



EUROPEAN COMMISSION

DIRECTORATE-GENERAL

REGIONAL POLICY

Communication, information, relations with third countries, coordination of outermost regions, legal advice, procedures

The Director

SPECIFIC CONTRACT N° 4-2010/028

REGIO B1 – 2010CE16BAT012/VIDEO10-01

implementing Framework Contract N° 2006-09/TREN-R3/Lot n° 4

The European Community (hereinafter referred to as "the Community"), represented by the Commission of the European Communities (hereinafter referred to as "the Commission"), which is represented for the purposes of the signature of this contract by Mr. Ronald HALL, Director of Communication, information, relations with third countries, coordination of outermost regions, legal advice of the Directorate-General for Regional Policy,

of the one part,

and

MOSTRA

Société Anonyme

Statutory registration number RCB 481641

1001, Chaussée d'Alsemberg

B-1180 Bruxelles

VAT registration number BE 429.063.662

(hereinafter referred to as "the Contractor"), represented for the purposes of the signature of this contract by Alain NANDRIN, General Manager,

of the other part,

HAVE AGREED

ARTICLE 1: PREAMBLE

1. On 19/09/2006, the Commission and the Contractor signed framework contract No 2006-09/TREN-R3/lot n° 4, modified by its four amendments, for the provision of services in the field of information and communication.

This specific contract concerns lot N°4 "actions in the audiovisual sector", and is based on the Contractor's offer dated 10/09/2010. Upon signature by the parties, this specific contract shall be governed by the said framework contract.

2. All clauses and provisions of the framework contract which are not amended or revoked by the provisions of this specific contract shall automatically apply in full.

ARTICLE 2: SUBJECT

1. The Contractor undertakes, on the terms set out in the Framework contract and in this specific contract and the annexes thereto, which form an integral part thereof, to perform the tasks specified in Annex I.

2. The subject of this specific contract is to produce a multi-media resources pack on the 5th Cohesion Report with a promotion among European broadcasters at 27 MS-level and a short promotional clip.

ARTICLE 3: DURATION

1. This specific contract shall enter into force on the date on which it is signed by the last contracting party.
2. The duration of the tasks shall not exceed 6 months. Execution of the tasks shall start from the date of entry into force of this specific contract.

ARTICLE 4: REPORTS AND DOCUMENTS

The tasks carried out by the Contractor in performance of this contract shall be subject of reports drawn up in accordance with Annex I.

ARTICLE 5: ACCEPTANCE OF WORK

1. As soon as the services have been performed, the Commission shall issue an acceptance report indicating the date of acceptance and any reservations regarding the services performed.

2. If the documents submitted contain errors, the Commission shall notify the Contractor in writing of the problems discovered and request him to submit a corrected version.

ARTICLE 6: PRICES AND INVOICING

1. The total maximum amount to be paid by the Commission under this specific contract shall be EUR 191,529,98 covering all tasks executed.
2. The invoice shall contain a reference to the framework contract and this specific contract (CS No 4-2010/028 - 2010CE16BAT012/VIDE010-01) and, where appropriate, the document of acceptance of the services.

3. Invoice shall be sent to:
European Commission
DG Regional Policy
Greffé financier
CSM1 3/126
B-1049 Brussels

ARTICLE 7: ADMINISTRATIVE PROVISIONS

1. The persons responsible for implementing this contract are:

For the Commission:

- √ Administrative questions: Sylvia Fernández y Tuñón
DG Regional Policy
CSM2 A01/199
B-1049 Brussels
- √ Technical questions: Lorena García Ferrer
DG Regional Policy
CSM2 A01/223
B-1049 Brussels.

For the Contractor:

- √ Administrative questions: Alain Nandrin
1001 chaussée d'Alsemberg
B-1180 Bruxelles
- √ Technical questions: Elena Linczenyiova
1001 chaussée d'Alsemberg
B-1180 Bruxelles

2. All correspondence arising out of this specific contract shall be in writing and shall be sent to the persons responsible.

ARTICLE 8: ANNEXES

The following documents are annexed to and form an integral part of this specific contract:

Annex 1 – Specification of tasks

Annex 2 – Contractor's specific offer dated 10/09/2010

SIGNATURES

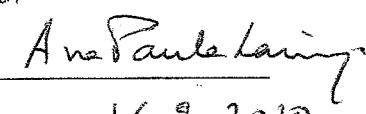
For the Contractor,
MOSTRA s.a.
Alain NANDRIN, General Manager

signature: 

Done at Brussels, 17.09.2010

In duplicate in English.

