

# Escola Universitària Politécnica de Mataró

Centre adscrit a:



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA

**Bachelor's degree in Audiovisual Media**

**LIVE YOUR DREAM**

**Economic Study**

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**TecnoCampus**  
**Mataró-Maresme**



## **Index.**

1. Cost of the report.....	1
1.1. Material costs.....	1
1.2. Human resources costs.....	3
1.3. Equipment amortization and software.....	3
1.4. Indirect costs.....	4
1.5. Prototype manufacturing costs.....	4
2. Sale price on the market.....	5
2.1. Calculation of the total cost per unit.....	5
2.2. Calculation of the selling price per unit.....	5
3.References.....	7



## 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 has 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. So, all the costs have been generated by human resources and the equipment and software.

### 1.2. Human resources costs.

Cost del material per al muntatge d'un prototip:

<b><u>Descripció</u></b>	<b><u>Hours</u></b>	<b><u>Price/Hour (€)</u></b>	<b><u>Total (€)</u></b>
<b><u>Production Team</u></b>			
<b>Production</b>			
Study and documentation (Production manager)	30	30	900
<b>Management</b>			
Script writer	25	25	625
<b>Realization Team</b>			

Audiovisual Maker	80	20	1600
<b>Camera Team</b>			
Photography Manager	50	20	1000
Camera Operator	75	25	1875
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	1000
Lighting Assistant	30	15	450
<b>Video Edition Team</b>			
Video editor	150	20	3000
<b>Audio Edition Team</b>			
Audio editor	80	20	1600
<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>
<u>Equipment and software</u>			
Computer	365	0,50	182,5
Camera Canon 600 D (x2)	75	5	750
Lens (x3)	75	4,5	1012,5
Microphone Sony ECM- CS10 (Levaliere)	12	2	24
Recorder zoom H1	20	5	100
Tripod Manfrotto MKC3-H01 (x2)	50	3	300
Lighting kit	7	5	35
Headphones beats by Dr. Dre	110	2	220
SD card Transcend (x4)	75	1	300
Camera batteries (x4)	75	0,2	60

Adobe Premiere CS6	150	2	300
Adobe Audition CC	10	2	20
Microsoft Office 2010	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	13825
Amortizations costs	3404
Subtotal	17229
Indirect costs (23%)	1012
<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 has been the same as prototype manufacturing cost. So, the total cost per unit has 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
Selling Price	20.977,15



### **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.



