

BRANDSSTUDIO

A DIVISION OF ALLIANCE ENTERTAINMENT

SERVICES | RATES

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TABLE OF CONTENTS

- 03** INTRODUCTION
Let's Kick This Off
- 04** MARKETING SERVICES
Hit The Target Audience
- 05** DESIGN SERVICES
Design That Sells The Story
- 06** POST-PRODUCTION
Content Solutions For All Formats
- 07** DIGITAL DELIVERY
Distribute With Global Reach

BRANDS STUDIO

WELCOME TO DS BRAND STUDIO

WE'RE THE HUB OF CREATIVITY AND CONNECTIVITY TO ENTERTAINMENT CONSUMERS.

Our team is a merry band of seasoned professionals, each passionate about their role in bringing entertainment to consumers. We're also fans!

We strive for excellence in everything we do to bring our label partners' content to the marketplace, with quality, creativity and authenticity at the core of our mission.

FOR QUESTIONS CONTACT

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MARKETING SERVICES

HIT THE TARGET AUDIENCE

OUR BRAND TEAM CUSTOMIZES EACH MARKETING PLAN, PULLING FROM THE FULL ARRAY OF CAPABILITIES TO FIT THE BUDGET



PUBLICITY

Our dedicated in-house publicist creates a customized PR strategy to reach the target audience for each project. Quote includes services scaled to reflect scope of project, available assets, and budget. Sample PR tiers below:

TACTIC RATE MENU	STANDARD	CUSTOM	PREMIUM
Create Press Release	•	•	•
Trade Blast: Title-Specific	•	•	•
Monthly Trade Announcement	•	•	•
Targeted Audience Outreach		•	•
Talent Interviews/Press Tour/Event			•
Partnerships/Sponsorship Outreach			•

MARKETING

Each marketing plan crafted by our team to be quoted based on budget and scope.

AVAILABLE TACTICS:

- Programmatic & Display Advertising
- Video Advertising
- Direct Buys with key niche genre publishers
- Search Engine Marketing (SEM)
- Social Media Advertising
- On-site/Event Marketing
- Social Media Profile Management

Quotes to be provided for all PR and Marketing Services

OUR DESIGNERS CREATE DIGITAL AND
PACKAGING ARTWORK THAT HITS THE RIGHT
TONE WITH FANS AND NEW AUDIENCES



DESIGN SERVICES

DESIGN THAT SELLS THE STORY

PHYSICAL BD/DVD PACKAGING

Key Art + O-Card + Wrap + Disc Label + Packshots

Bundle Price per Format

DIGITAL KEY ART

Deliverable of 2000x3000 and 1920x1080 sizes

Priced Based on New Concept or Adapted Design

DIGITAL ART VERSIONING

TVOD, AVOD/FAST, SVOD

Priced per Digital Model - Includes All Variant Sizes

ADDITIONAL CREATIVE SERVICES

Quote to be Provided

- Menu Design (Blu-ray™/DVD)
- Social Media and Marketing Ad Creation
- POS Displays

LINK
TO

CREATIVE PORTFOLIO

POST- PRODUCTION

CONTENT SOLUTIONS FOR ALL FORMATS

OUR PRODUCTION TEAM HAS THE TOOLS TO GET
THE JOB DONE FOR ANY DISTRIBUTION MODEL



SINGLE FILM DVD AUTHORIZING

(DVD5 or DVD9 - ISO and DDP included)

Bundle Price per Disc

Includes video (MPEG2) & audio (Dolby) encoding, authoring with menu setup (static with 1 main, 1 submenu), caption/subtitle placement, linear visual/functional QC, and delivery

SINGLE FILM BLU-RAY AUTHORIZING

(BD25 or BD50 - ISO and BDCMF included)

Bundle Price per Disc

Includes video (AVC) & audio (DTS-HD MA) encoding, authoring with menu setup (static with 1 main, 1 submenu), caption/subtitle placement, linear visual/functional QC, and delivery

ADD-ONS

FILM: **Extra** for each additional film on multi-feature single disc

EPISODIC: **Extra** for each additional episode, after 2 episodes on a single disc

QUALITY CONTROL SERVICES (Separate from Authoring Packages)

BASIC LINEAR/FUNCTIONAL QC

Priced per Disc

FULL NAVIGATION/FUNCTIONAL/COMPATIBILITY QC

Priced per Disc

ADDITIONAL SERVICES **Quote to be Provided**

- Subtitle/Caption Creation & Conforming
- Video & Audio Editing/Mixing
- TV Spots & Promos
- Film Scanning, Encoding/Transcoding & Tape Ingestion
- Theatrical DCP Creation

UHD AUTHORIZING

(BD66 & BD100 - Check Disc and BDCMF included)

Quote to be Provided

DIGITAL DELIVERY

DISTRIBUTE WITH GLOBAL REACH

OUR DIGITAL TEAM PREPARES,
PACKAGES, AND DELIVERS DIGITAL MEDIA
TO THE PLATFORMS VIEWERS LOVE



VOD PACKAGE SERVICE*:

Includes Ingestion, Storage, Screener/Trailer Hosting, Artwork, Metadata and Delivery

FEATURE FILM

Flat Fee for 1st platform delivery**

Extra per additional platform delivery**

EPISODIC CONTENT (40-60 minutes)

Flat Fee for 1st platform delivery**

Extra per additional platform delivery**

EPISODIC CONTENT (20-30 minutes)

Flat Fee for 1st platform delivery**

Extra per additional platform delivery**

REPAIRS / CONFORMANCE

Asset Rejection Solutions for digital video hits, interlacing, drop-outs, caption issues and more

Quote to be Provided

AD TIMINGS

- **Priced** per Feature Film 7-10 breaks total, based on content length
- **Priced** per Short Form/Episodic 3-6 breaks total, based on content length-under 60 minutes

À LA CARTE ITEMS **Quote to be Provided**

- Transcoding to Specs and Naming Convention
- Redeliver Master Asset to Platform (No updates, renaming, or transcoding)
- Redeliver Metadata to platform template
- Redeliver Artwork
- Master QC
- Caption Conversion with basic conforming
- Localization
- Netflix & Peacock Delivery

*For life of term

**Excludes more extensive deliveries including Netflix and Peacock



JUST PUSH **PLAY**