For the Commission,
Ronald HALL
Director

signature: 

Done at Brussels, 16.9.2010

A

THE CONTEXT

Cohesion policy has had a proven effect in helping the European Union's regions to develop, but it will face some new challenges in years ahead. A Cohesion report is published every three years providing the economic, social and territorial situation of the EU27 and all of its regions.

The report contains detailed analysis of the position of regions in terms of GDP, productivity and employment. It identifies a series of challenges with which Member States and regions will be confronted in the years ahead. It will provide a first assessment of the impact of European cohesion policy in the 2007-2013 period.

The 5th Cohesion report is due in the second half of 2010.

THE NEED

DG REGIO wishes to embrace the opportunity of the publication of the 5th Cohesion report to launch a video production and communicate to the citizens the findings of the report. This important report (published every three years) will provide the economic, social and territorial situation of the 27 Member states and its 271 regions.

DG REGIO feels also that there is a need to communicate in a clear and creative way on what is Regional policy to a more familiar audience.

THE AUDIENCE

1) European citizens through EU27 European broadcasters.

2) Participants to DG Regio events, Regional offices in Brussels, Internal DG Regio colleagues, websites linked to Regional policy.

THE MESSAGE

European regional policy is designed to reduce economic and social disparities in 27 Member States and their 271 regions. The policy helps to finance concrete projects for regions, towns and their inhabitants

THE APPROACH

We will benefit from media attention generated by the Open Days in early October and of AV contacts in regional TV stations researched well ahead the publication of the 5th Cohesion report (to be published in November 2010).

Prepared by Elena Linczenyiova, Philippe Thito and Ana Aguilar

Mostra Communication

02 537 4400

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- 1) For the media, we suggest producing a **Multi-media resources pack** for broadcasters that will be accompanied by the promotion among European broadcasters at 27MS-level.
- 2) As a **promotional** tool, we suggest producing a **short clip** that will explain what Regional Policy is in a conceptual way, inspiring optimism, and explaining how regional policy instruments are contributing to the development of the economic and social Europe. The clip can be used in fairs and events and on the internet.

THE TOOLS

1) Multi-media resources pack for broadcasters

The major challenge in producing audio-visual content for broadcasters is to ensure that the product arouses genuine interest among those it is aimed at. Products will only be broadcasted if the journalists and producers see a clear interest. The needs of the professional broadcasters are simply stated: good audiovisual material should feel **relevant to the audience**; be reinforced with **human examples**; be **topical**; and have a **clear and simple message**.

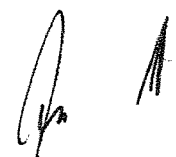
Another important requirement is the **flexibility** – audiovisual journalists prefer to receive material that can be used in a very flexible way: journalists can re-record comments with their own voice, shorten the topic, replace some sequences with elements they have filmed or construct their own story on the basis of available material (background information, national examples, interviews).

That's why we propose for DG REGIO a **multi-media resources pack** to contain the following elements:

- **Short film - How cohesion policy improves European's everyday lives** – A up-to-5 minutes edited story based on the findings of the 5th Cohesion Report, coupled with human angle stories (existing material) and interviews shot during the Open Days.

DG Regio has recently produced several audio-visual products: RegioStars 2010, the evaluation clips, last year's Baltic clips and the new Danube clips (which will be available very soon), including all the portraits 'Regional policy for real people' (12 'portraits' in total). DG Regio believes there is a good mix of themes and countries, as well as the 'human touch'. Most videos can be found here:
<http://ec.europa.eu/avservices/video/video.cfm?&page=thematic&th=21&sitelang=en&StartRow=1>

DG Regio wishes that the AV material produced by Mostra to promote the 5th Cohesion Report shows projects in a certain number of different countries taken mostly from the existing footage. The selected key studies also need to respect journalistic criteria: they need to be topical, innovative and mobilizing and have demonstrable impact on people's everyday lives. They should include human examples which will interest people and support the key message: cohesion policy



is about improving people's life and providing them with equal opportunities wherever they live, by reducing regional disparities and mobilizing unused potential. We will also shoot some interviews during the Open Days 2010 so that human angle from the existing footage is completed by political statements and others.

