supervision, control and decision-making.

➤ **Training Resources**

- Samples of financial records during film or TV production
- A sample of budget
- A sample of payroll

➤ **Assessment**

- Test knowledge and respect for Planning, coordination, supervision, control, and decision-making
- See if they know who and how to deal with budget
- Emphasizing the delicacy of this topic

Practice 1

The trainer will ask trainees to prepare a professional budget and filming

➤ **Review**

The trainer reviews the following key points to remember when preparing a filming:

- Budget
- Checklist of material
- Verify the crew

Assessment 1

The trainer reviews written assignments.

- Business plan assignment
- Budget written assignment
- Release form assignment

Assessment 2

Simulation of hiring a crew and scouting

➤ **On the job training**

- The trainee should be able to run their own production companies
- The trainer should invite the following to share their stories with trainees:
 - ✓ Kivu

- ✓ Joel Karekezi
- ✓ Annette
- ✓ A person from RRA
- ✓ RFO

➤ FREE Film Budget Template for Video Production

<https://www.studiobinder.com/blog/downloads/film-budget-template/>

Looking for a film budget template for your next film production? Take your production to the next level by creating a **professional** shooting schedule online using StudioBinder.

BUDGET TOPSHEET



Production Co.

Producers

Project Title

Union/Non

Budget Date

Prepared by

Shoot Days

Locations

ABOVE THE LINE

10-00	Development Costs	1	\$0
11-00	Story & Rights	1	\$0
12-00	Producer Unit	1	\$0
13-00	Director & Staff	1	\$0
14-00	Cast	1	\$0
15-00	Travel & Living	1	\$0

Total Above the Line **\$0**

PRODUCTION EXPENSES

20-00	Production Staff	2	\$0
21-00	Extra Talent	2	\$0
22-00	Set Design	2	\$0
23-00	Set Construction	2	\$0
24-00	Set Pre-rig & Strike	2	\$0
25-00	Set Operations	2	\$0
26-00	Set Dressing	2	\$0
27-00	Property	2	\$0
28-00	Wardrobe	2	\$0
29-00	Electric	2	\$0
30-00	Camera	2	\$0
31-00	Production Sound	2	\$0
32-00	Make-up & Hair	2	\$0
33-00	Transportation	2	\$0
34-00	Locations	2	\$0
35-00	Picture Vehicles & Animals	2	\$0

➤ Film Budget Template

What is a Film Budget Template?

A film budget template is a document that helps film makers with the financial planning process of their project. The template provides detailed information about what production costs are and how they affect the total cost, as well as some important guidelines for when to use certain types of equipment or personnel.

A film budget template is a document that outlines the basic elements of a film. It includes all the costs incurred to produce and release the movie, as well as how much money it will take in profits for the company to break even. A good film budget will also include an analysis section that shows whether or not this project is worth investing in. There are a number of important parts to consider when compiling a film budget template. For starters, the project should be divided up into preproduction, production, and post-production sections. The next step is to assign costs for each department such as cast, crew, location rentals, and equipment rental.

It's also important to include any additional expenses that may arise during the production process such as overtime or meals provided on set. Finally, there needs to be an allocation for marketing and distribution which will depend on whether the movie is being made independently or with studio backing. The above information should provide guidance in terms of how many people you'll need on your team, what kind of equipment you'll need access to and what kind of money it will take depending on. The first thing to do is create a budget template. This will include the film's production, post-production, and marketing costs.

The most important parts of this template are the production costs which include:

- Cast Salaries,
- Crew Wages,
- Equipment Rentals,
- Insurance, And
- Set Construction.

These expenditures can vary greatly depending on what type of movie you're making but it is key to understand them before you start filming as they can quickly add up.

