



## The production process – Project development

Most of our productions are commissioned by a client for use by the client's organisation. It is our task - as the production company - to deliver a production that meets the client's requirements and expectations.

Early in the development process - often before we enter into a production contact - we prepare a project proposal, in which the basic idea behind the production is described. In the proposal, the production's purpose, target audience, message and level of ambition are also defined.

The degree of detail by which the content and form are described will vary from production to production.

For some projects it may be possible to prepare a detailed synopsis or shooting script at this stage, whilst for other projects further research will be necessary. Such research and scriptwriting is usually undertaken as part of the assignment, which commences once the production contract is signed.

Channel 6 Television productions are normally produced according to a fixed-price agreement. This implies that the scope of the assignment and the choice of production elements that may influence the production price must be agreed before the contract is signed.

It is normally feasible to prepare a project description and synopsis, which form an adequate basis for calculating a production budget.

For some projects it may be necessary to enter into an agreement with the client, by which the initial research and scriptwriting is ordered and paid for separately.

This work is then carried out - taking into account the client's provisional budget. Using this approach, we agree with the client what type of research, synopsis or script will be necessary to give the client the basis for entering into a production contract.

We also agree a price for this work. This way of working gives both the production company and the client a better basis for defining the production and entering into a production contract.

Regardless of which approach may be chosen, the project development phase is intended to address and define the following -

- The target audience
- How, and by whom, will the project be used?
- The purpose and message of the production
- The strategy for distribution
- The choice of distribution media/format(s)
- Supplementary media requirements (printed matter, internet etc.)
- Possible requirements for language versioning
- Production timescale and delivery deadlines
- Production budget

When the project is developed in response to an enquiry from a client, these questions will usually be addressed through a dialogue with the client.

When Channel 6 Television develops projects based on the company's own ideas, these questions will usually be addressed in the project proposal and funding application.

The answer to the above questions - together with the project proposal and production budget - are the basis for entering into a production contract.

(See also our information about production contracts)

On many occasions Channel 6 Television develops an idea and a project in co-operation with other individuals or organisations; with the intention of seeking project funding from other sources such as public funds or private foundations.

In such situations, Channel 6 Television usually enters into an agreement - usually a co-production contract - with the other party or parties. Such an agreement addresses the division of responsibility for the project, the investment of development resources by each party, and the division of any subsequent funding, income, royalties and rights.

A clear agreement on all such matters is essential if Channel 6 Television is to invest resources in the development of such projects.