The key for success in terms of media take up will lie also in the quality of the fact sheets and B-rolls as well as in a good PR strategy and follow-up.

To facilitate coverage of the VNR, we suggest making the scripts available into all EU official languages.

OPTION: Translation of short film to all EU official languages except for Gaelic and Maltese. Production of copies.

- **Information package (compilation of 27 country fact-sheets + selection of national success stories)** – Media coverage of the 5th Cohesion report is likely to be driven by regional and local focus (media will mostly pick up findings relevant to their country). In this context, the edited VNR will be also used by journalists as a source of inspiration to produce their own stories. We need therefore provide them with necessary background material, including the country fact-sheets and selection of best case studies, to exploit their interest in the subject and facilitate their work.

- **Interview package "Key voices" (30 min):** Package of roughly pre-edited interviews with leading political figures, regional key-players, prominent experts and stakeholders involved in regional policy (to complete the information package above). The interviews would be recorded in Brussels during the 8th Open Days (4-7 October) which will bring together many important participants across Europe. This selection is practical for broadcasters as they can pick up relevant interviews and use them in their own coverage.

- **Radio package:** For both above mentioned audiovisual products an MP3 version of the audio (interviews) would be made available, which could be accessed and downloaded from the same website as the video files. This should facilitate radio journalists' work as much as possible, enabling them to use this material to produce their own radio reports.

- **"Cohesion Policy in pictures" (20 min compilation of raw footage):** All the content in this video will be non-edited rushes which journalists can easily adapt for their own stories. Some broadcasters are extremely reluctant to use ready-made videos, but a recent survey on broadcasters' needs showed that 90% of journalists are happy to receive unedited footage. This compilation should mainly contain the rushes from the 2 new VNRs, but we could also consider adding some unedited footage from the videos already produced. Important to note: there are already a number of videos featuring regional policy success stories (series Regio Stars, Baltic series, etc...), but these are corporate videos aimed at non-broadcast

outlets. We would therefore carefully evaluate their journalistic potential, before we decide to include them into the compilation.

- **Mini website**

The material should be made available and be promoted in a way that will maximize the number of journalists that stand to use it. We would create a mini site linked to TVLINK, Mostra's specialized on-line distribution platform for professional broadcasters (www.tvlink.org), where all the above mentioned products will be available at in downloadable formats, along with active links to watch them online and their scripts to download.

- **Media relations**

The **Multi-media resources pack** will be promoted among regional and national broadcasters all over Europe. We will select journalists covering European and national affairs from the newsrooms, but also those covering innovation, economy or other issues depending on the sector covered by the national success stories.

Journalists will be offered to cover the issue by using the VNRs, the rushes, the key voices, or by shooting their own images of the success stories pre-selected for them.

The media relations team will have an individualized approach. They will not propose a ready to broadcast package, but rather a regional or national approach by means of all elements of the package – in particular the VNR with the scripts translated into the journalists' language and the country fact sheets.

Coverage will be collected by the team and forwarded to DG Regio compiled in a report which will include an analysis of the issues covered, the tone, etc. Summaries in English of the coverage will be included to facilitate analysis and reading by the teams and DG REGIO.

Estimated budget for the production and the promotion among European Broadcasters of a Multi-media resources pack for broadcasters

Strategy, production, implementation, media relations, reporting and overall management: around €100.000 (travel costs excluded).

B) A creative clip

DG Regio has already in its audio-visual library a number of corporate productions that explain with a different level of detail what is Regional Policy to a rather "educated" audience.

[Handwritten signatures]

Our proposal targets the general public instead. The clip should allow an average citizen realize that the results of Regional policy can be found all around him in every area of his life (environment, culture, transport, energy, information society, education, health, risk prevention, tourism...).

