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STADIUM

—

SHOOT SMALL INITIATIVE



WE WERE BUILT FOR THIS

Everyone is looking to find a way forward in these unsettled times. As a non-union specialist, our crews and approaches are typically more nimble than our counterparts. After all, we're a full-service production company, with a startup mentality— from remote-operated systems to micro crew live-action, we're uniquely positioned for today's new challenges.

Nimble enough to handle any project, from video to social to experiential, and resourceful enough to know how to get it done. We're a team of directors, producers and editors who love figuring out how to make great content just as much as we love making it.

And you'll feel that from concept to final cut.

OVERVIEW

When the time comes that creating original brand content becomes safe and appropriate to pursue again, we'll be ready.

Here's what we've been working on:



STADIUM

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PHASE ONE: HYPER-REMOTE

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PHASE TWO: SHOOT SMALL

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SAFETY FIRST



A NEW DAY

WE'RE IN THIS TOGETHER

During this uniquely challenging time we believe our team is uniquely positioned to offer novel and specialized creative solutions across multiple disciplines. Equal parts production company and creative studio, we are a **specialist, non-union** partner built specifically to adapt to the ever-changing production landscape. With multi-versed talent based in Los Angeles, New York, Austin, Denver, and London, we're actively looking to provide a wide range of innovative, effective, and safe solutions we can deploy across a variety of projects.

What follows is an overview of these resources, including remote direction and micro/no-crew, live production approaches. We built our brand on strategically small productions, and although we've grown up a bit, we still know how to run a tight ship. Small doesn't mean you need to sacrifice on service and production value.

In terms of what makes us unique, one key benefit of shooting with us is that crews are generally a bit leaner, as there's a tradition of more broadly defined roles and an established assistant training program that allows for autonomy. All our directors can shoot and edit, for example. This means that social distancing will hopefully be easier to achieve, without negatively impacting quality.

Although we feel 'ahead' of many other companies, in this sense - there is, of course, a new rule book, as new ways of working are implemented to ensure the safety of people on set, and to minimize inherent risk.

Behind the scenes, our team is making sure that production work, when it does start to resume, does so by the book - while helping both clients and agencies minimize risk and avoid problems before they have a chance to happen.

We are, of course, in the same boat as all other commercial production companies at this time - meaning that work would be very, very welcome. We hope the following inspires some new ideas, as we look forward to working 'together again'.

Samy Mosher

Founder

PHASE ONE

**HYPER
REMOTE**



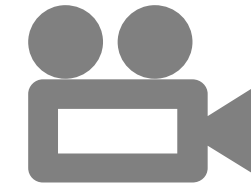
FOR A DEMO OF TOUCHPOINT TECHNOLOGY IN-USE

PLEASE EMAIL: hello@stvdium.com

CLOUD PRODUCTION

Harnessing a robust cloud platform and proprietary mobile technology, we're able to shoot anywhere in the world without the traditional production logistics, camera crews, and lengthy turnaround times. Zoom is great for tele-conferencing but we've built out a system where we can direct, review, and access HD footage remotely, while controlling frames per second, resolution, and set camera orientation to standardize the look of all footage captured for easy post-production integration.

S T A D I U M



ZERO CREW

Transform anyone into a cinematographer, and access their footage remotely from anywhere to produce a higher level of user-generated content.



REMOTE DIRECTED

Set the narrative for your content by showing remote team members exactly what to film with an integrated shot list. Since resolution and FPS is uniform across filmers, all content looks and feels cohesive.



IMMEDIATE FEEDBACK

Give 1-to-1 realtime feedback at the source-of-capture by sending push notifications that directs talent in real time.



REMOTE EDITING

Captured footage immediately uploads to the our cloud platform, so editors can instantly moderate individual clips, bulk download footage, and request new shots from filmers all at the same time.



