**Preproduction Portfolio**

**Introduction**

In this document I will examine the pre-production procedures used by a moving image corporation in this article. A live podcast, popular films and TV shows could serve as instances of this, as will my attempt to investigate the various categories that this falls under.

1. **Finance**

Media professionals must prioritise finances above all else. Financial principles and practises serve as the cornerstone for the development, distribution, and sustainability of media content and organisations in today's quickly changing media world. Understanding the complexities of media finance is crucial whether you are a content creator, media management, or an aspiring professional in the sector. Let us examine how the financial sector influences media's capacity to innovate, flourish, and connect with consumers in this constantly evolving digital era.

* **Budget** – Budgeting is important as In media, budgeting is essential for effective resource allocation, cost control, project viability assessment, financial goal setting, financial accountability, decision-making facilitation, risk management, fostering internal communication, and investor and stakeholder confidence. It is crucial to the media industry's growth and preservation of financial health.
* **Funding: -** Funding is crucial in media because it keeps news outlets running and reporting. Without enough money, journalists can't investigate thoroughly or cover a variety of topics. It also helps media organizations survive economic ups and downs, adapt to new technology, and stay independent. In simple terms, funding ensures that the media can do its job: inform the public, hold power accountable, and provide entertainment and education.