The clip therefore:

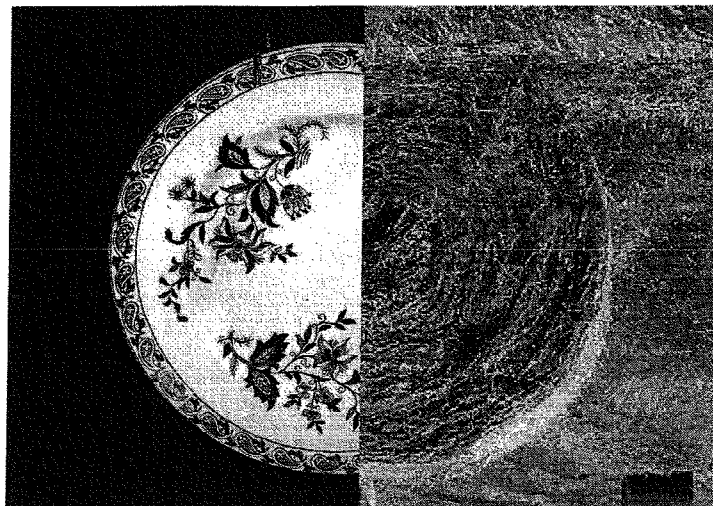
- Will not look like a classical corporate movie.
- Will be short and not talkative.
- Will be entertaining, with a light-hearted tone of voice.

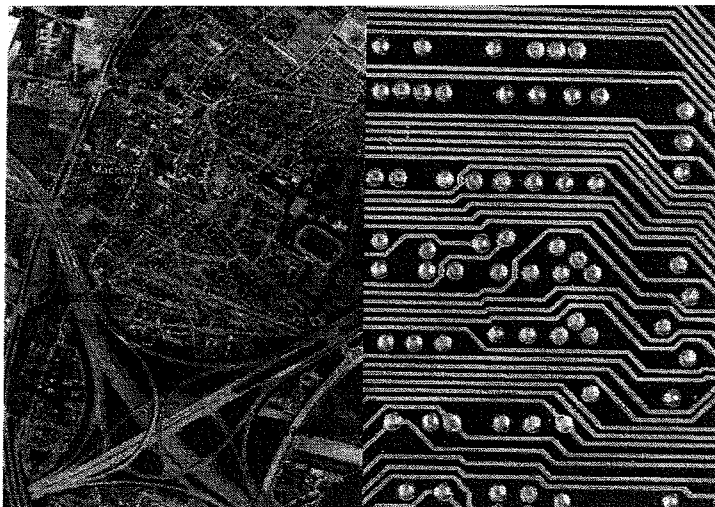
The clip can be included in DG REGIO's website, but can also serve as an internal and external stakeholder's communication tool. It can be uploaded on regional offices' websites, used in events, be broadcast on loop on DG REGIO entrance hall, etc.

Below you will find some rough concepts that can give you an idea of the tone and image treatment of the film. Needless to say that a more detailed conceptualisation of the clip is needed, so that we can produce a good audio-visual film. Please note also that music is in this type of films, and that we will work carefully as well this aspect of the production once one of the concepts is retained.

1) Domino pictures

We illustrate areas of everyday life benefiting from the regional policy. We use a split screen technique to "link" the images so we go seamlessly from one issue to another.





No voice over, but some keywords appear on the pictures to facilitate the identification of the different issues (infrastructures, innovation, environment...).

2) We have 30 seconds to tell you all

We assume that people we want to address need to get a maximum of information in a short period of time. In this concept, we just allow ourselves 30 seconds to give the big picture to our audience.

We film everything in one single (imaginary) town and we use the time-lapse technique to browse all the issues. Example:

http://www.youtube.com/watch?v=IzRKEv6cHuk&feature=player_embedded

Estimated budget for the of a Promotional Clip

Concept, production and post production in English and overall management: between €60.000 and €80.000 (travel costs and promotion excluded) depending on final concept.

DG REGIO via DG MOVE

1 PRODUCTION OF A MULTIMEDIA PACKAGE AND A CREATIVE CLIP

PRICE QUOTATION - SUMMARY

Client	European Commission
Directorate-General	DG REGIO
Contact client	Lorena Garcia Ferrer
Contact Mostra	Ana Aguilar
Quote n°	AAG-100910

