**BASIC DATA**

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| CLIENT | ARBEITSTITEL PROJEKT |
| ANSPRECHPARTNER (ggfs. mit Funktionen) | DEADLINE FERTIGSTELLUNG |

**CONCEPT PARAMETERS**

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| --- | --- |
| SYNOPSIS | |
| TARGET GROUPS (by priority): | CORE MESSAGES |
| PRIMARY DISTRIBUTION | SOCIAL MEDIA DISTRIBUTION (yes/ no) |
| SECONDARY DISTRIBUTION | IF YES, WHICH CHANNELS: |

**PRODUCTION PARAMETERS**

|  |  |
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| BUDGET RANGE | DAY(S) OF SHOOTING (if yet determined): |
| TARGET RUNNING LENGTH | LOCATION(S) (if yet determined): |
| EDITORIAL CONTENT CREATION REQUIRED?  (Shotlist, Treatment, Shooting Script, Editing Script?  Yes/ No/ What?) |  |
| AQDDITIONAL CLIENT FOOTAGE  (Yes/ No/ What?) | QUOTES/ INTERVIEWS REQUIRED  (Yes/ No/ Which? How many?) |
| ADDITIONAL ANIMATIONS OR OTHER ARTWORK  (Yes/ No/ What?) | LANGUAGE VERSIONS / LOCALIZATIONS  (Yes/ No/ What?) |
| ADDITIONAL STOCK LIBRARY FOOTAGE  (Yes/ No/ What?/ How many?) | SUBTITLES OR OVERDUBBING  (Yes/ No/ What?) |
| ADDITIONAL TEXT LETTERING  (Yes/ No/ What/ How many?) | COMMENTS |
| ADDITIONAL ASPECT RATIOS  (Yes/ No/ What?) |
| CI SPECIFICATIONS  (Yes/ No/ What?) | DATE FOR FOLLOW-UP CALL (When?) |