



As a VEVO Partner, we wanted to take the time to inform you of our policies with respect to video. These policies may have an impact on the way you've typically worked with YouTube in the past. We are happy to allay any concerns you might have with any of these policies and explain the rationale behind each decision.

The following are VEVO's procedures with respect to **Video Content Delivery & VEVO.com**:

- VEVO will act as the distribution platform for all of your **Official music videos** and other **premium** content on both YouTube and VEVO.com
  - Official Music Videos should not contain:
    - Chyrons (Scrolling or Still)
    - Beginning/End Slates (Unless approved by VEVO)
    - Countdown Clocks
    - Album/Single In-Store Dates
    - External links, including:
      - Facebook
      - MySpace
      - Twitter
      - Official/Unofficial Band Pages
      - iTunes/Amazon
      - any eCommerce partner
  - NOTE: VEVO will accept pseudo videos for highly anticipated new singles on a case-by-case basis.
    - Pseudo videos:
      - Should have the word "(Audio)" following the title if only audio is playing against a still image(s)
      - Should have the word "(Audio + Lyrics)" OR "(Official Lyric Video)" following the title if audio and moving lyrics are displayed
      - Should be removed upon delivery of the official music video
      - Should not contain links to:
        - Facebook
        - MySpace
        - Twitter
        - Official/Unofficial Band Pages
        - iTunes/Amazon
        - any eCommerce partner

- VEVO will amend titles if need be
  - **Premium** content is defined as any piece of video content cleared for commercial use (has an ISRC). Simply put, "premium" video provides value to fans and is engaging, intimate, or shows the artist's personality or story.
    - Professionally produced video content only:
      - 720p or 1080p HD
      - Compelling interview or behind the scenes footage
      - TV/Film production value
    - This does not include:
      - Raw, unedited webcam footage
      - Raw, unedited FlipCam or iPhone camera footage (even if it's HD)
      - Improperly lit video footage
      - Improperly mic'd video footage
      - User generated content
- There will only be **one version** deemed the “official” copy of each music video. All “official” music videos can be located on all areas of VEVO.com (browse, search, playlist, channel and artist profile pages).
- VEVO will create an artist profile for every artist with a video licensed to VEVO (whether they are catalog or new releases).
- VEVO will not accept **multiple versions of the same video** (same ISRC) for use across different channels on YouTube
  - If you want a video to appear on multiple channels across YouTube, VEVO recommends that you “playlist” or “favorite” that video into the channel of your choice (***please see supplemental guide on Favoriting Videos***)

***The rationale behind this is that allowing multiple copies of the same video across different YouTube channels causes a splitting of its audience and creates two or more less popular videos in search. It is better for there to be one official copy on YouTube so that view counts aren't split. By splitting view counts, you disadvantage a video in YouTube search and potentially lose revenue.***

- **Embedding, commenting, rating and mobile** settings on all videos will always be set to “**Allow**” for VEVO.com and YouTube; regardless of their previous settings. We understand there may be cultural reasons why certain features should not be available so please raise any concerns with the Content and Programming team.

- The type of ads served against embedded videos depends on the location of the embed:
  - YouTube embeds – AdSense only
  - Brightcove embeds – VEVO ID bumpers
  - Facebook embeds – Run of Network
  
- Buy links on VEVO.com will be to the song at **iTunes and Amazon**:
  - Only buy links to the song (the audio AAC single at iTunes or the audio MP3 at Amazon) will be available; however for iTunes, if no match is found the user will be directed to the Artist's page
  
- **No attached promotions within the video itself:** VEVO will not accept any videos that contain promotional ads (no pre, mid, or post roll, bumpers, end cards, bugs/ chyrons or lower third overlays). Only traditional Product Placements within the videos itself will be accepted.
  
- Video containing “**explicit**” content should be brought to the attention of the Label Relations and/or Content and Programming team. Since VEVO is acting as your delivery service to YouTube, these videos will still be delivered and displayed on YouTube, however VEVO may choose to add a disclaimer prior to the video on VEVO.com. Generally, they will be flagged as “explicit” in both environments and it is likely that ads will not be served against them. YouTube in their own discretion may decide to age-gate or remove the video entirely if it violates their content standards ([http://www.youtube.com/t/community\\_guidelines](http://www.youtube.com/t/community_guidelines)).
  
- Generally, VEVO will not accept **long-form** (over 10 minutes) content. Currently, YouTube prefers to keep a strict limit on the number of pieces of content they run over 10 minutes. A limited number of exceptions can be made. If you have content over 10 minutes in length that you'd strongly like to see on site, please speak to either VEVO's Label Relations team or Content and Programming team.
  
