

From storyboard approval to director selection

From the 1st PPM to 1st airing

Weeks 1 - 3

Search for directors, establishing of estimate. Recommendation of weather locations

Presentation of directors and estimates: end of Week 3

Week 4

Negotiation of estimates and marketing agreement to launch production.

Weeks 4-5-6

Preparation

Weather day insurance taken out: 10 working days before shooting (if necessary!)

PPM (Pre-Production Meeting): 1 week before shooting, week 7

Week 7

Shooting

Weeks 8-9-10

Post-Production (CGI post-production is longer)

Presentation of 1st edit: 4/5 days after shooting

Presentation of final edit: end of week 10

Week 11

Approval of final commercial

Week 12

TV airing

