



VIRTUAL INSPECTION VIDEOS CTHS Standards & Recommendations

Virtual inspection videos are now an integral part of promoting your sales yearlings. The CTHS will endeavour to assist you in making this as simple a process as possible by simply following the standards and recommendations below.

Options for Producing Videos

1. Using CTHS Preferred Provider

Jennifer Anstey is our preferred provider. They will film and produce the virtual inspection videos adhering to all requirements and standardization at the following fees per session:

1 yearling: \$175

2-5 yearlings: \$150/horse

6+ yearlings: \$125/horse

* No mileage charged

2. Using an Outside Provider or Producing Your Own

The video requirements listed below must be strictly adhered to otherwise we will be unable to post them.

Please contact the CTHS office before Aug 23rd to receive a customized lower third that must be included in your video with the Hip #, sex, Sire/Dam then Consigned by: Sales Agent, Agent.

Videos will be posted on our Catalogue Page on August 23rd.

Video Requirements

1. **Duration** – 60 seconds
2. **Method of filming** – Cameras or Smart Phones
3. **Format** - for Cameras use 1920 x 1080 Prores Quicktime file or 1920 x 1080 MP4 (35 – 40 mb) – for Smart Phones use 1080p 30 fps (frames per second).
4. **Shot sequence**
 1. Profile conformation shot
 2. Left to Right side walking shot
 3. Right to Left side walking shot
 4. Head on walking away shot
 5. Head on walking towards shot

When shooting the side walking shots we suggest the path be approximately 40 feet and the camera be 20 feet away and preferably not in the grass

Video Submission

Videos will need to be uploaded to YouTube and should be named by the HIP number. Consignors are to provide that YouTube link to the CTHS by August 23rd.

Videos will be posted on our Catalogue Page on August 23rd.

List of Providers in Ontario:

Jennifer Anstey

CanadianThoroughbred.com

(416)-318-2154

janstey@horse-canada.com

VIDEO EXAMPLE:



CUJO Entertainment

Live Video Production Specialists

Phone: 226-780-0996

curtis@cujoentertainment.com

www.cujoentertainment.com

Producers Post

Video Production Services

Craig Davis

Cell: 519-871-7016

craig@producerspost.com

Youtube Channel Link – <https://www.youtube.com/user/prodpost>

Link to CBA information for US providers:

www.consignorsandbreeders.com/Domains/www.consignorsandbreeders.com/CMSFiles/yearling-sale-video-inspection-information/