



## **Factsheet Videoproduction Speakers' Corner Slot**

If you are interested in a Speakers' Corner Slot, **please take note of the following information for your recordings** to ensure that the quality of your video slot for SMM Digital is in the correct streaming format:

**\*\*Please note that we need a ready-to-broad-cast, maximum 10-minute video from you\*\***

### **1.) Choose a proper background**

- The background should be appropriate and rather plain
- You might want to record your video in front of your company premises, in front of a neutrally coloured wall or in a studio.
- Please avoid private home style ambience (e.g. do not sit in your living room in front of a bookshelf library)

### **2.) Choose the right clothing**

- Avoid clothes that are extremely colourful, checked, plaid or narrow striped

### **3.) Chose a proper sound surrounding**

- Make sure that you are not disturbed by ambient noise while being on stream / live

### **4.) Choose the right lighting**

- Make sure, the recording area is lit properly
- Avoid strong contrasts: the surrounding should not be too bright and also not too dark
- Avoid direct natural light and reflections

### **5.) Choose the right equipment**

- Use professional equipment for the recording or ask a profesional AV company to support you.
- If you need help or any recommendation, please ask the SMM Team. We are more than happy to be of further assistance.

### **6.) Choose the right video format**

- Ratio 16:9
- Codec prores h264
- HD min 1980 x 1080 resolution
- 30frames
- mp4
- bitrate 4500 or higher

**Please note that we only accept a video contribution in the specified format by the above deadline and in compliance with the technical requirements of the provided factsheet.**

The video file must be uploaded to a HMC platform by **January 19th at the latest.**

**\*\*Further details on uploading the file will follow only after registration. \*\***

**You can find the link to register for a Speakers' Corner Slot on the website**

If the video is not made available in the specified format and by the specified deadline to the project team in time, HMC reserves the right to assign the space to someone else.