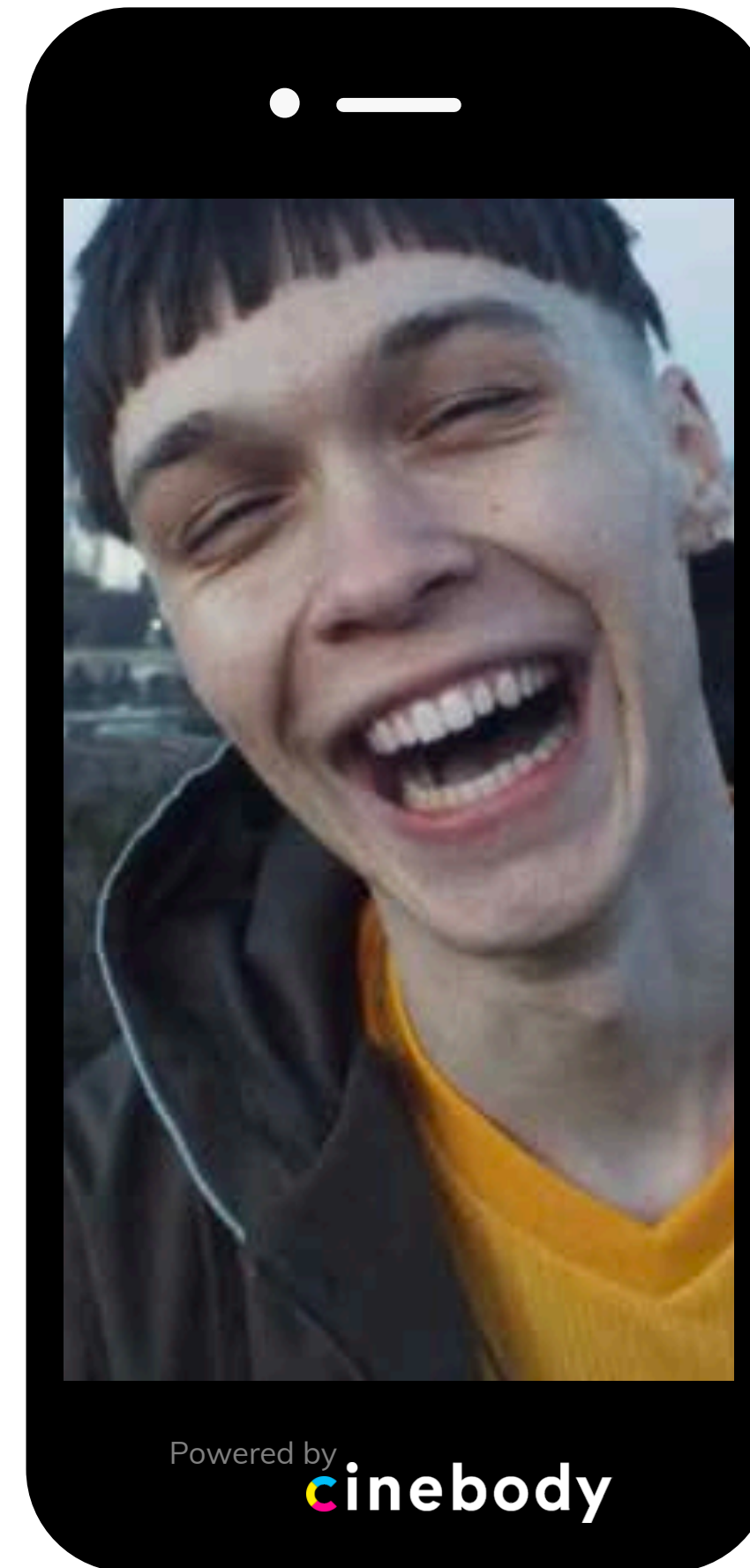
TOUCHPOINT TECHNOLOGY

BEYOND ZOOM

Right now, Zoom is being utilized as a fix-all for new content, primarily because the limitations placed on traditional production until the COVID-19 crisis ends. But the end results are less than stellar.

