

# Escola Universitària Politécnica de Mataró

Centre adscrit a:



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA

**Bachelor's Degree in Audiovisual Media**

**LIVE YOUR DREAM**

**Economy study**

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**TecnoCampus**  
**Mataró-Maresme**



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## 1. Cost of the report.

The real cost of the project have been fictitious because there haven't been any material or workforce contracted, so all the work have been done it by the students. All the material is property of the students and the university, so this has not represented any additional costs for the project.

Anyway, the economy study have been based on the nowadays real market prices. So if a TV asked for the project the budget would be this one.

### 1.1. Material costs.

The project has not required any material cost because it is a digital project. Human resources and the equipment and software have generated so all the costs.

### 1.2. Human resources costs.

| <b>Descripció</b>       | <b>Hours</b> | <b>Price/Hour (€)</b> | <b>Total (€)</b> |
|-------------------------|--------------|-----------------------|------------------|
| <b>Production Team</b>  |              |                       |                  |
| <b>Production</b>       |              |                       |                  |
| Study and documentation | 30           | 30                    | 900              |
| <b>Management</b>       |              |                       |                  |
| Script writer           | 25           | 25                    | 625              |
| <b>Realization Team</b> |              |                       |                  |
| Audiovisual Maker       | 80           | 20                    | 1.600            |
| <b>Camera Team</b>      |              |                       |                  |

|                              |     |    |               |
|------------------------------|-----|----|---------------|
| Photography Manager          | 50  | 20 | 1.000         |
| Camera Operator              | 75  | 25 | 1.875         |
| Camera Assistant             | 40  | 15 | 600           |
| <b>Sound team</b>            |     |    |               |
| Sound Operator               | 40  | 20 | 800           |
| Sound Assistant              | 25  | 15 | 375           |
| <b>Lighting Team</b>         |     |    |               |
| Lighting Manager             | 50  | 20 | 1.000         |
| Lighting Assistant           | 30  | 15 | 450           |
| <b>Video Edition Team</b>    |     |    |               |
| Video editor                 | 150 | 20 | 3.000         |
| <b>Audio Edition Team</b>    |     |    |               |
| Audio editor                 | 80  | 20 | 1.600         |
| <b>TOTAL HUMAN RESOURCES</b> |     |    | <b>13.825</b> |

### 1.3. Equipment amortization and software

| <u>Equipment</u>                     | <u>Hours</u> | <u>Price/hour</u> | <u>Total</u> |
|--------------------------------------|--------------|-------------------|--------------|
| <b><u>Equipment and software</u></b> |              |                   |              |
| Computer                             | 365          | 0,50              | 182,5        |

|  |     |     |              |
|--|-----|-----|--------------|
| Camera Canon<br>600 D (x2)                 | 75  | 5   | 750          |
| Lens (x3)                                  | 75  | 4,5 | 1.012,5      |
| Microphone<br>Sony ECM-CS10<br>(Levaliere) | 12  | 2   | 24           |
| Recorder zoom<br>H1                        | 20  | 5   | 100          |
| Tripod<br>Manfrotto<br>MKC3-H01 (x2)       | 50  | 3   | 300          |
| Lighting kit                               | 7   | 5   | 35           |
| Headphones<br>beats by Dr. Dre             | 110 | 2   | 220          |
| SD card<br>Transcend (x4)                  | 75  | 1   | 300          |
| Camera batteries<br>(x4)                   | 75  | 0,2 | 60           |
| Adobe Premiere<br>CS6                      | 150 | 2   | 300          |
| Adobe Audition<br>CC                       | 10  | 2   | 20           |
| Microsoft Office                           | 100 | 1   | 100          |
| <b>TOTAL AMORTITZATIONS</b>                |     |     | <b>3.404</b> |

## 1.4. Indirect costs.

The project's indirect costs have been basically the diets during the recording days as Montmeló Circuit or different interviews. Also, another indirect cost have been the gas used in the displacements to different places.

This project has not required any costs of rent. There haven't been locals costs nor costs of consumption as electricity or water.

The indirect costs of *Live your dream* have involved a 23% of the total costs of the project.

## 1.5. Prototype manufacturing cost.

|                      |               |
|----------------------|---------------|
| Human resources      | 13.825        |
| Amortizations costs  | 3.404         |
| Subtotal             | 17.229        |
| Indirect costs (23%) | 1.012         |
| <b>TOTAL</b>         | <b>18.241</b> |



## 2. Sale price on the market.

### 2.1. Calculation of the total cost per unit.

As the project consists in a singular audiovisual piece the total cost have been the same as prototype manufacturing cost. So, the total cost per unit have been 18.241 Euros.

That would be the price if a TV channel bought this kind of product per unit.

### 2.2. Calculation of the selling price per unit.

As this project could be the pilot program the intention is not to have a several gains, and the selling price of the project is expected to be 15% of the total cost.

|                      |                  |
|----------------------|------------------|
| Total costs per unit | 18.241           |
| Selling gains (15%)  | 2.736,15         |
| <b>Selling Price</b> | <b>20.977,15</b> |



### **3. References.**

1. <http://www.fapae.es/archivos/BOE-A-2012-12567.pdf>, BOE (Official State Gazette), Wage tables of 2012. September 21, 2012. Visited on June 10, 2013.