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A PROVOST STUDIO PUBLICATION

WEBCAST STUDIO ENVIRONMENTS

Cost Guide &
Project Budget
Considerations

FOR DIGITAL MEDIA BRANDS

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Cost Guide & Project Budget Considerations

INTRODUCTION

Webcast studios are an excellent way to increase audience engagement and drive sponsored revenue for digital media brands exploring this emerging consumer channel. Furthermore, a well designed studio environment can have significant impact on how your content is perceived by the viewer as a visual expression of your brand. As the leading provider of education and resources for planning webcast studios, we've prepared this brief cost guide to give you an overview of the costs typically associated with building a webcast studio.

While in the early stages of planning a new studio, it's important to consider the full magnitude of the project, in addition to the scenic design and fabrication scope of work. Many clients undertaking their first project of this type underestimate the total project cost when seeking to authorize funds for the project. In particular, base building modifications and infrastructure upgrades are budget line items that consistently consume a larger part of the overall budget than anticipated.

The main components of an overall project budget typically include: scenic design, fabrication and installation, lighting design and equipment, A/V integration and equipment; furniture and props; and base building modifications and infrastructure upgrades.

Typical Components of an Overall Project Budget

Project Hard Costs (including, but not limited to):

- Scenic Fabrication & Installation
- Lighting Grid & Equipment
- Lighting Control & Power Distribution
- Broadcast Acoustic Treatment
- A/V Equipment
- Furniture/Props
- Architectural Base Building Upgrades
- Power & Data / HVAC

Project Soft Costs (Including but not limited to):

- Scenic Design Services
- Lighting Design Services
- A/V Design & Integration Services
- Acoustic Design Services
- Architecture and Engineering Design Services
- Owner Contingency

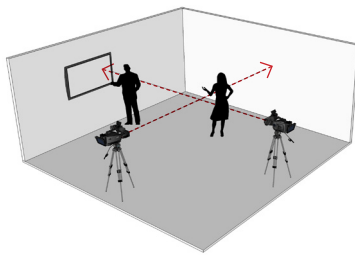
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Cost Guide: Budget Range Levels (Hard Costs Only)

Depending on a project's specific existing conditions and requirements, project costs can vary widely. However, the following budget ranges are provided for a minimum 400sf area needed for a 2-camera shooting configuration (2 shoot-off walls and floor footprint of 20'x 20'). Varying costs for scenic, lighting and A/V are assumed for each level of investment. Acoustic treatment, base building upgrades, power & data allowances, control room equipment, camera equipment or professional design fees are not included.

Level A (Essential)

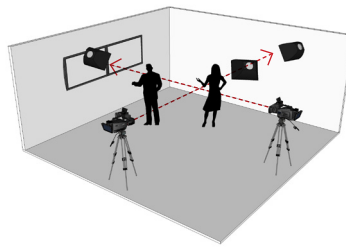


Budget allowance: **\$175-200k**

Provides the essential branded studio environment needed to cover both tight and wide shots for 1-2 shooting positions. No lighting equipment included.

- 2 shoot-off walls and floor
- Camera-ready finishes
- Limited rear-lit graphics
- Basic furniture allowance
- Basic prop allowance
- Minimal A/V equipment allowance.
- Lighting equipment not included
- Installation/shipping allowance

Level B (Added Flexibility)

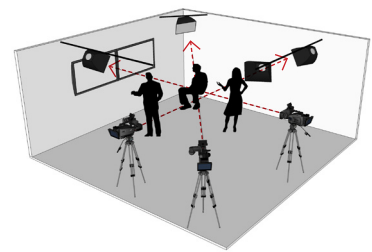


Budget allowance: **\$200-450k**

Includes Level A with upgraded finishes and provides additional flexibility by adding interchangeable graphics, color shifting LED and A/V equipment. A minimal lighting equipment allowance is also included, no control or grid.

- 2 shoot-off walls and floor
- Upgraded camera-ready finishes
- Interchangeable rear-lit graphics
- Added integrated scenic color shifting LED lighting
- Upgraded furniture allowance
- Upgraded prop allowance
- Additional A/V equipment
- Lighting equipment allowance included for general wash and 2 positions. No lighting control or ceiling grid included.
- Additional installation/shipping allowance

Level C (Most Flexible)



Budget allowance: **\$450k+**

Includes Level B with added ceiling canopy scenic element. Additional A/V allowance included. Increased lighting equipment allowance and included basic lighting control and ceiling grid.

- 2 shoot-off walls, floor and ceiling canopy
- Upgraded camera-ready finishes
- Interchangeable rear-lit graphics
- Integrated scenic color shifting LED lighting
- Premium furniture allowance
- Premium prop allowance
- Additional A/V equipment
- Additional lighting equipment allowance included for general wash and 3-4 positions, basic lighting control and ceiling grid.
- Increased installation/shipping allowance

Note: The above diagrams are provided for illustrative purposes only and do not represent a scenic or lighting design proposal.

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NEXT STEPS:

Perhaps you are contemplating your next webcast studio or perhaps you are already in the planning stages of a webcast studio. If so, you would benefit greatly from our **Webcast Studio Needs Assessment**.

The **Webcast Studio Needs Assessment** will help you identify:

- Potential cost considerations
- Potential roadblocks
- Your options for creating a successful webcast studio

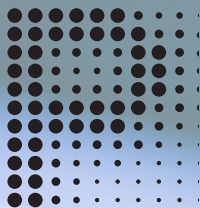
Also, you'll be able to ask any other questions about your planned project to help you avoid project pitfalls and maximize the success of your project

Your **Webcast Studio Needs Assessment** is conducted on a 1 hour phone call with Provost Studio Founding Principal and Director of Design, Peter Provost. Once we have some basic understanding of your project parameters, we will begin to develop your needs assessment roadmap and review it with you for any final input prior to completion.

Submit your request online by going to <http://www.provost-studio.com/webcast-assess>.

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