ROBUST CLOUD PLATFORM

Through an exclusive partnership, we've harnessed collaborative video technology that makes it possible to setup projects, creatively direct remote filers, view and moderate footage, and batch download source video files for any post-production workflow.



THE RIGHT TOOL

Zoom is a tele-conferencing tool, and a great one. But it's not built for capturing high-quality video content that will engage viewers in a way that's consistent with traditional standards.

iPhone 11 APP-BASED

The iPhone 11 is a technological marvel, and puts a professional quality video camera in the hands of millions of users. By combining it with our mobile app and cloud platform we can effectively control quality.



APPRECIATION OF SPACE

Even when working from a new network of bedroom and kitchen-table workstations, we have not only refreshed older projects but also planned, plotted and progressed a host of new ideas too.

When thinking about 'shooting remote' we've also challenged ourselves to think big. Technology has allowed us to produce content disproportionate to the production budgets and crew size, and this a flag we've always proudly flown.

Remote camera systems are one example of an effective way to maintain safe distancing from talent, and can be deployed on private property during current restrictions to capture stills or video.

We're super excited to implement the latest 'remote control' technologies we've been playing around with on a production of your design. Contact us for details on how to incorporate this option in your creative.

CASE STUDY: GARMIN - We've been thinking a lot about all the things you could shoot with just a girl, a remote-control car, and a sunset. Maybe it would look something like this? [VIEW WORK](#)

Execution Inspiration: 1 talent, RC-Car camera rig, 2 remote operators.

PHASE TWO

**SHOOT
SMALL**

STADIUM





SHOOTING SMALL

Small doesn't have to mean lower production values. Micro-crews (<5 people), strategic locations, robust technological collaboration.

DIRECTOR/DP

Our entire roster grew up during the DSLR revolution. Whether working at agencies or interning at post-houses, we all cut our teeth having to shoot and edit projects ourselves. Sure, we love working with big crews and lots of toys, but we're ultra-capable of wearing many hats and have an established output of relevant work we'd love to share with you.

CASE STUDY: KEVIN MORBY (VIEW WORK)

Execution Inspiration: Director and 1 talent. That's it.

PRODUCER/AGENCY

We're recommending lengthier pre-production periods and a close collaboration with our partners as part of our new normal. Communication therefore becomes paramount. This requires formal procedures, discipline and most importantly a dedicated on-set moderator to ensure that the virtual video village is continually included and gives the required approvals and go-aheads at every stage.

CASE STUDY: SEABOURN (VIEW WORK)

Execution Inspiration: Director, DP, Assistant at sea for 5 days. Remote collaboration with land based logistics team.

ASSISTANT/TECH

By design, our crews are typically smaller than that of our counterparts. This does not impact quality negatively, but rather follows our established **assistant training program** where many people help each other out, and "assistants" are typically highly qualified and autonomous - enabling higher on set efficiency, in general. As such we feel confident that we are able to maintain the same high standards while being mindful of crew size, so as to enable social distancing and minimize the risk of contagion.

CASE STUDY: VOGUE (VIEW WORK)

Execution Inspiration: Director, DP, STEADI-CAM handled all crew roles. Remote collaboration with basecamp wardrobe/vanities team.

MONROE ALVAREZ

GIORGIO BRUNI

PHILLIP LOPEZ

ERIC MALDIN

SAMY MOSHER

RYAN SIMPSON

DIRECTORS WHO SHOOT

STADIUM



SHOOT SMALL - ECOSYSTEM

WE OWN EQUIPMENT

As we're forced to examine the role of each crew member to limit the number of people on set, we also need to consider essential personnel and contact points during typical production prep. Because we own a stable of essential equipment, we can insure a direct supply chain and less hands involved. While rental houses remain closed, we're able to source our equipment internally which further streamlines our offerings.

