



CROGA  
STUDIO  
BUILDS



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## CROGA STUDIO BUILDS

### WHO WE ARE

Croga is the industry leader in the design, construction and integration of custom studio solutions for bespoke media layout. We offer a 360 service from structural design through to media strategy, production services and channel management. Croga is Irish for brave, and we bring brave passion and thinking to all of our projects.

### WHO WE SERVE

We offer unrivalled expertise and project management to broadcast, film, commercial and corporate clients wanting to produce, broadcast or stream their own content channels without the need for third party services.

### WHAT WE OFFER

From multi-purpose sound stages to fully integrated automated live play-out facilities, we can provide custom studio solutions designed to meet specific production requirements of all scales. Our studios services include:

- Set Design
- Studio Customisation
- Construction
- Systems Integration
- Channel Management
- Media Strategy
- Legal & Compliance





## SET DESIGN

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We supply sets of all scales and help throughout the design process to provide a look best suited for viewer engagement.

From site specific modular designs to virtual sets with integrated AV, we offer a range of solutions that all ensure maximum production value is shown on screen. To realise our designs we can provide CAD drawings & 3D modelling.



## STUDIO CUSTOMISATION

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How we customise the interior of a sound treated studio is entirely based around our client's expectations. Typical customisations include the following; lighting grids, cyc walls, DMX controlled LED lighting systems, custom lighting design and installation. We also supply drapes, studio flooring and associated services like make up, green rooms and post production suites.

The final design of the studios and ancillary services is entirely customisable. We have provided clients with options for squiggly carpet tiles and pink gallery walls. It's your brand, your personality, your studio.



# PORTFOLIO IMAGES

Please find a selection of project images from our portfolio.





## **PRODUCTION POTENTIAL**

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Studios are integral to media production. From music, to radio, TV to film, they are at the heart of controlled, structured media recording. It's why despite an inherent cost, more and more businesses are developing the ability to create in house, and offer staff the opportunity to become part of the the fast changing and evolving media landscape.

Video is booming, social platforms and the expansion of affordable, accessible digital devices mean that everyone has the ability to curate content for himself or herself. They watch for learning, entertainment, sharing, family and friend communication and professional progression.

A Studio space should not be thought of as just a physical space in which you can capture and edit content, it will be the hub of your productions, and the projection of your expertise to the world. Kit can and should be taken outside of the studio and used to capture media on and off site. It can then be taken back to the studio to be edited and refined, and ultimately published and stored on existing platforms both online and in the company such as the website and servers.

The economies of scale for production are excellent. Having the ability to shoot, edit and publish 24/7 in a controlled studio environment means that businesses can produce content for operational expenditure costs only. It means you can deliver not only the published structured content calendar for the year, but also marketing, social media short form, corporate communications, viewer engagement, staff training films, client films and many many more.



