



PRODUCTION ASSET MANAGEMENT ROI ANALYSIS

Using DAX will generate approximately \$52,180 in hard cost savings for a 60-day shoot. These numbers were derived by dissecting Final Cost Reports from several medium budget films (\$5-\$15 Million) and then using a constant production matrix throughout each cost area. On top of reducing Hard Cost expenditures, there is significant Soft Cost savings and Value Added benefits. Please review the numbers below.

Hard Costs:

Dailies Tapes & Couriers:

\$12.00 per tape and \$70 per Courier = \$82.00 per location
4 locations (MGM, Infinity, First Look, Vancouver) 60 days of production
4 x 60 x \$82 = \$19,680 (This number does not include Rough-Cuts)
DAX would cut dailies cost down 100%
Savings: \$19,680

Photocopying:

Average 60-day production would cost \$15,000.
DAX would cut photocopying down 50%
Savings: \$7,500

Long Distance:

Average cost for a 60-day production: \$25,000
DAX would cut down long distance by 20%.
Savings: \$5,000

Office Couriers & Shipping (documents):

Average cost for 60-day production: \$14,000
DAX would cut down on couriers and shipping by 80%
Savings: \$11,200

Stills and Laboratory Charges:

Average charges for a 60-day production: \$5,000
DAX would cut down on costs by 80%.
Savings: \$4,000

Soundtrack Materials Costs through Creation:

Average materials exchanged throughout production for Composer Interviews, Audio Rips/Scores/Samples: \$3,500
DAX would cut down on costs by 80%.
Savings: \$2,800

Pre-Production location stills, footage and actor reels

Average materials and courier expenditure throughout production: \$2,500
DAX would cut down on costs by 80%.
Savings: \$2,000

Soft Costs:

People's Time, Labor and Physical Storage.
Re-Shoot time due to late approvals or continuity checks

Soft Cost Value Added:

Ease of Access.
Simplified and Centralized Storage.
Dissemination of information and content.
A Central Audit and Logging System allowing you to track personnel activities.
Better management and coordination of documentation between departments.
Notification system to let you know when assets have arrived or when personnel have accessed system.
Faster time to market – no time delays during material distribution and/or approval/continuity checks.
Better communications and resource sharing between production team, studio and financiers.