STADIUM



CAMERA SYSTEMS

Arri Alexa Mini LF

Sony Venice

Canon C200 w/ Autofocus capabilities

LENSES

Cinema and stills glass



LIGHTING

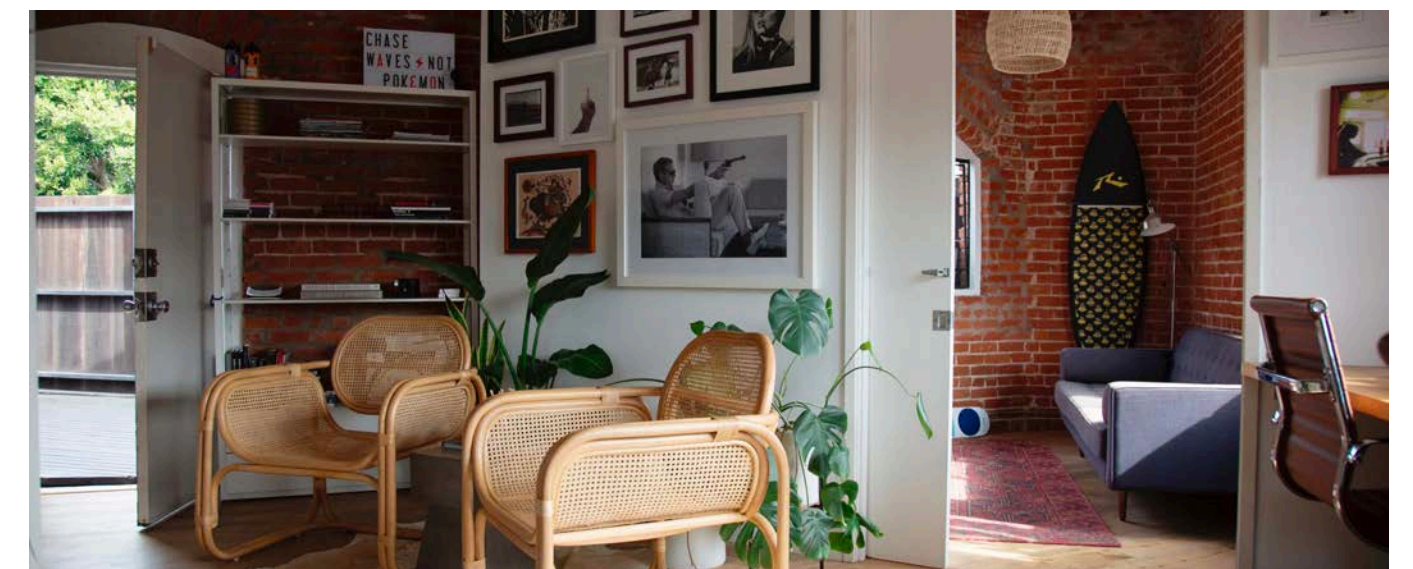
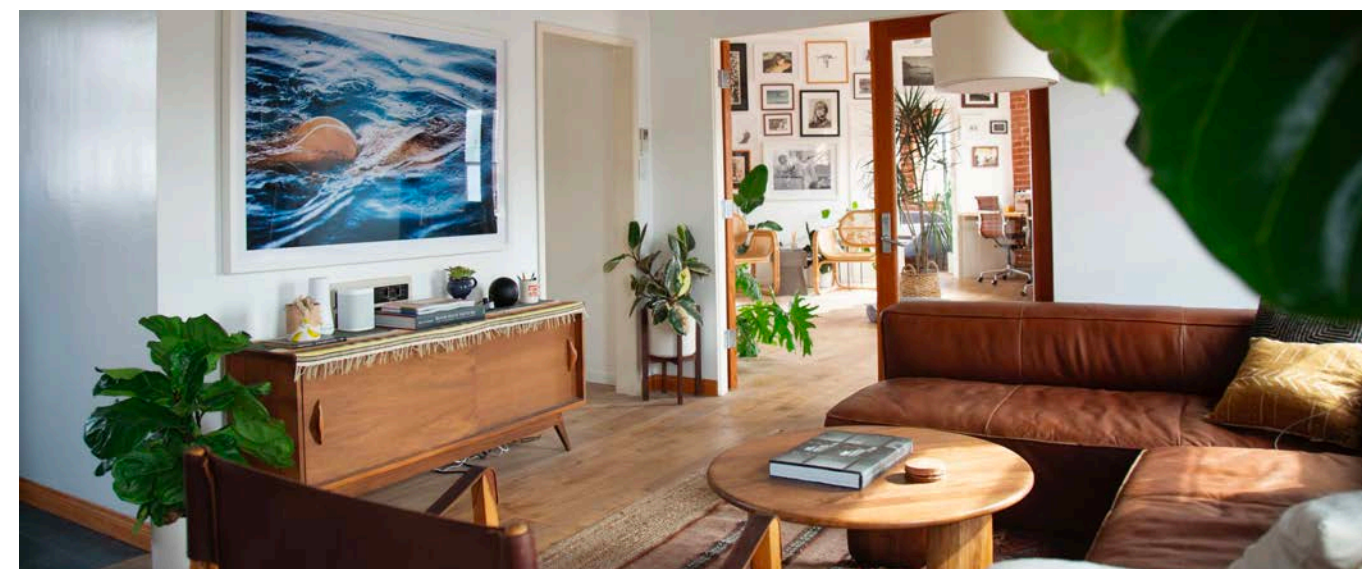
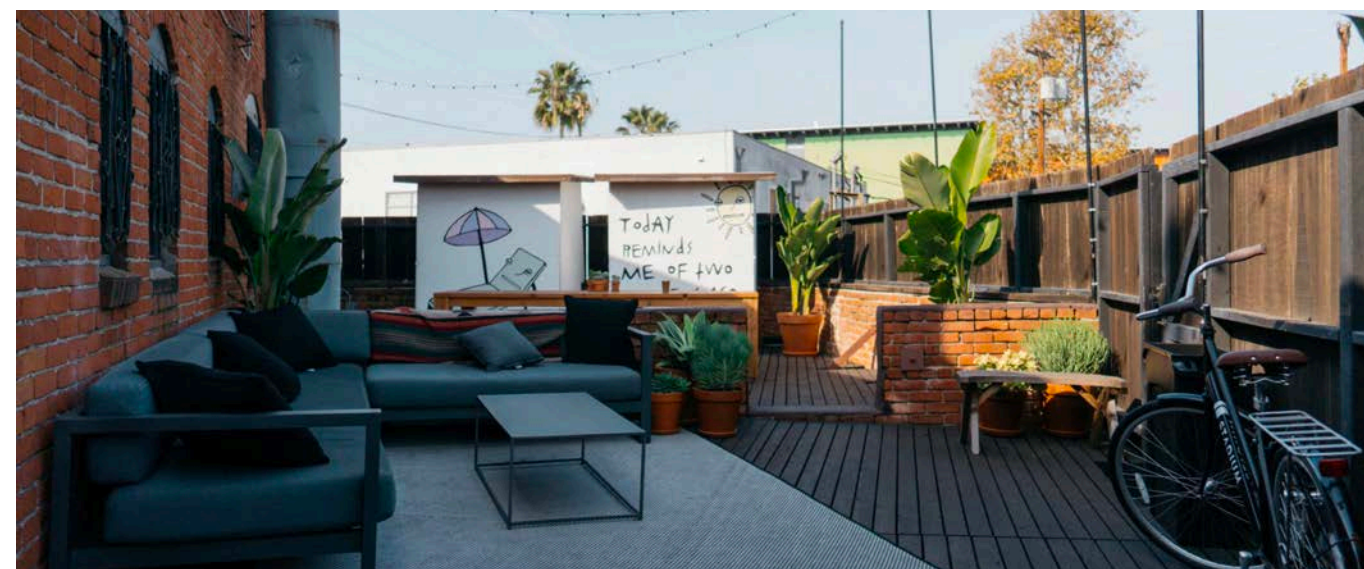
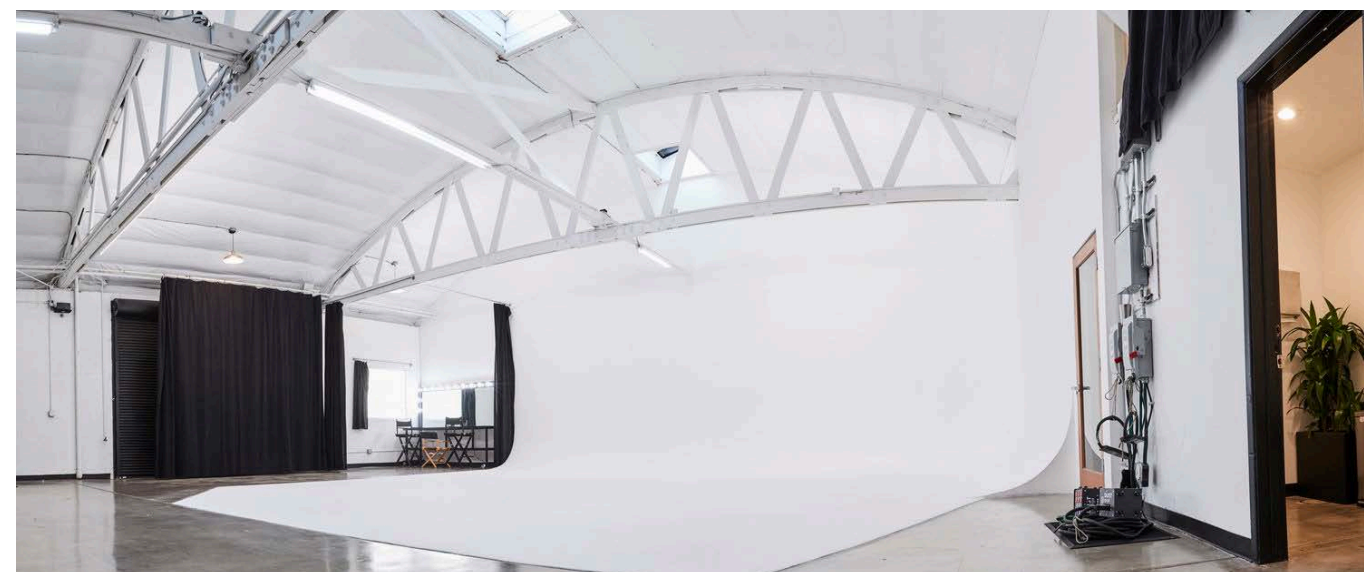
Full G&E packages

