



ENCYCLOPAEDIA BRITANNICA EDUCATIONAL CORPORATION

INTER-OFFICE COMMUNICATION

APR 25 1977

TO Charles Van Doren OFFICE Editorial 9 DATE April 22, 1977
FROM Paul Buchbinder OFFICE EBC Production
SUBJECT

The process of transferring 16mm film to video cassette is time consuming and costly. EBE footage does not currently exist on video tape. Upon viewing and selecting the desired footage from EBE films, the footage would be transferred to 2-2" master tapes. Titles would be taped. Then alternating sequences and titles would be transferred in sequence to 1-2" sub-master. This 2" sub-master would be used to transfer to $\frac{1}{2}$ " Betamax video cassette, which would be ready, after labeling, to be distributed.

As you requested, here are estimated costs for production of a half hour Betamax $\frac{1}{2}$ " video cassette for the proposed video-Micropedia project:

Reproduction fee (one-time use)	1080 ft. @ \$3	\$3240
2" master tape (minimum: 3-30 minute reels)		
2-30 minute tape rentals @ \$3 minute		180
1-30 minute sub-master @ \$125		125
Production (transfer) with Engineer	\$227/hour..estimated 8hrs.	1816
Titles		
*Artist	30 titles @ $1\frac{1}{2}$ hr...\$15/hour	45hrs. 675
Materials	30 titles @ \$10	300
2" master tape	1-15 minute tape rental @ \$3 minute	45
Editing with Engineer	3 hrs @ \$155/hour	465
Producer	37.5 hrs. @ \$18	675
		\$7521

*Artists costs could be minimized if the actual subject entries from the Micropedia pages were taped instead of making up titles. Introductory and closing titles only would be necessary.

It would cost approximately \$7500 to produce one half-hour show, with approximately 60 subjects. However, if, as you propose, EB were to produce 10 half-hour shows, EBE suggests that the cost per show could possibly be negotiated with the video facility at a cost \$1000 to \$2000 less than the above estimated cost.

Therefore, it would cost \$5000 to \$6000 to produce a 2" sub-master video tape, ready for transfer to $\frac{1}{2}$ " Betamax video cassette.

The cost of transfer to $\frac{1}{2}$ " Betamax video cassette, at quantities of 100 or more is \$19.80 per cassette, or approximately \$2000 per 100 cassettes. A savings of perhaps \$1 to \$3 per cassette is possible, depending on the number of cassettes transferred. Obviously, the greater the production run, the greater the discount.

It would be safe to estimate than one could double the costs for a one hour show.

cc: R. Stein ✓
M. Sloan
PB:hs

DB

Glulai.