



# The Project Budget War: Views from Both Sides and in Between

Moderator

Andy Marken – President, Marken Communications

Panelists

Aaron Semmel – EP, Semmelboomboom

Cirina Catania – CEO/Founder, The Catania Group

Larry O'Connor – CEO/Founder, OWCDigital

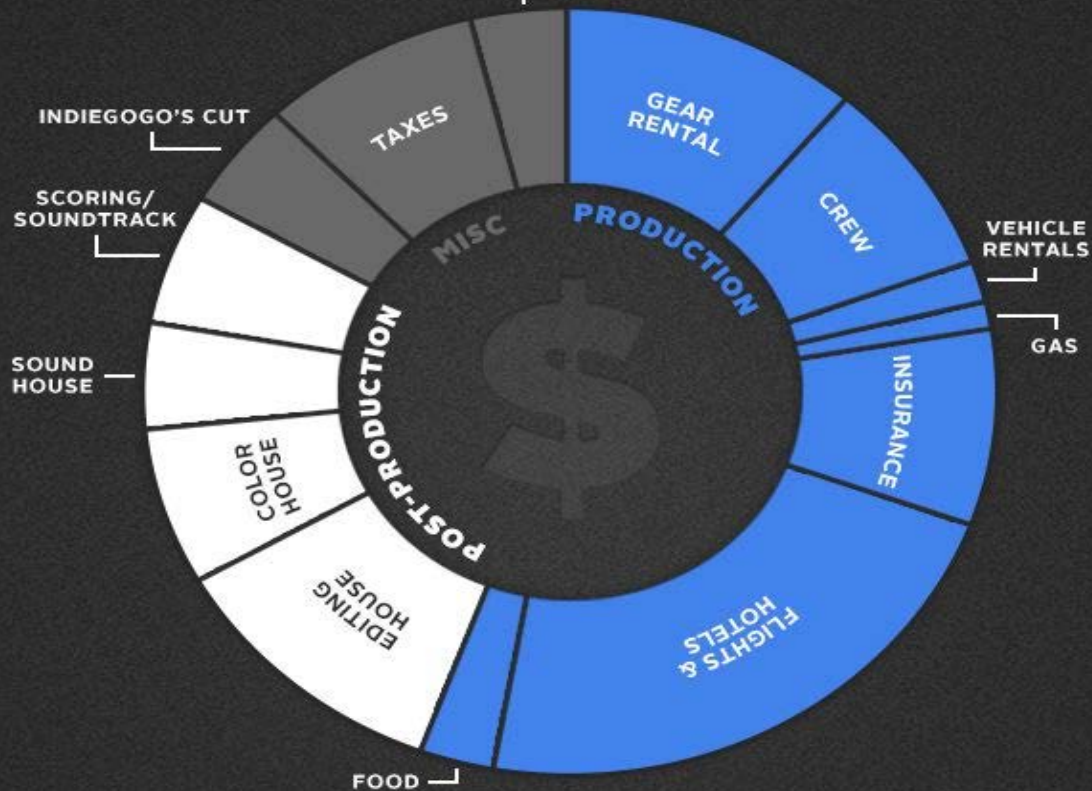
-Jeff Stansfield – CEO/Advantage Video Systems

# Feature Production Budgets

- How do you break down, allocate your production budgets?
- Do the percentages of allocation really vary by distribution plans?

