

MAKING YOUR PROJECTS
SOUND AS GOOD AS THEY LOOK

ROI OF PROFESSIONAL NARRATORS

PRODUCTION BUDGET BREAKDOWN

1 hour of eLearning = 130 hours and
costs 20,000\$ in total



Average budget for Film, TV or Web
production is 4-6% of the total

4-6% of 20,000\$ = 800-1200\$
Narration Budget for 1 hour eLearning



PREPARATION TO FINISHED

Professional



Read rate 2:1
Edit & Mix rate 3:1
+ Peace of Mind & Speed
Hour Production Rate 5:1

Amateur



Read rate 5:1
+ Edit & Mix rate 8:1
- Time Away From Desk ??
Edit & Mix rate 14:1

Amateurs cost more and are less effective

Your ROI?

Little hard data on ROI of professional
eLearning Narration because of no
standard KPI's



Guidelines on how to measure effectiveness and success:

Behaviour change - Pro narrators understand how to pull
the story out of even the driest text. Emotions are integral
to learning

Getting your message across - Did your learner retain info?
Grades/completion rates

Positive feedback from client or students

Key Takeaway

"Poor sound can ruin an otherwise spectacular production."
- LA Film School

Refer to the eLearning Rate Guide on
www.kimhandysidesvoiceover.com