



Beef Shorthorn Society Sale Mini-site Video Guidelines

The video will form an instant impression in any buyer's mind. A good video should illustrate elements such as locomotion, good colouring and animal welfare.

Preparing your video

- Videos should be approximately 30 seconds in length
- The animal must be clean and well presented
- Ensure a neutral background is used
- Ensure background noise is kept to a minimum
- Film the video in bright light conditions
- Always try to keep the whole animal in shot
- Most music is copyright protected. Do not add music to videos unless you have paid for the copyright to use it.

Submitting your video

Please ensure each video file is named as the Animals name.

Videos should be emailed to ellie@beefshorthorn.org with the sale name and animal name in the title of the email.

Some video files may be too big to email so please use file transfer sites like www.wetransfer.com or www.dropbox.com. WhatsApp is also possible as long as Ellie is notified in advance that files are going to be sent this way.

Videos should be .MPEG or .MOV format

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