SUMMARY OF TECHNICAL FEATURES



Deliverables	1 - Project Management for the following deliverables Improves European's everyday lives (up to 5 min) - Adaptation to all EU languages except for Gaelic and Maltese - Interview package "Key voices" (30 min) - B-Roll: Cohesion Policy in pictures (20 min compilation of raw footage) - Radio package (mp3 files of the ITVs on 1 CD - Rom + online) 3 - Information package (compilation of 27 country fact-sheets + selection of national success stories) 4 - Mini website (1 page) 5 - Media Relations 6 - Production of a creative clip
Language versions	- Short film in EN + international version + 20 official languages (Bulgarian, Czech, Danish, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Polish, Portuguese, Romanian, Slovak, Slovene, Spanish and Swedish) - Fact and country sheets in EN + the language of the country (Bulgarian, Czech, Danish, Dutch, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Polish, Portuguese, Romanian, Slovak, Slovene, Spanish and Swedish)
Shooting	3 Shooting days in Brussels (during the Open Days - 4-7/10/2010)

SUMMARY

1 - OVERALL MANAGEMENT FOR THE PRODUCTION OF A MULTIMEDIA PACKAGE AND A CREATIVE CLIP	11 685,90 €
2 - PRODUCTION OF A MULTIMEDIA RESOURCES PACK FOR JOURNALISTS - How cohesion policy improves European's everyday lives (short film, adaptation to 20 languages, Key voices, B-Roll and Radio Package)	44 468,86 €
3 - PRODUCTION OF AN INFORMATION PACKAGE	11 452,22 €
4 - PRODUCTION OF MINI WEBSITE	6 819,23 €
5 - MEDIA RELATIONS	29 440,96 €
6 - PRODUCTION OF A CREATIVE CLIP	83 662,81 €
TOTAL PRODUCTION	187 529,98 €
7 - REIMBURSABLE	4 000,00 €
GRAND TOTAL	191 529,98 €
8 - OPTION: POST-PRODUCTION OF SHORT FILM IN 20 ADDITIONAL LANGUAGES	30 734,17 €

DATE:

SIGNATURE:

DG REGIO via DG MOVE

1 - OVERALL MANAGEMENT FOR THE PRODUCTION OF A MULTIMEDIA PACKAGE AND A CREATIVE CLIP

PRICE QUOTATION

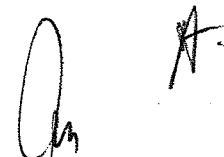
Client	European Commission
Directorate-General	DG REGIO
Contact client	Lorena Garcia Ferrer
Contact Mostra	Ana Aguilar
Quote n°	AAG-100910

SUMMARY OF TECHNICAL FEATURES

Deliverables	1 - Project Management
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BUDGET

Description	U	Qté	Tarif	Total
1. PROJECT MANAGEMENT				
Project Manager, Coordinator	D	10	690,53	6 905,30
Junior Project Manager	D	10	478,06	4 780,60
TOTAL				11 685,90 €



6. OPTION: POST-PRODUCTION OF SHORT FILM IN 20 ADDITIONAL LANGUAGES		30 734,17 €
5. REIMBURSABLES	GRAND TOTAL	48 468,86 €
		4 000,00 €
4. POST-PRODUCTION EN - KEY VOICES, B-ROLL, RADIO PACKAGE	Total production	44 468,86 €
		9 683,32 €
3. POST-PRODUCTION OF SHORT FILM IN EN		20 311,07 €
2. SHOOTING (3 days in Brussels during the Open Days)		6 963,68 €
1. PRE PRODUCTION		7 510,80 €
SUMMARY OF THE BUDGET		
Shooting	3 Shooting days in Brussels (during the Open Days - 4-7/10/2010)	
	Language versions	- Short film in EN + international version + 20 official languages (Bulgarian, Czech, Danish, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Polish, Portuguese, Romanian, Slovak, Slovene, Spanish and Swedish)
Deliverables	2 - Production of a short film - How cohesion policy improves European's everyday lives (up to 5 min)	
		- Adaptation to all EU languages except for Gaelic and Maltese - Interview package "Key voices" (30 min) - B-Roll: Cohesion Policy in pictures (20 min) - compilation of raw footage - Radio package (mp3 files of the ITVs on 1 CD - Rom + online)
SUMMARY OF TECHNICAL FEATURES		
Client	European Commission	
Directorate-General	DG REGIO	
Contact client	Lorena Garcia Ferrer	
Contact Mostra	Ana Aquilar	
Quote n°	AAG-100910	
PRICE QUOTATION		
2 - PRODUCTION OF A MULTIMEDIA RESOURCES PACK FOR JOURNALISTS - How cohesion policy improves European's everyday lives (short film, adaptation to 20 languages, Key voices, B-Roll and Radio Package)		
DG REGIO via DG MOVE		

