



**FTEN ~~X~~ FAQ**



Working with any production house, especially as one posing as your new 'In-house' crew, will come with its questions. So we have prepared this FAQ (Frequently Asked Questions) document which should clear anything up.

We have broken this down into three sections:

1. Before you become a member
2. During the membership
3. Leaving the membership

If your questions are still unanswered, then do not worry. On the last page, we have our contact information, so you can send us an email or give us a call.



# BEFORE YOU BECOME A MEMBER

**Q.** What is FTEN X?

**A.** FTEN X is an exclusive content support retainer. Using only the best crew from First and Ten Productions.

The retainer is sectioned by Photo and Video packages all ranging between bronze, silver and gold memberships.

**Q.** Why did First and Ten Productions (FTEN) create FTEN X?

**A.** Like any new business, all brands survive on its eco-system of assets. Content is just one part of this.

Whilst yes, we get to work with a lot of great people globally. Sadly we do not get the opportunity to work with some fantastic brands locally since our services can be seen as expensive. FTEN X was created so that these brands could obtain FTEN quality content for something manageable regularly. We are enabling them to not worry about assets reliant on content. Our overall goal is to make our members grow.

**Q.** Why is FTEN X discounted up to 80% off regular FTEN services?

**A.** So certain brands can afford premium content and grow with our support. For us, this is about supporting our local network and giving back to the companies that want to make a difference.

**Q.** Why are there limited spaces available?

**A.** Our crew, alongside FTEN X members, are also working on regular First and Ten Productions projects. There are only a select few of us, and to ensure quality is kept high, we have to limit the amount we take on.

**Q.** What will happen on the free consultation call?

**A.** We go over your scorecard and give you very detailed advice on how to improve your brand's online presence inside 12 months.

**Q.** What will happen after the free consultation call?

**A.** We will offer a one-to-one strategy session that consists of a detailed 3D Evaluation, content planning advice (with polished asset provided) and guidance as to which FTEN X package best suits your business. Valued at 2,500 AED, we are offering this for just 495 AED (credited to your account if you purchase a package).

**Q.** Do I have to sign up if I apply for the consultation or the one-to-one strategy session?

**A.** No, you don't. The consultation is free, and even in the one-to-one, you can easily walk away with the content plan we create for you.



# BEFORE YOU BECOME A MEMBER

**Q.** Why do you charge for the one-to-one strategy session?

**A.** This is done to protect our time. We, in this session, not only spend hours researching your brand and competitors before the meeting, but spend hours doing an in-depth evaluation and create a polished content plan which is an asset for you to keep after our meeting.

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**Q.** What does ROI mean?

**A.** It means the return of investment. Which is what this package is all about.

**Q.** How do I decide what package is right for me?

**A.** This is decided when we do our content plan together. Which is done in the one-to-one strategy session.

**Q.** How do the add ons work?

**A.** Providing we have appropriate notice and availability you let us know what you need before each booking date.

**Q.** How do I know what to shoot?

**A.** Before anyone turns up with a camera, we will solidify the formats and what we are doing in your very own Content Plan. This is gone through in our one-to-one strategy session.

**Q.** What do I pay per month?

**A.** Our packages range from 2,395 AED upwards. When you book a one-on-one strategy session with us, we will guide you as to what package best suits your needs.

**Q.** How many months is the minimum contract duration and how long does it last?

**A.** Our minimum amount is six months. And this can last as long as you want.

# DURING THE MEMBERSHIP

**Q.** Will you post for me?

**A.** We sure can. As one of our many add-ons, we'll take the reins and ensure you are posting consistently and reaching your desired target market. This can be for organic or paid (advertised) content.

**Q.** What is the difference between Organic and Paid content?

**A.** Paid content is the same as organic content but with an ad spend behind it. Organic content though tends to be a bit restricted with reaching your followers, so if you want to go down this route, it's more successful in keeping the content educational or exciting.

**Q.** What can my day per month be used for?

**A.** Anything you want. However, all will become clear when we do our one-to-one strategy session. Here you will be given a content plan that outlines what our goals are in 12-month chunks.

**Q.** What crew will I have on the day?

**A.** Depending on what package you choose will determine the amount of crew you have. For more information on our packages, please view this document [here](#).

**Q.** What equipment will be provided on each shoot?

**A.** Depending on the package, we vary the lighting or lenses brought to each production. For video, we use Sony 4K cine/broadcast cameras, and for the photo, we use Full-frame DSLR Canon cameras.