BUDGET TEMPLATE • FICTION 2 (using Telefilm Chart of Accounts)								
Acc	ITEM	RATE	AMOUNT	DEFERRED	TOTAL	ACTUAL	VARIANCE	
A	ABOVE THE LINE							
1	STORY							
	Story Rights				0	0		
2	SCENARIO							
	Script				0	0		
	Readers	3 @ \$200	600	300	900	950	-50	
	Story Editor				0	0		
3	DEVELOPMENT							
	Development costs				0	0		
	Overhead				0	0		
	Travel/Living	4 train tickets @ \$35	140	0	140	167	-27	
4	PRODUCER							
	Producer				0	0		
5	DIRECTOR							
	Director	Fiat: \$1000	1000	1000	2000	1300	700	
6	STARS							
	Star #1	4 days @ \$100	400	0	400	400	0	
	Star #2				0	0		
	Star #3				0	0		
	TOTAL 'A':		2140	1300	3440	2817	623	
B	PRODUCTION							
10	CAST							
	Principal #1	4 days @ \$50	200	100	300		300	
	Principal #2				0	0		
	Principal #4				0	0		
	Actor #1				0	0		
	Actor #2				0	0		
	Actor #3				0	0		
	ACTRA Permits				0	0		
	ACTRA Fringes				0	0		
	ACTRA Admin Fees				0	0		
	Casting Director	Fiat:		500	500	500	0	
	Casting Expenses						0	
11	EXTRAS							
	Extras				0	0		
	Extras Casting				0	0		
12	PRODUCTION STAFF							
	Production Manager				0	0		
	Location Man/Scout				0	0		
	1st AD	4 days @ \$100	400	0	400	550	-150	
	2nd AD				0	0		

➤ What is included in a Film Budget?

A film budget includes many different things but the most important aspect is the production costs which includes actors, extras, props, costumes, set design and construction...etc.

Marketing costs are also part of a film's overall budget because they include publicizing the movie through media outlets like newspapers and magazines. Finally, distribution costs encompass everything from marketing materials for theaters to theater rentals themselves.

Every film has a budget and a budget is all the money that's needed to make the film. The production company needs to know how much it will cost before they start filming, so they can plan accordingly. There are many different factors that go into determining what goes into making a film, but here are some of the most common elements of a film budget: Production Designers: These people design sets for movies by researching historical periods or styles which fit with their movies.

They also create models and sketches in order to figure out where everything should be placed on set.

Production designers work closely with filmmakers, producers, art directors, and cinematographers because they have input on not only set design but costumes as well!

The film industry is one of the fastest-growing industries in the world. With an increasing demand for entertainment, there are more and more films being made each year.

The budget for a film can vary depending on many factors such as genre, production company, who is starring in it, etc.

Film genres like comedy or drama have different budgets than other genres like horror or sci-fi because they require different sets and actors.

The most significant costs in a film budget include:

- Salaries,
- Insurance Premiums,
- Equipment Rentals,
- Location Permits (Including Cast),

- Costumes/Wardrobe,
- Transportation, And
- Catering.

To produce an independent film with an average budget of \$2 millions will require about 20% for post-production and distribution before any profit can be made from ticket sales.

It's worth noting that these figures don't include marketing costs which can vary depending on the type of media being used to promote it.