BUDGET				
Description	U	Qté	Tarif	Total
1. PRE PRODUCTION				7 510,80 C
Journalist	D	5	552,42	2 762,10
Director	D	5	552,42	2 762,10
Production director	D	1	552,42	552,42
Production manager	D	3	478,06	1 434,18
2. SHOOTING (3 days in Brussels during the Open Days)				6 963,68 C
Journalist	D	3	552,42	1 657,26
Cameraman	D	3	424,94	1 274,82
Sound operator	D	3	403,69	1 211,07
Betacam Digital camera	D	3	339,95	1 019,85
Lighting - documentary kit	D	3	212,47	637,41
Basic sound video equipment	D	3	84,99	254,97
Insurances 7,5 %	%	7,5	1 912,23	143,42
Cassettes Digital Betacam 32'	U	24	31,87	764,88
3. POST-PRODUCTION OF SHORT FILM IN EN				20 311,07 C
<i>Production of a short film (up to 5')</i>				
Staff				
Journalist	D	9	552,42	4 971,78
Production manager	D	3	478,06	1 434,18
Senior graphic designer	D	3	552,42	1 657,26
Translation-adaptation EU language-derush	Pge	20	84,99	1 699,80
Studio sound engineer	D	0,5	403,69	201,85
Voice over, comentator	H	1	318,70	318,70
Equipment/material				
Ingest video	H	24	95,61	2 294,64
Logging equipment	D	2	127,48	254,96
Off-line virtual editing (editor incl)	D	5	764,89	3 824,45
2D Graphic palette (graphic artist included)	H	3	90,30	270,90
Subtitling	Min	5	138,11	690,55
On-line virtual editing (editor incl.)	D	3	764,89	2 294,67
Cassette Betacam Digital 6'	U	2	23,37	46,74
Recording studio	H	4	47,81	191,24
Copies				
Digital Betacam 60'	U	1	159,35	159,35
4. POST-PRODUCTION EN - KEY VOICES, B-ROLL, RADIO PACKAGE				9 683,32 C
<i>Selection of key voices + B-Roll + selection of audio files + selection of videos for the mini web site</i>				
Staff				
Journalist	D	4	552,42	2 209,68
Senior graphic designer	D	1	552,42	552,42
Translation (EU languages)-derush	Pge	15	84,99	1 274,85
Studio sound engineer	D	1	403,69	403,69
Equipment/material				
Ingest video	H	10	95,61	956,10
Logging equipment	D	4	127,48	509,92
Off-line virtual editing (editor incl)	D	2	764,89	1 529,78
2D Graphic tablet	H	8	90,30	722,40
On-line virtual editing (editor incl.)	D	1	640,00	640,00
Cassette Betacam Digital 32'	U	2	30,00	60,00
Recording studio mixing	H	8	47,81	382,48
Client copies (B-Roll)				
Copies Betacam SP 60'	U	2	121,50	243,00
Compression/encoding for streaming - 30-60 Min	File	1	199,00	199,00
5. REIMBURSABLES				4 000,00 C
Image stock				4 000,00
6. OPTION: POST-PRODUCTION OF SHORT FILM IN 20 ADDITIONAL LANGUAGES				30 734,17 C
<i>Short film (up to 5')</i>				
Staff				
Production manager	D	5	478,06	2 390,30
Senior graphic designer	D	2	552,42	1 104,84
Translation (EU languages)-derush	Pge	63	84,99	5 354,37
Studio sound engineer	D	5	403,69	2 018,45
Voice over	H	20	318,70	6 374,00
Equipment/material				
Subtitling	Min	40	138,11	5 524,40
On-line virtual editing (editor incl.)	D	7	764,89	5 354,23
Recording studio	H	48	47,81	2 294,88
Copies				
Digital Betacam 60'	U	2	159,35	318,70

DG REGIO via DG MOVE

3 - PRODUCTION OF AN INFORMATION PACKAGE

PRICE QUOTATION

Client	European Commission
Directorate-General	DG REGIO
Contact client	Lorena Garcia Ferrer
Contact Mostre	Ana Aguilar
Quote n°	AAG-100910

