

MEDIA FACTORY

PRODUCTION

PROPOSAL

# About the Media Factory

The Media Factory specializes in producing short form digital video content for the emerging mobile device marketplace. Its content is tailored for consumers using video enabled mobile phones, Apple iPods, digital video players as well as Internet devices.



# DELIVERABLES

- MEDIA FACTORY CREATES 3-5 MINUTE FILMS THAT SHOW CUSTOMERS, INVESTORS, PRESS AND PUBLIC THE VALUE OF YOUR COMPANY.
- THESE SHORT FILMS CAN BE CREATED IN ANY STYLE SUCH AS AN MTV SEGMENT, CNN NEWS REPORT, BBC DOCUMENTARY, OR VIRAL WEB VIDEO.

# PRE-PRODUCTION

- TREATMENT -- A HALF PAGE SUMMARY OF THE BASIC MESSAGE
- SCRIPT -- A DETAILED SUMMARY OUTLINE OF THE VIDEO AND AUDIO ELEMENTS, PRE SCRIPTED SPEECHES, AND ROUGH DRAFT OF INTERVIEW QUESTIONS

# THE SHOOT

- INTERVIEWS
- STAND-UPS OR PRE-SCRIPTED  
PIECES TO CAMERA OR NARRATION
- B-ROLL (VISUALS OF NON-PROFIT,  
PEOPLE IN ACTION, CVP  
INTERACTING WITH NON-PROFIT)

# POST PRODUCTION

- EDITING, CREATION OF ROUGH CUT
- TITLE GRAPHICS & ANIMATION
- 1ST APPROVAL

# FINAL DRAFT

- EDITING FINE CUT
- FINAL APPROVAL

# THE MEDIA FACTORY

- FOR MORE INFORMATION AND SHOW REEL PLEASE GO TO
- [WWW.MEDIAFACTORY.TV](http://WWW.MEDIAFACTORY.TV)
- [\(510\) 648-4871](tel:(510)648-4871)
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