<table>
<thead>
<tr>
<th>QUESTION ABOUT</th>
<th>COUNTRY OF CLIENT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>COUNTRY OF AGENCY</td>
</tr>
<tr>
<td>QUESTIONS ABOUT PHOTO SESSION</td>
<td>UPLOAD OR HARD DRIVE</td>
</tr>
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</tr>
</tbody>
</table>
**PRODUCTION BRIEF FOR ADVERTISING CONTENT**

**BUYOUT TERRITORY(IES):**

<table>
<thead>
<tr>
<th>MEDIA</th>
<th>TV</th>
<th>CINE</th>
<th>DIG</th>
<th>POS</th>
<th>Internal</th>
<th>Other (specify)</th>
</tr>
</thead>
</table>

**TV RATIO & DIGITAL:**

- 16:9
- 14:9
- 4x3
- 9x16
- 1x1
- Other (specify)

**CINEMA RATIO:**

- 1.1.66
- 1.1.85
- Anamorphic
- Other (specify)

**TREATMENT DELIVERY DATE:**

**PROJECT GREENLIGHT:**

**PPM DATE:**

**SHOOTING DATES:**

**DELIVERY DATES:**

**AIR DATE:**

**IS THIS AN AGENCY COMPETITION?**

- YES
- NO

**IS THIS THE CREATION APPROVED BY THE CLIENT?**

- YES
- NO

**IS THE CREATION APPROVED BY THE ARPP?**

- YES
- NO

**IS AN A PRODUCTION COMPANY OF THE AGENCY OR ONE OF ITS BRANCHES IN THE COMPETITION?**

- YES
- NO

**LIST OF PRODUCTION COMPANIES IN COMPETITION**

**ATTACHMENTS TO THIS BRIEF**

- SCRIPT
- STORY
- ARPP
- MOOD
- MOOD TAPE

**OTHER SUPPLEMENTARY INFORMATION**

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The material in this briefing letter is strictly confidential. They must not be disclosed under any circumstances. Furthermore, the elements communicated to the agency by the production company in response to this briefing letter may not be used by the agency under any circumstances without the authorisation of the production company.