## CONSTRUCTION

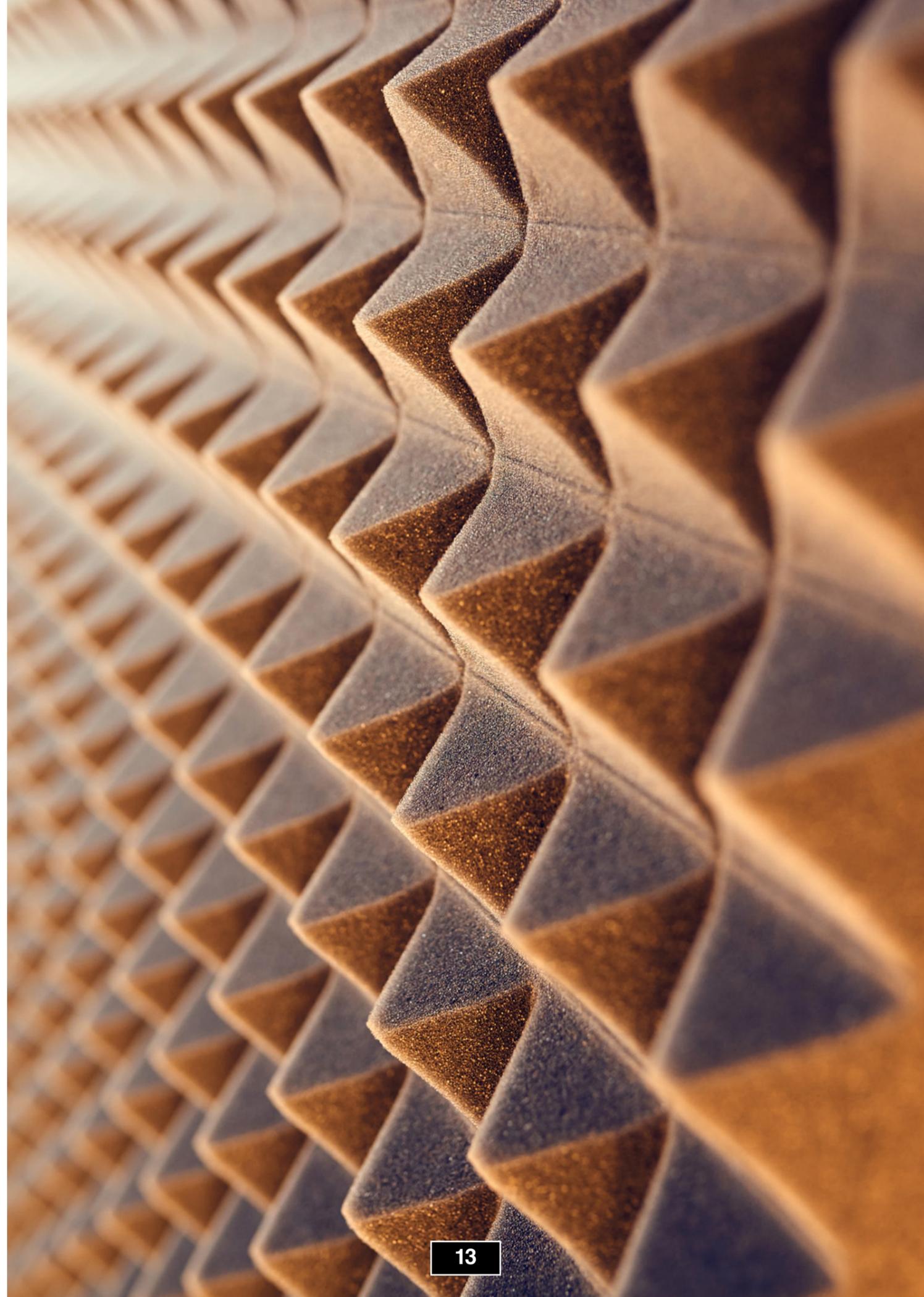
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We can build from the ground up. Our team includes industry leading structural engineers and construction experts to ensure the footprint of the studios is designed to get the very most out of the space for its intended purpose.

This includes; fabrication design drawings, site assessments, steel manufacture & supply, strengthened & floating floors for acoustic isolation, floating rooms, soundproofing, rubber roof solutions for optimal acoustic dampening and much more.

We also offer gallery construction with bespoke vision panels, custom manufactured desks and MCR/CAR supporting services.

**Sound proofing.** All construction in our studio builds is centered around acoustic isolation, soundproofing and acoustic design. Our custom soundproofing uses industry-leading techniques to supply and install studios with testable performance in acoustics.