➤ Business Model

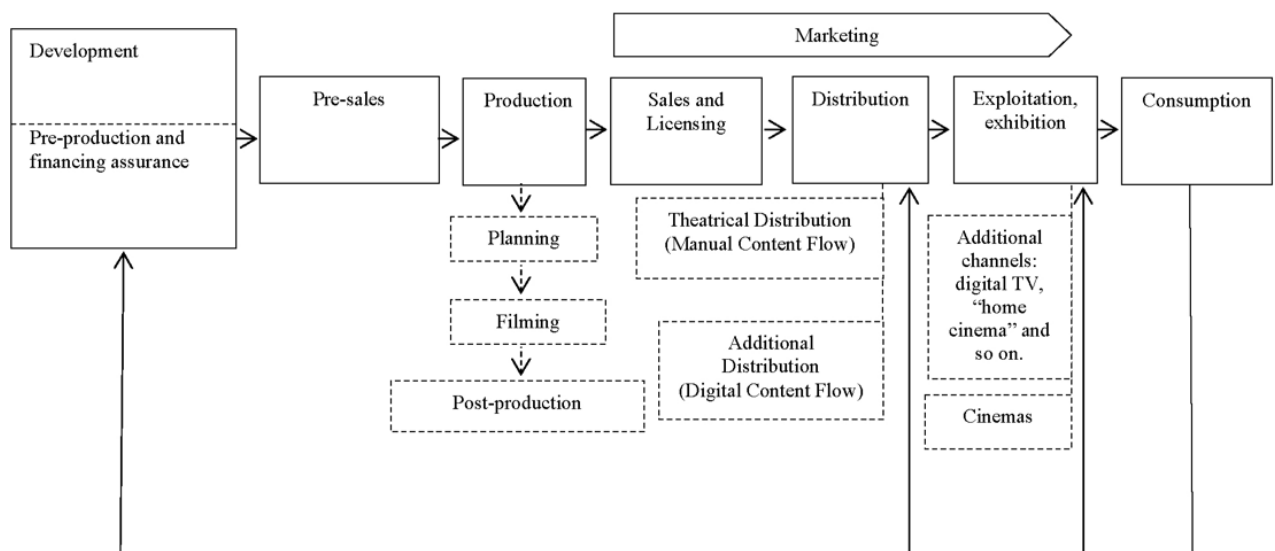


Fig. 1 Film Value Chain

➤ The basis of Business model 2.0

Is the internet, online platform (Finney, Triana, 2015). W. Nilsen, R. Smistad (2012) argue that the internet and information technologies have the intention to adjust the value chain by allowing innovation to develop more in the stages of film production, licensing, distribution, and exploitation.

As digital technologies evolve, companies' business models are also being adjusted. For example, digital animation is created through computer graphics programs; a film is viewed through an online video feed, various international contracts with distribution

companies, etc., are signed and concluded electronically. It should be noted that digital technologies adjust the value chain (Fig. 2).

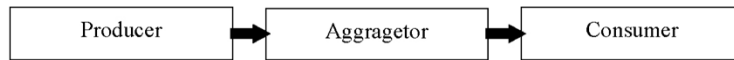


Fig. 2 New value chain Source: Finney, 2014, p. 6.

With the increasing development of digital technologies, business model 2.0 is becoming part of all other business models. Thus, close links and various mutual variations are possible between all types of business models.

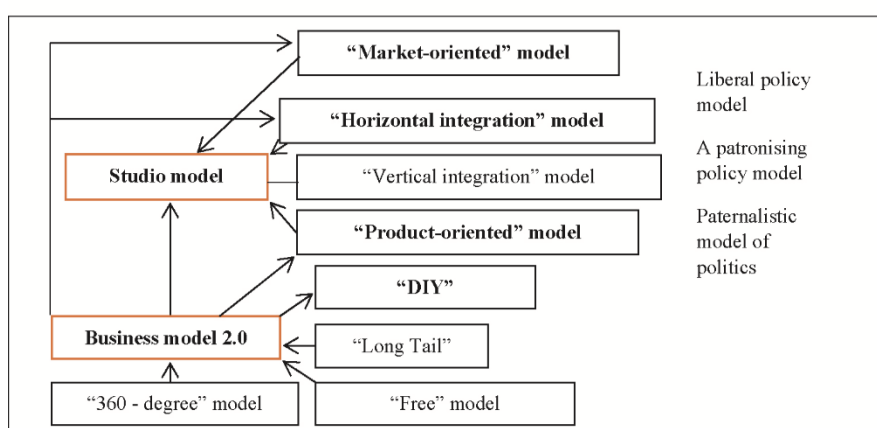


Fig3. Business model relationships

➤ Sample of release form 1- TV

Déclaration de Décharge

Release and Licence

Nom/Name		
Adresse/Address	Code postal/Postal Code	Téléphone/Telephone
Titre de la série/Series Title		

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Témoin/ Witness

Signature

Pour l'usage de l'équipe de production :
For Production Team Use Only :

No. d'identification du projet/ Project ID. No. 012003	No. Identifiant de l'émission / Show ID No.	No. de série/ Series No 9233
Producteur/ Producer Sylvie Bélanger	Date de diffusion	

Distribution :	Production	Copyright	Signataire/Signator	Comptabilité/ Accounting	
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➤ Sample of release form 2- Film/TV

GENRE: RESEARCH	TITLE:
Directed by	

RELEASE FORM

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Full Name.....

City.....

Country.....

Phone.....

Email Address.....

Signature.....

Date.....

DIRECTOR/PRODUCER

Full Name

Signature.....

Date.....