



### **3DTV Planning and Budgeting Introduction**

Endemol asked ITF to come up with a tailored in.indie learning session about the basics of planning and budgeting for the new era of stereographic 3D TV. There are currently few companies with experience of production and budgeting in this area, and the ability to communicate it to others, but after finding out about the latest developments for our Open Forum on “What’s all this 3DTV business?” last autumn, ITF’s Training Director Ian Wyatt arranged with 3D specialist post-production and training consultants BTV for a unique highly, tailored one-day seminar to be delivered at Endemol.

Led by Ann Parker (Head of Production – Electric Sky Group) and Susan Tunstall (BTV’s Business Development Manager) the interactive seminar covered the following topics:

- 3D fundamentals & stereographic 3D: the third age
- Different ways of viewing s3D
- The role of a stereographer
- Planning your s3D project: what to take into account
- Pre-production: development, scheduling & budgeting
- Equipment & crew requirements (for studio & location)
- Scheduling: extra time needed (especially pre-production)
- Budgeting (s3D from outset, or uplift from 2D)

The 8 delegates were Heads of Production, Production Executives & Production Managers from several Endemol Group companies (including Initial & Remarkable). They all found the seminar very enlightening and useful.

Sandra Smith, Initial’s Head of Production commented: “This session gave us all an invaluable insight into the main things to take into account when developing, planning, scheduling and budgeting 3D projects. It was delivered by the presenters in a way that was easy to understand and not too technical. It was perfectly tailored to what we needed to know about developing TV programmes in 3D.”