SUMMARY OF TECHNICAL FEATURES

Deliverables	3 - Information package (compilation of 27 country fact-sheets + selection of national success stories)
Language versions	EN + the language of the country (Bulgarian, Czech, Danish, Dutch, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Polish, Portuguese, Romanian, Slovak, Slovene, Spanish and Swedish)

SUMMARY OF THE BUDGET

1. PRODUCTION	6 310,34 €
2. TRANSLATION	5 141,88 €
GRAND TOTAL	11 452,22 €

BUDGET

Description	U	Qté	Tarif	Total
1. PRODUCTION				6 310,34 €
Production director	D	1	552,42	552,42
Journalist	D	7	552,42	3 866,94
Production manager	D	2	478,06	956,12
Junior graphic designer	D	2	467,43	934,86
2. TRANSLATION				5 141,88 €
Production Manager	D	1	552,42	552,42
Translation-adaptation EU language *	P	54	84,99	4 589,46

* 1,500 characters per page

DG REGIO via DG MOVE

4 - PRODUCTION OF MINI WEBSITE

PRICE QUOTATION

Client	European Commission
Directorate-General	DG REGIO
Contact client	Lorena Garcia Ferrer
Contact Mostra	Ana Aguilar
Quote n°	AAG-100910

SUMMARY OF TECHNICAL FEATURES

Deliverables	4 - Mini website (1 page)
Language versions	EN

SUMMARY OF THE BUDGET

1. PRODUCTION OF A MINI WEB SITE OF 1 PAGE	6 819,23 €
TOTAL	6 819,23 €

BUDGET

Description	U	Qté	Tarif	Total
1. PRODUCTION OF A MINI WEB SITE OF 1 PAGE				6 819,23 €
Production Director	D	1	552,42	552,42
Production Manager	D	2	520,00	1 040,00
Senior graphic designer	D	1	552,42	552,42
Junior graphic designer	D	2	467,43	934,86
Autoring/Senior Programmer	D	2	552,42	1 104,84
Junior Programmer	D	1	403,69	403,69
Compression in multi-formats (MPEG 1 or MPG 2 or MPG 4, plus formats RealVideo, wmv and QuickTime for videostreaming) - short film	5 minutes	22	79,68	1 752,96
Compression in multi-formats (MPEG 1 or MPG 2 or MPG 4, plus formats RealVideo, wmv and QuickTime for videostreaming) - B-roll (30 minutes)	10 minutes	3	106,23	318,69
Compression in multi-formats (MPEG 1 or MPG 2 or MPG 4, plus formats RealVideo, wmv and QuickTime for videostreaming) - Key voices (20 minutes)	20 minutes	1	159,35	159,35

DG REGIO via DG MOVE	
5 - MEDIA RELATIONS	
PRICE QUOTATION	

Client	European Commission
Directorate-General	DG REGIO
Contact client	Lorena Garcia Ferrer
Contact Mostra	Ana Aguilar
Quote n°	AAG-100910

Deliverables	5 - Media Relations
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SUMMARY OF TECHNICAL FEATURES

Description	U	Qté	Tarif	Total
1. MEDIA RELATIONS - REGIONAL AND NATIONAL TV CHANNELS				
<i>Active dissemination, monitoring of usage and evaluation report</i>				
Production Director	D	10	552,42	5 524,20
Press relations officer, Press Attaché	D	40	480,00	19 200,00
TV expert, Communication adviser	D	2	807,38	1 614,76
Cassette Betacam Digital 32'	U	40	69,05	2 762,00
Delivery by express courier (abroad)	U	10	34,00	340,00
TOTAL				29 440,96 C

BUDGET

DG REGIO via DG MOVE**6 - PRODUCTION OF A CREATIVE CLIP****PRICE QUOTATION**

Client	European Commission
Directorate-General	DG REGIO
Contact client	Lorena Garcia Ferrer
Contact Mostra	Ana Aguilar
Quote n°	AAG-100910

TECHNICAL FEATURES

Deliverables	6 - Production of a creative clip
Copies for the DG	- 1 CD-ROM with compressed file (MPEG1, MPEG2, MP4, .mov, .wmv, .rm, . flv) - 1 Betacam Digital (EU-tube) - 1 Betacam SP (Archives)

