



Company Profile

Skills Revolutionaries

Cutting Plate & Projects PTY LTD

WHO WE ARE

Cutting Plate Media is a dynamic production company that provides a complete video and television production solution from creative concept development through to final execution.

WHAT WE DO

We pride ourselves in our ability to make every production or media campaign, of any size, entirely unique. We work closely with our clients to ensure that they are provided with practical, creative solutions which align with their brand's core message and meet with their required objectives.

A personal touch sets us apart from the rest of the industry. We understand that every client and their brand are unique, and we approach every project as a new challenge to ensure that we deliver a solution which will meet their particular needs. Taking the extra time and care necessary to ensure that this happens, while providing our clients with a hassle-free experience, is part of the process.

Our goal is to ensure that any client who makes use of our services gets more than they paid for. We offer a cost effective and efficient service without compromising on quality. We only make use of the best suppliers and companies in South Africa – each one carefully sourced for the specific job at hand - in order to ensure that the total experience is truly memorable.

VISION

Our vision is to become the best & biggest production specialists in South Africa and internationally, and the partner of choice for our stakeholders. To do this, we aim to:

- Launch and position Cutting Plate Media as the preferred production facility in the industry and to equip our clients and the companies they represent with a fit-for-purpose end-product, enabling them to achieve their goals.
- To create awareness within the marketplace both locally and internationally, to educate/remind clients about the leading-edge facilities through appropriate marketing collateral and promotional activities.

MISSION

Our mission is to play our part turning South Africa a better place for all

OUR KEY DIFFERENTIATOR

Our experience in the fields of broadcasting, video production and the events industry set us apart from the industry. The combined knowledge and understanding we have of these fields and, in particular, how they all work together to make a great end-product, provides us with a competitive edge that is hard to beat.

SERVICES

::Creation :: Development :: Production :: Direction :: Producing::

EVENTS MANAGEMENT	VIDEO PRODUCTION	BROADCASTING / ONLINE
Corporate <ul style="list-style-type: none"> • Conferences • Launches • Year End Functions • Team Buildings • Exhibitions • Malls Activation 	Online <ul style="list-style-type: none"> • Branded content • Promos • Infomercials • Trailers • Theme pieces 	Documentaries
Television <ul style="list-style-type: none"> • Media buying • Editorial • Product Placement 	Retail <ul style="list-style-type: none"> • Product Launches • Advertising • Demo 	Television Programmes <ul style="list-style-type: none"> • Factual programming • Edutainment • Sports

Live Business Broadcast	<p>Events</p> <ul style="list-style-type: none"> • Audio Visual Clips • Live Event Recording • After Event Video • 2D/3D Logo Animations • Advertising • Sponsorship Elements 	Live Business Broadcast
<p>Entertainment</p> <ul style="list-style-type: none"> • CD Launches • Fashion Shows • Concerts 	<p>Entertainment</p> <ul style="list-style-type: none"> • Music Videos • Concert Wallpaper – graphics 	Mobile Broadcasting
Video Conferencing	<p>Graphic Design</p> <ul style="list-style-type: none"> • 2D / 3D Elements 	<p>Edit</p> <ul style="list-style-type: none"> • Final Cut 7 Studios
	<p>Broadcasting</p> <ul style="list-style-type: none"> • Programme Idents • Sponsorship Elements • Promos 	
	<p>New Markets</p> <ul style="list-style-type: none"> • Mobile Broadcasting • Mobile Advertising 	

	Post Production – Edit Suite	
--	------------------------------	--

PROJECT / SERIES MANAGEMENT PROCESS

Client Liaison

- Arrange / attend client and briefing meetings
- Obtain all information from the client to ensure success of project
- Work with client to develop a strategy
- Ensure a good understanding of client's products & needs
- Assist and advise the client
- All information given by client to be sourced and checked
- Client presentations
- Maintain close contact with client

Creative Process

- Scriptwriting
- Concept Development
- Treatment Direction

General Administration


- Briefing Document: this document contains all information regarding the client briefing
- Quotes: handling and follow-ups
- Budgets: planning budgets within client restrictions and maintain budget expenditure
- Checklist Document: this document contains all the necessary requirements regarding the production for all departments during all the phases
- Shoot Schedule
- Post Production Schedule

- Contacts list: this document contains all the contact details for all crew, suppliers, Post Production facilities etc.