# BUDGET BREAKDOWN

ADDITIONAL/UNEXPECTED/EMERGENCY EXPENSES



## SHOOTING SCHEDULE



## "THE WOODS"

SCRIPT DATED: 2003 BUDGET: 06/30/03

46 DAYS (10 WEEKS) PA HOLIDAYS: COL.DAY, VET.DAY, THANKSGIVING:

(5 DAY WEEKS; 13 HOUR DAYS

PRODUCER: SCOTT RUDIN, SAM MERCER

PREP: 7/21/03-10/10/03

PRODUCER: M. NIGHT SHYAMALAN

START PRINCIPAL: 10/14/03

DIRECTOR: M. NIGHT SHYAMALAN

WRAP PRINCIPAL: 12/19/03

POST: 1/05/04-7/09/04

Acct No	Category Descriptio	Page	Total
31-00	STORY RIGHTS	1	7,200,000
32-00	WRITER	1	327,500
33-00	SCENARIO MISCELLANEOUS	1	103,511
36-00	PRODUCER	1	6,645,496
37-00	DIRECTOR	3	448,356
38-00	CAST	4	14,310,742
39-00	BITS & STUNTS	8	3,246,780
41-00	ATL TRAVEL & LIVING	14	1,231,309
<b>TOTAL ABOVE-THE-LIN</b>			<b>33,513,694</b>
42-00	EXTRAS & STAND-INS	19	671,406
43-00	PRODUCTION STAFF	19	1,601,597
44-00	WARDROBE	24	1,766,933
45-00	MAKE-UP & HAIRDRESSING	28	972,618
47-00	CAMERA	30	1,410,661
48-00	PICTURE FILM/DAILIES	32	386,961
49-00	SET DRESSING	33	1,229,703
50-00	ACTION PROPS	35	614,242
51-00	ACTION PROPS - VEHICLES	37	82,500
52-00	CHARACTER MAKE-UP & EFFECTS	37	1,008,826
53-00	SET DESIGNING	39	1,070,686
54-00	SET CONSTRUCTION	41	5,289,186
55-00	SET STRIKE	44	330,976
57-00	PRODUCTION SOUND	45	207,518
58-00	SET LIGHTING	45	1,311,739
59-00	SET OPERATION	48	1,471,604
60-00	FACILITIES	50	1,046,846
61-00	SPECIAL EFFECTS	52	993,687
62-00	TESTS/REHEARSALS	54	50,568
63-00	LOCATIONS	54	2,125,145
64-00	TRANSPORTATION	56	3,617,654
65-00	SECOND UNIT	60	125,323
69-00	BTL TRAVEL & LIVING	60	1,852,551
<b>SHOOTING PERIOD</b>			<b>28,838,934</b>
70-00	VISUAL EFFECTS	65	500,000
71-00	PROJECTION	65	106,573
72-00	EDITING	65	1,713,887
73-00	TITLES	69	160,000
74-00	MUSIC	69	3,234,269
76-00	SOUND - PRE & POST	72	2,091,645
78-00	PREVIEW EXPENSES	74	52,875
79-00	FILM LAB EXPENSE	75	596,128
80-00	PURCHASE FILM FOOTAGE	75	28,000
<b>TOTAL POST PRODUCTION</b>			<b>8,483,371</b>
85-00	INSURANCE & MEDICAL	75	558,000
87-00	PUBLICITY	76	77,470
88-00	MISC. UNCLASSIFIED EXPENSES	76	172,500

THE WOODS (thewoods.epb)

Prepared by Sam Mercer &amp; Jennifer Freedun 30, 2003 The Woods.epb Jun 30, 2003 at 02:24 PM

Acct No	Category Descriptio	Page	Total
89-00	CERTIFICATES & ROYALTIES	77	39,000
<b>TOTAL OTHER</b>			<b>846,970</b>
<b>Total Above-The-Lin</b>			<b>33,513,694</b>
<b>Total Below-The-Lin</b>			<b>38,169,281</b>
<b>Total Above and Below-The-Lin</b>			<b>71,682,975</b>
<b>Grand Total</b>			<b>71,682,975</b>

How can we improve budgeting practices and increase margins?



# Motion Picture Technology





# Innovative Technology









# Tech Innovations That Improve Bottom Line

- LTO
- PAM
- File Transfer systems
- ON-Set central Storage
- Artificial Intelligence
- Leasing Innovations



# Tech Innovation

- That's all great, but what about...security?

# Tech Innovation

- \* Security
- \* Encryption
- \* Ultra-Fast SSD



# Tech Innovation

\* And Advanced Workflow Techniques?





# How do we improve the relationship?



# Thank You



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