



## Video production: general rate card: 2011

**Commissioning video and audio content** can be a complex business, with dozens of options and plenty of jargon.

We can't promise to do away with the jargons and three letter acronyms altogether, but here are three popular – and we hope, straightforward – options for video that will suit most assignments.

At ens: media journalists are at the heart of all our work. By using journalists to produce video and audio content we believe we deliver projects that are more timely, sharper and more cost effective.

For larger and more complex jobs, we call on a network of broadcast freelancers and production companies, web designers and other specialists.

But in every case, a journalist will act as the producer throughout to ensure your project benefits from that editorial edge.

### The journalist difference

All packages include help with developing the story idea – usually in the form of a pre-filming conference call – and reviewing the script and storyboard.

On the day, the services of the journalist will help interviewees or speakers to present their story in a clear and compelling way, ensure the production keeps to schedule and that the material filmed retains a news-driven, editorial edge.

## Filming options

### Option 1: Backpack

A set up that can be carried on public transport. A journalist plus a digital SLR or "prosumer" video camera, depending on the needs of the job, and a microphone.

Suitable for simple pieces to camera, vox pops and interviews, as well as basic events coverage. Suited to work outside, or in venues where it's possible to film using ambient light.

This option is an economical choice for jobs where material will go out over the Internet, or on DVD.

Cost: £400/day

### Option 2: Car boot

A journalist plus a professional video camera, audio equipment and a lighting kit.

Ideal for more complex interviews -- with two speakers or an interviewer and interviewee on camera – and where the task demands a higher-quality image.

Also suitable for vox pops, b-roll footage, and short documentary-style films. This is the option for indoor and outdoor filming where the location demands control over the lighting.

Cost: £550/day

### Option 3: The van load

Journalist plus director of photography/lighting camera operator. Two cameras plus full creative lighting set up and audio, including radio mics. Recording on to broadcast-format full HD cameras\*.

Suitable for all interview scenarios, including Q&As and discussion programmes, panel or round table debates, high-end vox pops, video news releases and edited packages. Additional options: a third camera, sound engineer, live vision mixing, live streaming.

Cost: from £950/day, plus options.

### Option 4: Back at base

Editing, titles and graphics, voice overs, media encoding:

£350/day

### Option 5: Just voice

Location-based podcast recording, or recording in our own, in-house audio studio

£350/day plus studio time, where applicable

### The small print

Rates are for filming only. Please ask for a quote for jobs that need a presenter or on-camera journalist. Rates are indicative and will be confirmed prior to accepting bookings.

All prices exclude VAT at the current rate, and travel costs. All material is filmed in 16:9 HD or SD and is supplied via FTP or other file transfer service. Additional options will be quoted for based on the job specification.

Copyright in all work remains ours until payment is received in full. Before any filming on location, we are required to carry out a risk assessment. Cancellation fees may apply; please contact us for full details.

\*Filming in HD on solid-state cameras, recording 1080p footage at 35MB/sec. e&oe.

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