Production Mogul Turns a Client Brief Into a Priced Production Budget in Minutes

Built by a working director, the browser-based app prices crew and gear against real market rates, imports supplier quotes and takes edits by voice.



Cover of the Production Mogul explainer, How to Quote a Picture

TALLINN, ESTONIA, September 29, 2026 /EINPresswire.com/ -- Studio Supreme Films today launched Production Mogul, browser-based film production budgeting software that turns a client brief into a priced, client-ready quote in minutes. Producers paste in what the client sent, an email or a PDF, and get back a structured budget with departments, crew, gear and shoot days already laid out and priced at the going rate for the city they are shooting in.

> It knows what a crew costs in your city, pulls your suppliers' quotes straight in and adds your margin. I think it is the smartest production budgeting software in the world."
>
> *Olivier Hero Dressen*

Most production budgets are still built in spreadsheets, or in expensive tools designed for the way productions ran twenty years ago. Production Mogul was built by Olivier Hero Dressen, an award-winning director and executive producer with more than twenty years in commercials, music videos and film, a three-time Stage 32 winner whose clients include Nike, Porsche and Coach. It is the tool his own studio uses to bid brand films across seven markets.

"I think it is the smartest production budgeting software in the world," said Dressen. "You talk to it. It knows what a crew costs in your city and what the market median is. It pulls your suppliers' quotes straight in and adds your margin on top. I was spending my nights fighting a spreadsheet instead of thinking about the film, so I built the tool I actually wanted to use."

What Production Mogul does:

Brief to budget. Paste a client email or PDF brief and it builds the full budget, priced. If the brief already carries its own priced lines, they come in exactly as written.

Talk to the quote. Change the budget in plain language or by voice: "set contingency to 5," "remove the kit section," "add the 30% deposit terms." The AI only touches what is named. If a change strays outside the request, it is rejected and nothing is applied. Screen credit, kill fee and payment terms can be locked so they are never quietly rewritten.

Know if the price is right. Every rate is shown against the market median, seeded from published rate cards for London (APA 2026), Los Angeles, New York, Paris, Dubai, Cape Town and Bangkok: 229 roles, each traceable to its source. The benchmarks refine as producers contribute anonymised quotes.



Chapter 1 of the Production Mogul explainer: Brief to Budget



Chapter 5 of the Production Mogul explainer: Runs Anywhere

Import supplier quotes. Drop in a rental house or vendor quote as a PDF, Excel or CSV file and the lines are matched into the open budget, with the producer's margin applied on top.

Any city, any currency. Move a production to another market and every rate adjusts, with live exchange rates.

Built the way productions are really billed. AICP bid form, above and below the line, fringes for union and non-union crews including French and Belgian social charges, pass-through costs billed at cost and kept out of the fee, and the shooting schedule in the same document.

Protection built in. Presets for a three-part payment schedule, a cancellation ladder, usage rights and a cap on revision rounds, the conditions experienced producers put on every job.

Send it. One click to a PDF with the studio's logo, colours and terms, plus an XLSX for finance. Margins, costs and benchmarks never print on the client version.

Private by design. It runs in the browser with no install and no account. Nothing is uploaded; quotes stay on the user's machine. It also works on a phone.

Production Mogul is free to use in the browser, with no signup and no card. Exporting unlocks at $19 a month. The full walkthrough, How to Quote a Picture, is on YouTube.

About Studio Supreme Films
Studio Supreme Films is a production company founded in 2013 by director Olivier Hero Dressen, producing commercials, brand films and narrative work across Europe and Asia. It is the publisher of Production Mogul.

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