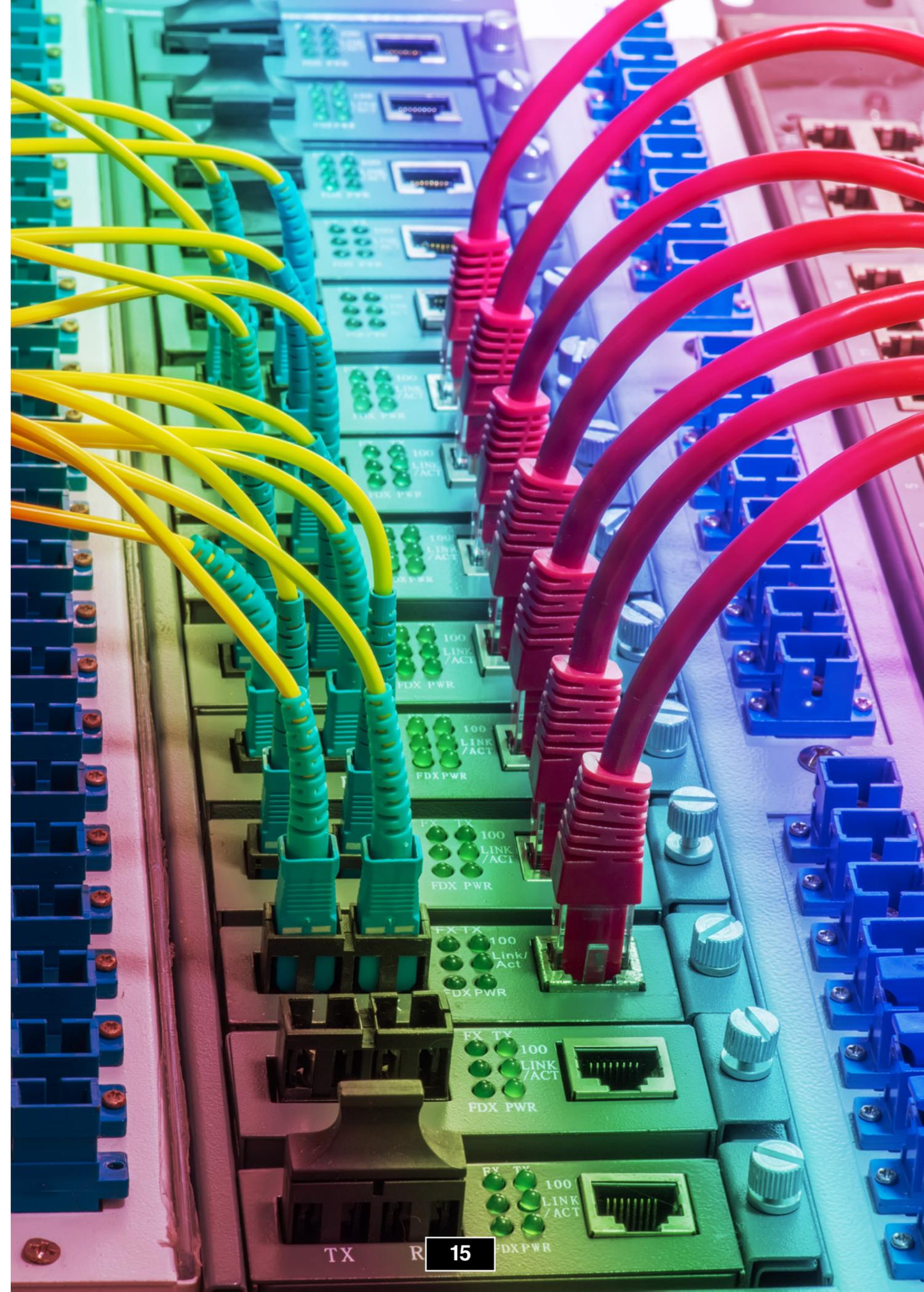
## SYSTEMS INTEGRATION

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When it comes to systems integration we design, supply and install complex broadcast systems offering full flexibility in your production and gallery. These range from broadcast-style infinity studios that utilise chroma key technology to automated robotic camera solutions.

We can install powerful routers offering industry leading production capability and live mixing that can be coded with camera cutting presets to touch screen interfaces. This allows powerful studios to be operated with minimum training and expertise, ideal for clients that operate 24/7 studios but require minimal operational staffing.