Optimized selection for small-crews

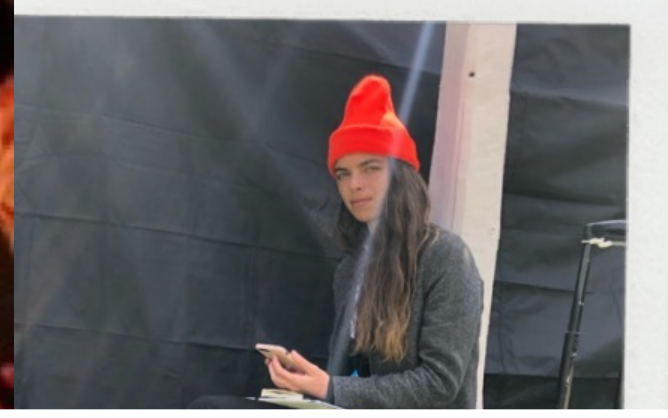
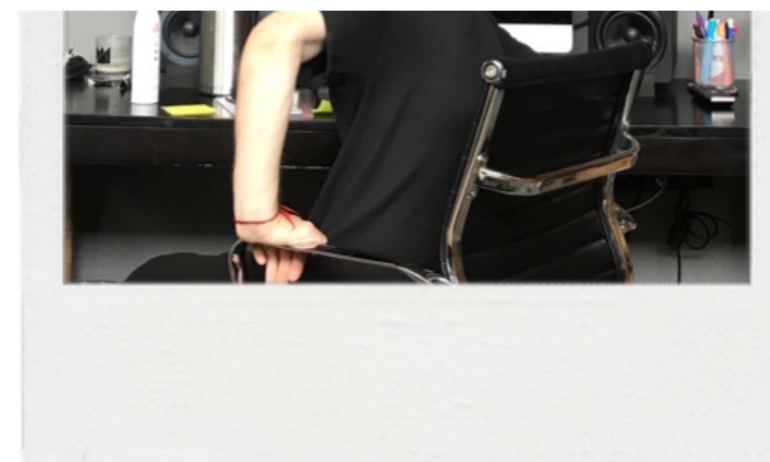
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LOCATIONS