Pre-Production

- Manage total production from brief to final output
- Select a creative and production team
- Arrange / attend creative brainstorm meetings
- Encourage the team to be creative
- Help develop creative ideas
- Preparation of storyboards and creative rationale
- Prepare production schedules
- Assist in the prioritizing of workflow
- Establish daily, weekly, monthly status meetings
- Sign-off on quotes, rates etc. from suppliers
- Location recce
- Final approval of all crew, suppliers and locations
- Ensure all bookings are confirmed, including technical, staging requirements, crew, artists and post production
- Ensure changes that occur are within budget
- Negotiation of rates

Production

- Ensure that all phases of the project adhere to timing schedules
 - Arrange / attend production, rehearsal, viewing and approval meetings
 - Track results of project and suggest modifications
 - Assist in the creative thought process and execution
 - Liaise between client and production team
 - Obtain client approvals for all work throughout development & implementation
 - Crew management: make sure crew and staff are happy and informed
 - During production budget recons
 - Sign-off on the quality of work done
- 

Recon-project

- Make sure the client is happy with final product deliver and that the objectives of the production was met
- Master copies are checked for any errors and production quality
- Deliver to client, get final approval signature from client
- Invoicing
- Project filing and admin to be updated and finalise
- Check all incoming suppliers invoices and authorise payments
- Thank you notes for clients and suppliers

Our Flagship Projects



	TITLE	GENRE	SYNOPSIS	MARKETABLE ELEMENTS	TARGET AUDIENCE	TARGETED PARTNERSHIPS	Broadcast Platforms
1	Closing the GAPS	Factual	We Close the skills and jobs Gaps identifying successful enterprise development and empowerment programs from the Government and the Private Sector. We scout for potential entrepreneurs and promote enabling of the entrepreneurship environment .We assist on monitoring the impact of these programs to the community and spreading the information on	Skills development Transformation Education Community Development Women Empowerment Youth empowerment Social Development Enterprise Development	18-30yrs LSM 1-3	The Community Local Municipalities LED District Municipalities LED Provincial Government National Government Agriculture, Health,Transport,Education,Public Works, Treasury,Science and Technology The Presidency Phakisa Private Sector CSI and Enterprise development Programs State Owned Enterprises CSI Non Government Organizations	On-line SABC 2 DSTV 319 ETV PLUS STARSATELITE

			<p>how to get involved. We also profile the beneficiaries and make recommendation on whether to provide more assistance and support. We encourage partnerships and collaboration between the Private sector and the Government to partner through their local programs to yield the biggest bang for every opportunity</p> <p>Closing the Gaps identifies</p>				
2	60 Voices Women Of Substances	Documentaries	<p>“When you strike a woman, you strike a rock” Women from every part of South</p>	<p>Transformation Gender equality Women empowerment</p>	<p>18-30 years LSM1-3</p>	<p>Department of Women Woman Forums Women owned businesses Top Brands</p>	<p>In preproduction</p>

			Africa. Women of every race, comes from the cities and the towns, from the reserves and the villages. Come as women united in their purpose to save African women from all the challenges facing them.			The Community leaders	
3	Africa FACTS	Life style	AFRICA FACTS is an interactive magazine show exploring the wealth that Africa offers. Facts on Africa's heritage and evolution are still plagued with skepticism of the unknown, – Africa Facts aims at delivering content on what drives the various African economies, who are the role models behind it, entertainment and	Social Cohesion Tourism Hospitality Life style	18-30 LSM 5-7 and 7-10	Hotels and Hospitality Brands Car brands Clothing Brands	Pre productions

			<p>leisure and the cultural diversity creating the “Proudly African” slogan, a household term, across the continent. Through our interactive segments we aim to ‘flip the coin’ and allow you to embrace, celebrate, understand and be a part of a continent on the rise. AFRICA FACTS widens its thematic reach and takes care of business in empowering with knowledge. .. We look at companies that are making a name for themselves across the continent through pure ingeniousness.</p>				
--	--	--	--	--	--	--	--

4.	Real World	Vocational Education and Training	Theory or practical showcase of vocational education and training television program	Artisan Development	16-25	Post School Education and Training institutions. TVET Colleges Private Sector Public Sector	In production

TARGET MARKET AND TARGET AUDIENCES

Our target markets are clients who have interest in supporting community development, people living with disability, women and youth development, enabling the enterprise development, building the capacity, human capital development, job creation, socio-economic development. We are targeting the companies that support the government initiatives to create job opportunities and reduce poverty. We partner with the companies that promote socio-cohesion and embrace the spirit of Ubuntu.

Our target audience are the people on the ground however, the we produce has its groups of people for whom a specific show message is meant.

Our primary target market consists of :

- SABC viewers
- Community Stations
- Pay stations
- Free to Air Broadcasters

This target market suffers from a tremendous shortage of information and educational content

Our secondary target market consists of:

- Internet
- You tube

To establish our target audiences, we have used an approach that is similar to the SABC's and Dstv audience segmentation strategy.

