

Instructions and Guidelines for Video Submissions

To ensure your content meets our quality, please follow the guidelines below:

1. Front and End Slates

- **Prohibited:** No front or end slate, and no branded lower thirds should be included in the video.

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2. Music Licensing

- **Royalty-Free Music Only:** Ensure that all music used in the video is royalty-free. We do not accept videos with copyrighted music.

3. Video Quality

- **Clarity and Stability:** Your video must not be blurry or shaky. It should have a stable image, with clear visual details.

4. Video Format

- **Accepted Formats:** Videos must be submitted in the following formats:
 - **Resolution:** 4K or HD (1920x1080 or 1080x1920)
 - **File Types:** MP4 or MOV

5. Audio Quality

- **Clear Audio:** The audio should be crisp and clear. If possible, use a directional microphone to ensure high-quality sound capture.

6. Lighting and Image Clarity

- **Well-Lit Image:** Ensure the video is well-lit, with no dark or overexposed areas. The image should be visually clear and sharp.

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7. Video Length and Format

- **Duration:** Videos should be between 30- 90 seconds in duration.
- **Orientation:** Videos can be either vertical or horizontal.
- **Content:** It can be a raw (one-take) clip or an edited segment.

8. Editorial Content

- **Value to Audience:** The video must provide a story of interest or value to the audience, such as trends, news, how-to, tutorials, etc. (No Advertising).

9. SEO Metadata

- **SEO Requirements:** Each video must be accompanied by the following Meta information:
 - **Title**
 - **Video Description**
 - **Keywords**

10. Editing and Music

Our services, such as video editing and adding music to your submitted clips, are available for an additional fee.

We reserve the right to refuse any submission that does not meet the guidelines.

Should your video be rejected, you will not be charged.

**Questions Press@ADDY.media
Cell: 917 434-4821**

**To upload your videos, you can use these services:
WhatsApp send to 1917 434-4821**

**Send downloadable link to press@ADDY.media via
WeTransfer
Google Drive
Dropbox
Instagram**