

# Key Questions to ask



# First Question...Funding?

- Is funding needed for production – therefore cost saving?
- Is broadcaster fully funding the license – therefore new revenue?



# Second Question...Method?

- Can it be post produced into the background?
- Can it be integrated with script/content/action?



# Third Question...Conflict?

- Is the series already sponsored?
- Competing categories?
- Prop placement?



# Fourth Question...Value?

- Who does the evaluation?
- Payment schedule:
  - 50% on signature
  - 50% on TX/evaluation



# Fifth Question...Campaign?

– How does the partnership work outside of the TV content

– Online

– Retail

– Licensing

– Talent

– Airtime deal