OUR PROGRAMS ARE TARGETED AT TWO AUDIENCE SEGMENTS AS FOLLOWS:

SEGMENT	DESCRIPTION	DEFINING DEMOGRAPHICS AND ATTRIBUTES
Nation Builders	Nation builders are the cheerleaders of South Africa .They are defined by their cultural customs and traditions. Community, culture and family are very important to them. They believe that education is key to personal advancement. They are optimistic and interested in the happenings of the country. The concept of Ubuntu is alive and well.	<p>Mostly aged 35+ and in lower to middle living standard measures(LSM GOUP 1-3 and 4-7)</p> <p>Whites are least represented : largely urban</p> <p>Fair spread of Africa languages</p> <p>Are most patriotic segment; outspoken on moral issues</p> <p>Intense interest and involvement in community affairs</p> <p>Place emphasis on cultural activities & are defined by customs and traditions</p> <p>Home language is important to them</p> <p>Forward thinking particularly in maters relating</p>

		to the country
--	--	----------------

SEGMENT	DESCRIPTION	DEFINING DEMOGRAPHICS AND ATTRIBUTES
Now Generation	The Now Generation is the young fibre South Africa. They are highly materialistic and full of aspiration. Fashion and entertainment is high on their priority list. They are fast paced and greatly influenced by advertising. They do not believe that old ways are always the best, they often first try out new things. They love variety and choice	Age 16-24 and some 25 -34; Mostly Black; Predominantly in Urban and Small urban areas. After celebrity, status and brands; Seeking identity. Need approval / recognition; segment is self – reliant. There is huge emotional need for safety ,and the feeling that somebody is taking ownership of the problem Interest in a number of sport activities, for example soccer and basketball; outdoor bodies Highly active on social networks such facebook, twitter, whatsapp. instagram etc. Entertainment and Friends are important to them

		<p>Are conscious of inequalities of the past especially with regards to jobs.</p>
--	--	--

TELEVISION DISTRIBUTION CIRCLES

Our distribution cycle of each product will be as follows:

1. Dstv TV – First television distribution, Year long licensing, Most probably with Mnet Mzansi Magic, Mnet Africa Magic, Mindset TV, ED channel 190, SABC News 404, CNBC Africa 410, Soweto TV, Tshwane TV
2. SABC – Second Sale
3. Sales to broadcasters in Africa and the rest of the world. Subsequent to the above and will be for the several years.

CUSTOMER BENEFITS FROM PRODUCTS

In the market space of film and television programming, there currently exists a good amount of television programming genres such as variety and lifestyle shows, games shows, reality shows and educational content.

The content however is never enough, and as new channels open up, many television stations find themselves having to repeat content over and over again. The television producers cannot keep up with the amount of content that is needed.

What makes our products unique is that we are able to achieve high production values on a relatively low budget. The way we do this is by:

1. Putting in place a stringent script development process, which we have tried and tested on 4 different projects with good results. This involves having multiple writers working on scripts to reduce turn-around times. It also involves designing storylines that can be told with fewer locations

2. Hiring experienced Department Heads during the production process, and working with interns/ low cost labour in the support positions.
3. Another way we keep budgets low is by producing programs in slates. Instead of producing one program at a time, we produce a full season back to back. This enables us to negotiate better rates of fixed costs such as equipment, transport and catering costs.

100%BEE LEVEL 3

Turn over : R5m-R10m
Company size : Medium
Fulltime Employees: 9

CONTACT

Tseliso Daniel Molebatsi
Mobile: +27723334411
E-mail: daniel@cuttingplatedmedia.com
www.cuttingplatedmedia.co.za

OUR BROADCAST PARTNERS



PRODUCTION RATE CARD : ANNEXURE A1c

Includes



Full Crew					
Transport local	SABC 2, Dstv Soweto TV , BAY TV. Tshwane TV, Dstv 319			FREE ONLINE UPLOAD	
Accommodation excluded	Production Rates and Days of Production				
Edit					
ELEMENTS / SHOWS	Productions and Edit	Premier	Repeats	Broadcast Platforms	Cost to client
Barter : 4min	2 days	1	2	Television and Internet	R 75 000
Barter 2 : 8min Silver	4 days	1	2	Television and Internet	R 155 000
Bronze : 12min	5 days	1	2	Television and Internet	R 245 000
Silver : 16min	6 days	1	2	Television and Internet	R 290 000
Gold : 24min	10 days	1	2	Television and Internet	R 370 000
Platinum : 48min	4 weeks	1	2	Television and Internet	R 495 000
24min x 13 episodes	6 Months	1	2	Television and Internet	R3 956 000
Value Added					
Broadcast on 5 channels	With the repeats				
Online Upload (You tube)	Websites / Social media				

Production Crew

- Script writer

- Producer
- Talent: Voice over Artist or Presenter
- Director of Photography
- Make up Artist
- Production Manager / Books keeper
- Intern / production assistant
- Editor
- Runner

Production Equipment per shoot

- FULL HD 1080 Canon 5D Mark II & III DSLR Camera gear with a tripod
- Extra lenses
- Zoom Audio Recorder / 4channel Sound Mixer with Radio mics, lapel and Boom mic
- Light kit red head and led lights
- Make- Up box
- Reflectors
- Clipper Board
- Production Stationary
- Petty Cash
- First Aid kit
- 8 Sitter Combi
- Navigator

Post Production Facilities

We use high tech, international broadcast preferred edit facilities that include final cut 7 edit software, audi final mix studio and after effects 3D graphic. (All done in house).