From our shooting studio, to our office, to our living rooms, we have a stable of strategic and private locations that can be prepped sterile, kept clean, and private during shoots. From product shots, to macro work supporting stock-imagery, we've been having fun shooting with the music up a little louder than normal.



Our directors are all shooters as well!



Saving Story

Stories remaining: 3/5

Pause Cancel

Doc: Digital Wave 02

Stories remaining: 3/5

Pause Cancel

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SHOOT SAFELY

We are all dealing with a myriad of challenges at this time as we navigate through the COVID-19 pandemic and the day-to-day changes in regulations and recommended guidance to help prevent the further spread of the virus. At this time, STADIUM is working diligently to make sure that when people come to work, proper precautions are being taken by everyone to prevent further spread of the virus. We will continue to update procedures and policies we are taking in this regard.

Production and Work Practice Controls:

Following Social Distancing. Maintain 6 feet separation to the best of our ability. –
Eliminate proximate exposure

CDC posters have been laminated and posted throughout location.

Continual reminder about proper PPE

No large gatherings / meetings – All sub meeting, all hands-on safety meeting, lunch trucks, crafty etc. are prohibited with alternate fulfillment communicated to crew on a case-by-case basis.

If there's a sick crew member – instruct them to go home and stay home until they are symptom free. (If you're not %100 you should not come to work)





SAFETY

Develop and implement appropriate policies, in accordance with Federal, State, and local regulations and guidance, and informed by industry best practices

*While fluid, [CLICK HERE](#) to see our established protocols.

Monitor workforce for indicative symptoms. Do not allow symptomatic people to physically return to work until cleared by a medical provider.



SOCIAL DISTANCING

Continue to ENCOURAGE TELEWORK, whenever possible and feasible with business operations. All individuals should maximize physical distance from others. STADIUM to provide protective equipment and advise all crew regarding protocols for social distancing and face coverings.



SANITATION

Continue to adhere to State and local guidance as well as complementary CDC guidance, particularly with respect to face coverings and hand-washing/disinfection recommendations.



