



VIDEO STANDARDS 2019

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PRINCIPLES

AUDIENCE RETENTION

The length of audience retention on digital channels is low. It is important to capture the viewer's attention within the first 3–5 seconds, and 'front-load' your key message.

The following are our recommended lengths per channel:

Channel	Max Length	Optimum Length
Facebook	45 Minutes	Under 2 minutes
Twitter*	2 Minutes 20 Seconds	Under 2 minutes
Instagram	60 Seconds	Under 60 Seconds
Instagram Stories	15 Seconds	Under 15 Seconds
Snapchat	10 Seconds	Under 10 Seconds

(*note Twitter has a maximum file size of 512MB)

COPYRIGHT

Produce original content – do not be tempted to take music, images or video from YouTube or elsewhere (unless that is the point). Stock websites exist where you can purchase the above for a reasonable price (e.g. <https://audiojungle.net>).

If in doubt, seek advice from Legal.

IMAGE / AUDIO CAPTURE

Imagery should be captured on professional level cameras (Video/Film or DSLR) and the "rushes" (raw footage) archived for a minimum period of 4 years.

Every camera is different: choose the highest quality and lowest level of compression possible. (DNG / RAW / ProRes 4:2:2 / DNXHD if possible, failing that H.264/MPEG-4)

If sound is captured on an external device (as opposed to in-camera), ensure these files are kept alongside the video footage, to be linked / edited later.

EDITING WORKFLOW

Industry standard editing applications only (Adobe Premiere Pro / After Effects / Avid) will produce a small project file that can be emailed from one person to another, accompanied by original uncompressed footage.

It's imperative that footage is not exported and re-imported multiple times, as each round of encoding/decoding results in loss of image and sound quality and colour information. If in doubt, go back to the original footage.



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COMPRESSION STANDARDS

When exporting video for a specific purpose, adhere exactly to the standards for the platform your video will be used for: this will avoid further transcoding and loss of quality in audio and video. The following ideal settings should be used for Vimeo / Facebook / YouTube:

- Aspect Ratio: 16:9
- 4K Video: 3840 X 2160 pixels (bitrate 30-60 Mbps)
- Full HD: 1920 x 1080 pixels (bitrate 10-20 Mbps)
- Codec/Format: H.264 - MPEG-4
- Frame Rate: 25-50 fps
- Audio Format: AAC 48000 Hz, Stereo

ASPECT RATIOS:

The most commonly used aspect ratio for most TV screens is 16:9, which is the default we would recommend to shoot and edit video in.



2.39:1

16:9

4:3

1.85:1

Some platforms benefit from other sizes. For instance, Instagram supports square video, and it's common to see a video in Portrait on Facebook. Outdoor displays can be any size.

