CapsuleMedia Proposal

Date: 10/1/26
Project: BillyRx October Campaign 28:00 Bilingual DRTV Block - All-AI Production
Client: EAG
Client Contact: Willy
Capsule Contact: Pascal Jacquelin

Project Description:
"BillyRx October Campaign - 28:00 Bilingual DRTV Block"

Two 10:00 long-form programs, two :60 commercials and two :30 cut-downs, English and Spanish - 23:00 of finished, broadcast-ready content; the programs and :60s fill the 28:00 block (the 14:00 run twice).

All-AI production: the hosts are generated, not filmed - no studio shoot, crew or on-camera talent. An English-speaking and a Spanish-speaking host each perform their own program. Every on-camera segment is generated as a lip-synced wide master from the approved AI voice track, a multi-cam pass turns that one angle into many, and the shots that need it are regenerated one by one, so each program cuts like a multi-camera show without a shoot.

The :60 commercial uses the synthetic cast developed in the pitch.

Not included: media placement, claim substantiation and legal/FTC review, broadcast QC, Ad-ID registration and station delivery - carried by client.

Item	Total
Pre-Production	$6,200
Generated Host Performance	$3,500
World Building - Generated	$6,800
Commercials - :60 "The Open Door" + :30 Cut-Downs	$5,250
Generation & Integration	$5,050
Assembly & Finishing	$6,005

Total:	$32,805
Production Fee (10%):	$3,281
Grand Total:	**$36,086**

Terms:
50% Deposit due at approval of project
Balance due at delivery
Three rounds of revision included per asset
Script changes after the hosts are generated are billed as additional work

Approval Signature:

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Details:

Item	Qty.	Unit	Amount	Total
Pre-Production				
Scripts - 10:00 Long-Form + :60, English	1.0	Fee	$2,400	$2,400
Spanish Transcreation	1.0	Fee	$1,450	$1,450
Timed Animatic (:60) + Program Map - every beat timed to the read before anything is generated	1.0	Fee	$1,250	$1,250
Casting & Design - two synthetic hosts, one English-speaking and one Spanish-speaking	1.0	Fee	$1,100	$1,100
				$6,200
Generated Host Performance				
Generated Host Performance - lip-synced wide master of every on-camera line, EN + ES	2.0	Programs	$1,750	$3,500
				$3,500
World Building - Generated				
Studio & Environment Set - generated, every angle, EN + ES	1.0	Fee	$1,900	$1,900
Multi-Cam Generation - one angle becomes many, individual shots regenerated for precision	2.0	Programs	$1,950	$3,900
Character Library & Identity Lock - both hosts, story cast and :60 synthetic cast	1.0	Fee	$1,000	$1,000
				$6,800
Commercials - :60 "The Open Door" + :30 Cut-Downs				
:60 Commercial - English	1.0	Fee	$2,900	$2,900
:60 Commercial - Spanish	1.0	Fee	$1,450	$1,450
:30 Cut-Down of the :60 - English	1.0	Fee	$450	$450
:30 Cut-Down of the :60 - Spanish	1.0	Fee	$450	$450
				$5,250
Generation & Integration				
Motion Continuity & Timing Refinement across generated angles	1.0	Fee	$1,150	$1,150
AI Generation Credits	1.0	Fee	$3,900	$3,900
				$5,050
Assembly & Finishing				
Compositing - on-set screen graphics and tracking across generated angles, EN + ES	2.0	Days	$900	$1,800
Program Assembly - 2 x 10:00 to the 14:00 block with four :60 breaks, Spanish conform	3.0	Days	$900	$2,700
DRTV Graphics Package (supers, price, ISI, CTA) & Look-Match across generated angles	3.0	Hours	$165	$495
Music, SFX & Mix to Broadcast Loudness (EN + ES)	4.0	Hours	$165	$660
Captions - EN + ES	1.0	Fee	$350	$350
				$6,005

Deliverables included	**Qty.**	**Unit**
10:00 long-form program, 16:9 — English + Spanish	2	Programs
:60 commercial, 16:9 — English + Spanish	2	Spots
:30 cut-down of the :60, 16:9 — English + Spanish	2	Spots
Total finished minutes	**23**	Minutes

Fills the 28:00 block: each language runs 10:00 of program plus the :60 placed four times, and the 14:00 runs twice. The :30 cut-downs are standalone spots. All deliverables 16:9 broadcast-ready. No additional charge - included in the totals above.