**Q.** What experience does the crew have?

**A.** Our team is made up of talented videographers and photographers, all of which have many years of experience shooting in the UAE and 10+ years globally. We only use the best crew available.

**Q.** Are transport and equipment charges extra?

**A.** Providing the equipment scoped is what you need; this is included. Travel inside Dubai is fine, but anything outside Dubai will require an additional 500 AED.

**Q.** What if my shoot goes over the designated 4 hours shoot time?

**A.** This is bound to happen at some point. So trust we will always be lenient with our hours. But if it becomes a frequent problem, we may have to charge for extra time.



# DURING THE MEMBERSHIP

**Q.** What if I need to cancel my shoot 24 hours before my booked date?

**A.** Then, sadly, you will lose your booking for that month. We must have at least 36 hours notice to re-schedule.

**Q.** My business is seasonal. So can I add more days to one month and take it from other months?

**A.** In theory, yes, but it is entirely dependent on our schedule with servicing other clients. This can, of course, be planned in your one-to-one session.

**Q.** How much content do I get for four hours?

**A.** It's very much depends on your content plan and what we are doing on the day. Shooting interviews vs cutaway content affects the duration of footage a lot. Same goes for images. All will be explained when we lock your content plan in our one-to-one session.

**Q.** How long after the shoot should I expect my content?

**A.** After the shoot, you should expect to receive your final images or video within 24 - 48 hours. We will upload the content to the cloud and contact you when it's ready.

**Q.** What are RAW files?

**A.** A RAW file is the highest quality format we can shoot an image in. The data hasn't been changed, compressed or manipulated by the computer. We shoot in RAW because it gives us total control of the editing to make sure we produce the highest quality work. For Bronze because editing is not included we can also shoot in JPEG should that be easier for you to use.

**Q.** What are "selects"?

**A.** The term 'Selects' simply means we will remove all the content that typically wouldn't be used in final delivery. (For example, incorrect exposure, duplicate images etc.) What you are left is with all the best bits which will streamline the editing process. Some of our clients have social media support already, so this keeps costs down. When we meet, we will go over this in more detail.

**Q.** What is editing?

**A.** Editing for photos is taking the selected down images and applying colour correction, cropping and retouching. For video, it follows the same process except we can mix and match footage, add interviews/dialogue, add voice over, music and even animation. We recommend this is done with all our content, so quality is kept high. Imagine it like polishing a car after you wash it.

# DURING THE MEMBERSHIP

**Q.** Where/How can I access content?

**A.** You will have 24/7 access to your content through our unique cloud. You have a link and password, and it can be accessed by any mobile, tablet or desktop computer.

**Q.** What is the FTEN X Cloud?

**A.** The online safe for all your content. This is kept safe with a unique password and link. If you're not too sure on how to use it, our '**how to use the cloud**' document will show you step by step how to download everything.

**Q.** Will I have the same crew each month?

**A.** You will only be given FTEN certified crew; however, to keep consistency, we will endeavour to keep the shooters the same.

**Q.** Does my shoot have to be on the same day every month?

**A.** Nope! We can schedule your shoot to work around your schedule. Just let us know in advance. However, this is also subject to our availability.

**Q.** Why are drones costly?

**A.** To fly a drone anywhere in UAE requires a permit from the Dubai TV Film Commission, Location owner and the Ministry of Defence. It's sadly a complicated process and even requires military present during the shoot. The cost is an estimate and can increase or decrease depending on the brief.

# LEAVING THE MEMBERSHIP

**Q.** How do I cancel?

**A.** Providing you have completed six months with us all you need to do is give us one months notice.

**Q.** If I cancel inside six months, what happens?

**A.** Providing you give us the one months notice then we will only charge you one additional month as the penalty fee.

**Q.** What happens to my content when if I cancel?

**A.** We can keep it active on our cloud as well as primary storage. However, there is an annual fee of 3,000 AED for this service.

**Q.** Can I re-join after I cancel?

**A.** You will have to go through the application process again. If you were previously a member, it makes rejoining easier. However, it is subject to availability.

**Q.** What happens if I do not pay on time?

**A.** If you miss your first of the month's payment, then we cannot show up to shoot that month. Failing to pay it within the first week may result in you losing that shooting day and your membership. It's always best to keep us in the loop should something like this happen, so we can re-schedule or work out a solution.

**Q.** Can I pause my membership and continue later?

**A.** No, you cannot pause your membership. We can keep looking after your content though and keep your cloud-membership active for an annual fee of 3,000 AED.



# THANK YOU

If you have any other questions or need more assistance feel free to contact us:

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