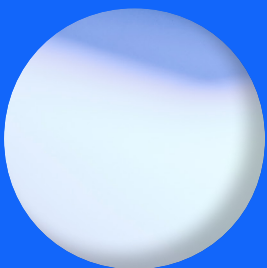


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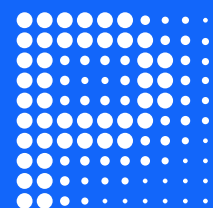


insights



Creating Exceptional Broadcast Studios and Branded Enviroments

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Webcast Studio Environments: Cost Guide & Project Budget Considerations Corporate Broadcast Studio



Webcast studios are an excellent way to increase audience engagement and drive sponsored revenue for digital media brands exploring this emerging consumer channel. Furthermore, a well designed studio environment can have significant impact on how your content is perceived by the viewer as a visual expression of your brand. As the leading provider of education and resources for planning webcast studios, we've prepared this brief cost guide to give you an overview of the costs typically associated with building a webcast studio.

While in the early stages of planning a new studio, it's important to consider the full magnitude of the project, in addition to the scenic design and fabrication scope of work. Many clients undertaking their first project of this type underestimate the total project cost when seeking to authorize funds for the project. In particular, base building modifications and infrastructure upgrades are budget line items that consistently consume a larger part of the overall budget than anticipated.

The main components of an overall project budget typically include: scenic design, fabrication and installation, lighting design and equipment, A/V integration and equipment; furniture and props; and base building modifications and infrastructure upgrades.



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Typical Components of an Overall Project Budget

Project Hard Costs (including, but not limited to):

1. Scenic Fabrication & Installation
2. Lighting Grid & Equipment
3. Lighting Control & Power Distribution
4. Broadcast Acoustic Treatment
5. A/V Equipment
6. Furniture/Props
7. Architectural Base Building Upgrades
8. Power & Data / HVAC

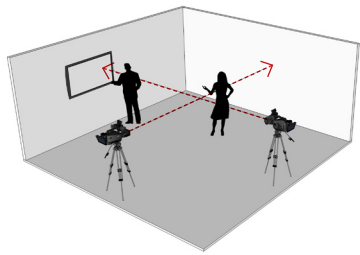
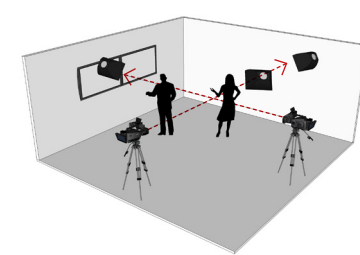
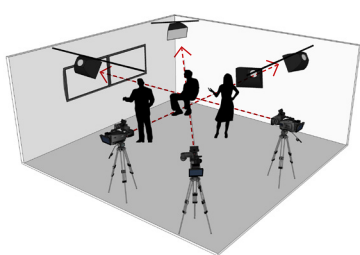
Project Soft Costs (Including but not limited to):

1. Scenic Design Services
2. Lighting Design Services
3. A/V Design & Integration Services
4. Acoustic Design Services
5. Architecture and Engineering Design Services
6. Owner Contingency

Webcast Studio Environments: Cost Guide & Project Budget Considerations

Depending on a project's specific existing conditions and requirements, project costs can vary widely. However, the following budget ranges are provided for a minimum 400sf area needed for a 2-camera shooting configuration (2 shoot-off walls and floor footprint of 20'x 20'). Varying costs for scenic, lighting and A/V are assumed for each level of investment.

Acoustic treatment, base building upgrades, power & data allowances, control room equipment, camera equipment or professional design fees are not included.

Level A (Essential)	Level B (Added Flexibility)	Level C (Most Flexible)
		
<p>Budget allowance: \$175-200k</p>	<p>Budget allowance: \$200-450k</p>	<p>Budget allowance: \$450k+</p>
<p>Provides the essential branded studio environment needed to cover both tight and wide shots for 1-2 shooting positions. No lighting equipment included.</p>	<p>Includes Level A with upgraded finishes and provides additional flexibility by adding interchangeable graphics, color shifting LED and A/V equipment. A minimal lighting equipment allowance is also included, no control or grid.</p>	<p>Includes Level B with added ceiling canopy scenic element. Additional A/V allowance included. Increased lighting equipment allowance and included basic lighting control and ceiling grid.</p>
<ul style="list-style-type: none"> 2 shoot-off walls and floor Camera-ready finishes Limited rear-lit graphics Basic furniture allowance Basic prop allowance Minimal A/V equipment allowance. Lighting equipment not included Installation/shipping allowance 	<ul style="list-style-type: none"> 2 shoot-off walls and floor Upgraded camera-ready finishes Interchangeable rear-lit graphics Added integrated scenic color shifting LED lighting Upgraded furniture allowance Upgraded prop allowance Additional A/V equipment Lighting equipment allowance included for general wash and 2 positions. No lighting control or ceiling grid included. Additional installation/shipping allowance 	<ul style="list-style-type: none"> 2 shoot-off walls, floor and ceiling canopy Upgraded camera-ready finishes Interchangeable rear-lit graphics Integrated scenic color shifting LED lighting Premium furniture allowance Premium prop allowance Additional A/V equipment Additional lighting equipment allowance included for general wash and 3-4 positions, basic lighting control and ceiling grid Increased installation/shipping allowance





Summary

Perhaps you are contemplating your next webcast studio or perhaps you are already in the planning stages of a webcast studio. If so, you would benefit greatly from our Webcast Studio Needs Assessment.

Next Steps

Potential cost considerations

Potential roadblocks

Your options for creating a successful webcast studio

You'll be able to ask any other questions about your planned project to help you avoid project pitfalls and maximize the success of your project. Your Webcast Studio Needs Assessment is conducted on a 1 hour phone call with Provost Studio Founding Principal and Director of Design, Peter Provost.

Once we have some basic understanding of your project parameters, we will begin to develop your needs assessment roadmap and review it with you for any final input prior to completion.

Got a project in mind?
Let's chat.

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