SUMMARY OF THE BUDGET

1. PRE-PRODUCTION AND MANAGEMENT	11 048,46 €
2. SHOOTING	42 648,52 €
3. EDITING	23 832,84 €
4. SOUNDTRACK - EN + INTERNATIONAL VERSION	5 938,59 €
5. COPIES	194,40 €
TOTAL	83 662,81 €

Not included in this offer: buyouts for TV

Terms of payment (in accordance with framework contract / FWC)

- down payment of 40% upon signature of contract
- remaining balance to be paid upon delivery



BUDGET

Description	U	Qté	Tarif	Total
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1. PRE-PRODUCTION AND MANAGEMENT 11 048,46 €

Concept and scriptwriting

Senior manager (art director + copywriter)	D	6	903,00	5 418,00
Production director	D	5	552,42	2 762,10
Production manager	D	6	478,06	2 868,36

2. SHOOTING 42 648,52 €

Planning, pre-production meeting, story-board and preparation

Director	D	8	552,42	4 419,36
Senior graphic designer	D	3	552,42	1 657,26
Assistant director	D	8	297,46	2 379,68
Production manager (recce)	D	3	478,06	1 434,18
Production manager (casting)	D	3	478,06	1 434,18

Shooting crew

Director	D	2	552,42	1 104,84
Assistant director	D	2	297,46	594,92
Director of photography	D	2	478,06	956,12
Camerman	D	2	424,94	849,88
Sound operator	D	2	403,69	807,38
Production manager	D	2	478,06	956,12
Production manager (régisseur + préparation)	D	8	478,06	3 824,48
Production manager (assistant régisseur + prépa)	D	8	478,06	3 824,48
Set designer (+ préparation)	D	8	297,46	2 379,68
Stylist-props (+ préparation)	D	8	297,46	2 379,68
Make-up artist	D	2	297,46	594,92
Head technician	D	2	297,46	594,92
Head electrician	D	2	297,46	594,92
Technician (2 people)	D	4	254,96	1 019,84
Electrician (2 people)	D	4	254,96	1 019,84
Actor	D	2	796,76	1 593,52
Extras (8 people*2days)	D	16	79,68	1 274,88

Technical equipment

HD Cam	D	2	621,47	1 242,94
Video accessories	D	2	127,48	254,96
Video accessories (special lenses)	D	2	127,48	254,96
Grip	D	2	159,35	318,70
Grip (special equipment)	D	8	159,35	1 274,80
Basic sound equipment	D	2	84,99	169,98
Renting of studio	D	2	1 062,35	2 124,70
Lighting - documentary kit	D	2	212,47	424,94
Lighting - documentary kit (special lights)	D	2	212,47	424,94
Insurance on filming equipment in %	%	7,5	2 767,41	207,56
Digital Betacam 32'	U	8	31,87	254,96

3. EDITING**23 832,84 €****First cut**

Ingest	H	8	95,61	764,88
Loggin (selection of images)	D	2	127,48	254,96
Digital tape editing (editor included)	D	2	849,88	1 699,76
Production manager	D	3	478,06	1 434,18
Director	D	4	552,42	2 209,68
Senior manager (art director + copywriter)	D	4	903,00	3 612,00
2D graphic palette (graphic artist included)	H	24	90,30	2 167,20
3D graphic palette (graphic artist included)- special effects	H	24	201,85	4 844,40

On-line editing (colorgrading, final editing, play out...)

Digital tape editing (editor included)	D	8	849,88	6 799,04
Digital Betacam 6'	U	2	23,37	46,74

4. SOUNDTRACK - EN + INTERNATIONAL VERSION**5 938,59 €**

Director	D	3	552,42	1 657,26
Voice over	H	1	318,70	318,70
Production manager	D	1	478,06	478,06
Original music (with assignment of rights)	Min.	3	637,41	1 912,23
Recording studio - mixing	H	16	47,81	764,96
Studio sound engineer (including sound-design)	D	2	403,69	807,38

5. COPIES**194,40 €**

Digital Betacam 15'	U	2	74,36	148,72
DVD R (CD ROM WITH COMPRESSED FILES)	U	1	45,68	45,68