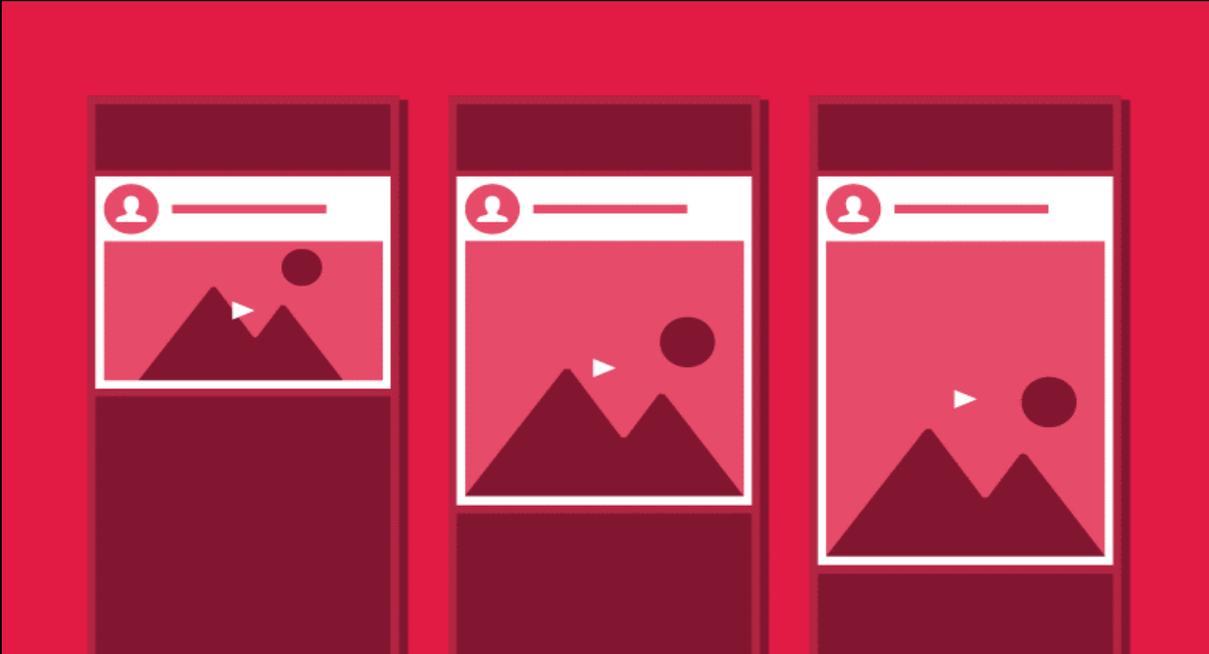
Facebook: 16:9 or 9:16 at 1280 x 720

Instagram and Twitter: 1:1 or 16:9



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SOCIAL AD SPECS

Each social network is different, but on many platforms there is an option to create short, ad or “teaser” content that will drive a call to action (CTA) such as a click to website, or longer video watch.

Skippable Video Ad: This ad type is generally found on YouTube is played before, during or after the content and becomes skippable after 5 seconds.

Non-Skippable Video Ad: This ad type is commonly played on YouTube before the content and users must watch full 15 seconds.

Bumper Video Ads: This ad type is played before the content. It’s a small 6-second video ad that cannot be skipped.

FUTURE PROOFING VIDEO CONTENT

i. LOGOS / TITLES: These must comply with Corporate guidelines for font, colour, opacity etc. If logos or text/titles are used, then a “clean” version should also be produced so that major and minor changes can be made in future, for instance changing job title / logos in future.

ii. MUSIC / SOUND: Keep original music separately, to allow editing in future. If music is used during sound (wildtrack) or voice, it’s important to produce a second “clean” version without music so that major and minor changes can be made in future, for instance changing music or deleting scenes / sentences seamlessly.



VIDEO CONTENT

iii. MENTIONS: It's important to consider the longevity of a message when producing video. If this is a news piece, then it has a certain shelf life, and time is of the essence, but if this is a corporate piece you may wish to consider:

- Dates: mentioning or displaying a certain date will mean the video will date quickly.
- Logos: If logos are used, ensure they can be easily substituted if a re-brand occurs (see above note i). Do not place any logos over faces or key parts of the content.
- Names of people: Staff leave and change job titles: if their role or name isn't essential to the piece, consider leaving it out, or produce on a solid background to allow for easy substitution
- Seasons: Be aware of seasonal variations in clothing and locations:
Weather: Snow outside?
Clothing: Ensure these are relatively seasonless – avoid coats, shorts etc?
Backdrop: Does your filming location contain festive items: decorations, Christmas Trees etc?

iv. MESSAGING: If an interview contains any specifics about a product, consider filming variations on an interview, to ensure that if the product changes / is upgraded, the you're not stuck with a very specific sentence, for instance.

GETTING MORE FROM YOUR CONTENT

METADATA

Metadata is the information YouTube uses to understand what your video is about. The metadata makes up the Title, Description and Tags of your video. These are the easiest and most important things you can do to optimize your video and make it discoverable through search/ suggested content.

TITLES

- Your Title should accurately reflect the video's content and be attention grabbing at the same time.
- A good Title is likely to focus on the subject of the video rather than the speaker. Keep the Title to no more than 60 characters. This will ensure it doesn't get cut off on mobile devices while staying concise and catchy.
- A well structured, relevant Title should provide the viewer with the answer to their search.
- Identify important keywords and who you are targeting



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DESCRIPTION

The Description of the video is a very important factor in optimisation. Here you can tell the viewer what the video is about in depth and include relevant links. Just like the Title, the Description uses keywords to help YouTube and other channels understand what your video is about.

TAGS

Tags should also be reflective of the title and description. Your tags should reiterate the script and content of your video. This helps the algorithm confirm that your video is what it says it's about.

SUBTITLES / CAPTIONS

You should prepare subtitles differently depending on where your content will be placed:

- If the video will be used in a single language, on a website, Facebook or Twitter then “open subtitles” should be used – these are directly added to the video (permanent: cannot be switched off by the viewer). As a rule, captions should be centred and anchored to the bottom of the screen, however you may also wish to “paraphrase” what is being said rather than translate verbatim.
- If the video will be deployed on YouTube, you can upload or use the inbuilt captioning software to generate closed captions. These could also be programmed in different languages.

Thank you for your business, we look forward to working with you!

The AWOL Team



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