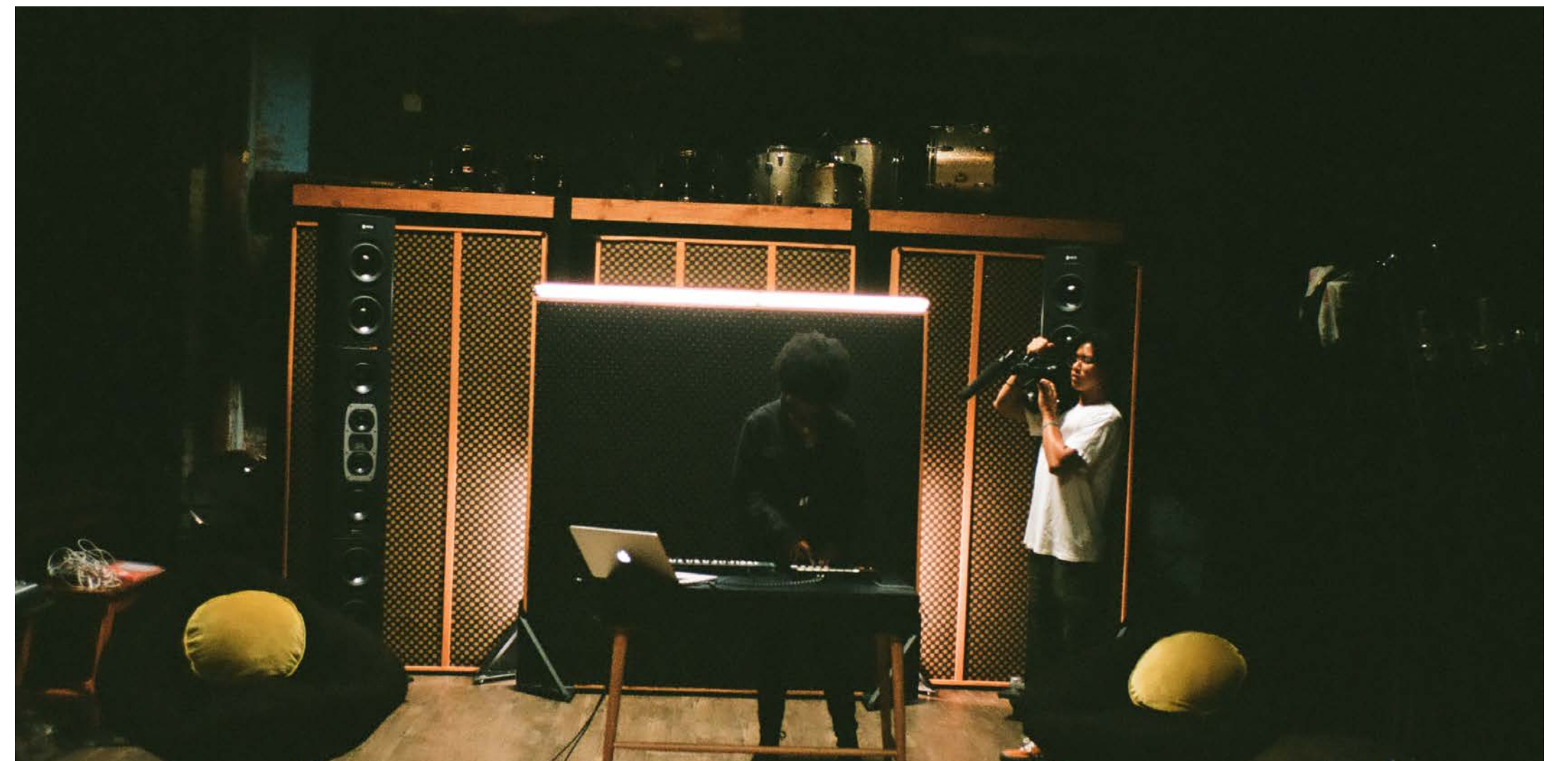
TEMPERATURE CHECKS

Monitor workforce for indicative symptoms. Do not allow symptomatic people to physically return to work until cleared by a medical provider.



SHOOT LOCAL

Minimize NON-ESSENTIAL TRAVEL and adhere to CDC guidelines regarding isolation following travel.



WE CAN'T WAIT TO SHOOT WITH YOU, AGAIN 😊

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THANK YOU!!

A sincere thank you to all our clients, crews, vendors, and collaborators for your continued support during this uncertain time. It means more than you know.

As a small business greatly affected by the current climate, it's comforting to be able to connect with our larger community during these times.

Good to have you on our wavelength.



SAATCHI & SAATCHI

SAINT LAURENT



MICHAEL KORS

Red Bull

publicis sapient

((SiriusXM))

Wieden Kennedy+



TOYOTA

bumble



SAMSUNG



VOGUE

R/GA