

## Video Pricing Matrix

| <b>Classification</b>   | <b>Class 1</b>   | <b>Class 2</b>  | <b>Class 3</b>   | <b>Class 4</b>  |
|---|--|---|--|---|
| <b>Description</b>  | <b>Simple Production</b>   | <b>Intermediate Production</b>  | <b>Advanced Production</b>   | <b>Complex Production</b>   |
| <b>Definition</b>   | Little or no pre- or post-production. Talking head (field or studio), event documentation or file footage production, with little or no graphics. Script, if any, provided by client | Moderate pre- or post-production. In-studio or field, with minimal research, scripting, graphics or video inserts, with in-house talent | Considerable pre- or post-production. Studio and/or field, with professional talent. Moderate research, scripting, graphics and use of music with basic sets | Extensive pre- and post-production. Complex field and/or full studio using elaborate sets, professional talent, in-depth research, fully scripted, special video effects, sophisticated graphics and animation, sound effects and music track |
| <b>Point System</b>   | <b>1</b>   | <b>2</b>  | <b>3</b>   | <b>4</b>  |
| <b>Writer</b>   | 0-1 days   | 1 - 2 days  | 3-6 days   | 7 or more days  |
| <b>Director</b>   | 0-1 days   | 1 - 2 days  | 3-6 days   | 7 or more days  |
| <b>Production Days</b>  | 0-1/2  | ½ - 1   | 2-4 days   | 5 or more days  |
| <b>Edit Days-Offline</b>  | 0-1/2  | ½ - 1   | 1- 2   | 4 or more days  |
| <b>Edit Days-Online</b>   | 0-1  | 1 - 2   | 2 - 4  | 5 or more days  |
| <b>Production Style</b>   |  |   |  |   |
| Studio  | Simple existing set pieces.  | Combining available on-hand pieces with purchase of small set items.  | Combining available on-hand set pieces, and limited simple set construction.   | Major new set construction.   |
| Remote  | ENG shoot at unaltered location.   | ENG Shoot requiring only minor location alterations.  | EFP shoot requiring only minor location alterations.   | EFP shoot requiring staging and possible disruption of area work flow and schedules.  |
| <b>Talent</b>   | None, non-professional, talking head* or voice over.   | Simple on camera voice over narration, Using either non-professional or professional talent requiring little direction.                 | Usually professional talent. Requiring moderate direction, several scenes and or locations.  | Requires multiple professional talent, or single Talent requiring complex direction with multiple scenes on numerous sets or locations.   |
| <b>Music</b>  | Basic sound track with little or no music. Selections from stock music library.  | Simple sound track with stock music or limited use of library music selection.  | Advanced sound track with multiple music selections and use of sound effects. Selections from multiple libraries.  | Complex sound track with multiple music selections and sound effects. Requiring separate audio sweetening session. Possibly the production of an original sound track.  |
| <b>Graphics</b>   | Little or no graphics.   | Simple titles or graphics from character generator.   | Type set or specially prepared graphics by graphic artist with simple special effects.   | Complex graphics and/or animation requiring separate graphics session or animations.  |
| <b>Editing</b>  | Little or no post-production. Very basic machine to machine editing.   | Simple cuts-only editing using some basic switcher effects with on-line audio mixing.   | Advanced audio and video editing, requiring multiple split audio tracks, advanced effects, but all created during the on-line session.                       | Complex audio/video editing requiring separate edit session to create multi-layered special effects for both video and audio.   |
| <b>Price Range</b>  | <b>\$300 - \$2500</b>  | <b>\$2500 - \$6500</b>  | <b>\$6500 - \$17,500</b>   | <b>\$17500 +</b>  |
| <p>Each block in a column represents a numeric value of 1-2-3 or 4. To determine the program level and estimate the price, select one block from each of the ten areas that you feel is appropriate for your production. Total all blocks and divide by ten. This will give you a classification. Estimate the cost by interpolating your classification in the price ranges above:<br/>           Example: Total points = 35 / 10 = 3.5 Class program ≈ \$11,000</p> |  |   |  |   |