Whatever the scale, complexity or technology that may be required, we can provide the hardware and redundancy to ensure you are on-spec and on-air at all times.





## CHANNEL MANAGEMENT & STRATEGY

We are unique in not only being able to build a ground up studio solution for you, but we can help you run it too.

Curating content seasons, stripping and stacking the schedule to ensure your content reaches the widest possible audience and helping with a cross-platform media promo strategy.

We also offer 'op ex' advisory services, helping to plan programming, staffing and throughput.

Our experience in strategic content planning and channel management means we are expertly placed to help you with launching your own channel for broadcast, streaming or scheduled release.

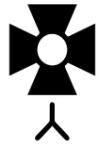


## LEGAL & COMPLIANCE

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We are experts in construction law and contracts, utilising JCT or custom contract solutions to ensure the warranty and guarantee of our works. This offers clients peace of mind that their studio solution is robust, future proof and scalable, whilst cutting through the jargon of these specialist documents.

We also advise on technical and editorial compliance, ensuring that your play-out is correctly monitored, stored and accessible for all regulators and broadcaster specifications.



## WHY A STUDIO?

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There are so many benefits to having your own studio on or off site. With the progression of live streaming and OTT platforms like YouTube, Netflix & Facebook, it has never been easier to reach your audience or customer base direct. Using encryption you can securely broadcast to your satellite offices around the world, host live lectures or showcase live gaming events.

24/7 access to your own facility means total control and maximised time to produce and deliver content. The economies of scale for a cap ex investment in a studio are provable for companies generating significant volumes of video content.

Video content is the big growth area in digital marketing. Having the ability to constantly create, produce and distribute content means you have total control to be at the forefront of driving video content strategy for your brand.



## SAMPLE STUDIO SOLUTIONS

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- Large scale, multi studio, multi purpose facilities
- Film & commercial sound stages
- Virtual studios
- Broadcast studios
- Infinity broadcast studios (chroma key/ blue or green screen)
- Automated robotic/ PTZ camera studio solutions
- Corporate live streaming studios
- University/Higher Education studios/booths for learning & teaching
- Supporting facilities (green rooms, make up, breakout spaces, security solutions, washrooms, catering capability & disabled access)

**ON AIR**



## YOUR TEAM



**GED CLEUGH**  
Projects Director

Ged worked for more than 15 years as an award-winning television director and producer. He is experienced in exec producing, channel management and compliance as well as commissioning content for playout. Ged oversees all of our studio build projects and has delivered custom studio solutions for clients on all scales.



**TOM GRIFFITHS**  
Project Manager

Tom is a qualified sound engineer with several years experience recording and mixing sound for film, TV and online. He brings a knowledge of acoustics and a broad technical background to the wide variety of challenges that each new studio brings.

## CONSULTATION & PARTNERSHIP

Croga is not only an industry leading broadcast studio provider, we are also part of a creative collective that includes two working production companies for commercials, film and television. As such, we have thirty filmmakers and decades of industry expertise in house. Unlike our competition, it means that we live and work in production on a daily basis, therefore our decision making when it comes to kit provision and advice, workflows and media management is borne out of first hand experience and practical insight.

What we have provisioned in our proposals is our best assumption in relation to some of the processes and requirements based on our experience.

Should you find the solution that we are offering doesn't work for your budget; there are additional works and/or concessions that can be introduced. We pride ourselves on working within our clients' budgets, and offer many innovative solutions to ensure custom solutions are on spec and on budget. Especially in the field of filmmaking, there are several solutions to any given problem, and these usually come at different price points.

THANK YOU  
FOR YOUR  
CONSIDERATION

We Build The  
**CLASSROOM**  
OF THE  
**FUTURE**

### Custom Studio Solutions

Croga Studio Builds is the industry leader in design, construction and integration of custom studio solutions for the education sector.

We offer a 360 service from the build itself to media strategy, production services and channel management.

### Get in Touch

No matter what the scale, from a simple room refit for live streaming to a high-end custom broadcast solution, please get in touch for more information.

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