- VEVO requires that all Content Providers who license to VEVO deliver their premium music video source files at the following specification (some exceptions can be made):
  - HD Videos
    - Video
      - Compression Type: H.264
      - File Format: .mov or .mp4
      - Dimensions: 1920x1080 (preferred) or 1280x720
      - Frame Rate: Native (No less than 23.98)
      - Quality: High (QT)
      - Bit Rate: Unrestricted (Minimum 7500 kb/s, if necessary)
      - File must be de-Interlaced (Please, No Interlacing)
      - Multi-pass encoding is preferred, Single-pass encoding isn't

- Please export all encodes using Compressor or Quicktime. We cannot support editing program artifacts such as “edit lists” or “zero offsets” embedded in the files.
    - Do not use frame re-ordering in your encoding settings
    - Do not include front or end slates, title or end cards, etc.
  - Audio
    - Format: AAC
    - Channels: Stereo (L R)
    - Sample Rate: 44.100 kHz
    - Bit Rate: 320 kbps CBR
- SD Videos
  - Video
    - Compression Type: H.264
    - File Format: .mov or .mp4
    - Dimensions: 640x480 (4:3) or 854x480 (16:9)
    - 480p is our MINIMUM spec. Please do not deliver videos in 360p or lower.
    - Please don’t encode widescreen videos so that they are letterboxed on a 4:3 frame. If that’s all you have, we’ll take it, but if you can re-encode the footage in HD (preferred) or SD 16:9, we would really appreciate it.
    - Frame Rate: Native (No less than 23.98 though)
    - Quality: High (QT)
    - Bit Rate: Unrestricted (Minimum 7500 kb/s, if necessary)
    - File must be de-Interlaced (Please, No Interlacing)
    - Multi-pass encoding is preferred, Single-pass encoding isn’t.
    - Please export all encodes using Compressor or Quicktime. We cannot support editing program artifacts such as “edit lists” or “zero offsets” embedded in the files.
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### **Video Thumbnails**

- In order for images to display properly across the VEVO platform, please deliver 16:9 thumbnails/VICs .

### Territory Specific Release Dates

- Currently, territory specific release dates are managed manually within the VEVO CMS. For example, if your video is launching first in the UK, you would only specify the UK in the territorial policies section. If the video will launch in 5 other countries the next week, you would simply add those 5 countries on the day the video should be available and republish the video.

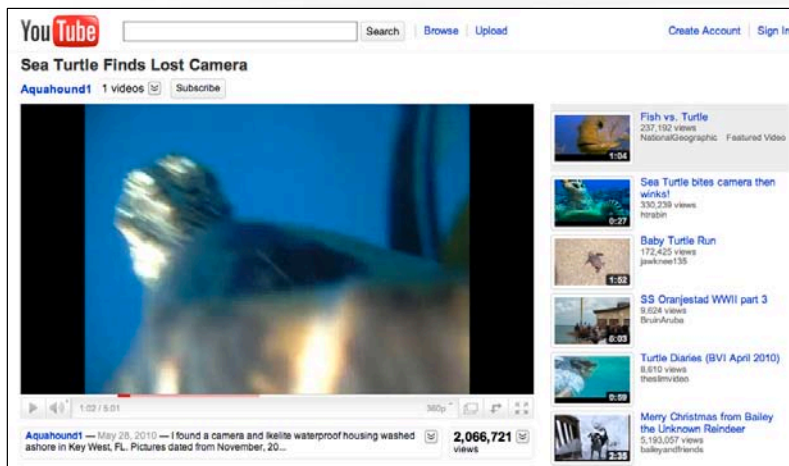
### Syndication Premieres at Brightcove

- Syndication premieres are managed manually. Please reach out to Simon Kellman ([simon.kellman@vevo.com](mailto:simon.kellman@vevo.com)) for assistance.

## VEVO at YouTube

Now that VEVO is your delivery platform to YouTube for all of your premium content, you will notice some changes to the pages that your videos live on at YouTube. For instance, every “watch page” a music video licensed to VEVO lives on, will now playback on a “VEVO Branded Watch Page”. Every artist (catalog and new releases) will have their own “artist name VEVO” channel on YouTube.

### ► NORMAL YOUTUBE PAGE



## ► VEVO WATCH PAGE

The screenshot shows a YouTube video player for Alicia Keys' "Un-thinkable (I'm Ready)". The video is from the channel "aliciakeysVEVO" and has 26 videos. A playlist titled "World Cup Kickoff Concert" is overlaid on the right side of the player. The playlist contains six videos:

Artist - Song	Views	Channel	Progress
Alicia Keys - Un-thinkable	3,246,149	aliciakeysVEVO	1 of 6
Shakira - Waka Waka (This Time for the Winner)	22,320,993	shakiravevo	2 of 6
Black Eyed Peas - Imma Be	18,716,749	BlackEyedPeasVEVO	3 of 6
John Legend - Everybody	1,027,825	johnlegendVEVO	4 of 6
KNAAN - Wavin' Flag ft. ...	2,408,170	KnaanVEVO	5 of 6
Angélique Kidjo - Gimme	251,258	angeliquekidjo	6 of 6

Below the video player, there is a banner for the "2010 FIFA WORLD CUP KICK OFF CONCERT" with a "WATCH NOW" button. The bottom of the page features the text "MUSIC EVOLUTION REVOLUTION | VEVO".

## ► EFFECTIVE PROGRAMMING

This screenshot is identical to the one above, but with a green border highlighting the "World Cup Kickoff Concert" playlist and the video player area. The playlist and video player are the same as described in the previous block. The bottom of the page features the text "MUSIC EVOLUTION REVOLUTION | VEVO".

There are also many benefits to the VEVO changes at YouTube. There will no longer be **user uploaded copies** of your music videos on YouTube. There will also no longer be **duplicate "official" copies** of your videos. Each videos' view counts should naturally increase and be boosted in YouTube **search ranking**. Every video (with an ISRC that is cleared for commercial use) will now have the ability to be **monetized** at a **premium rate**.

Please note:

- VEVO will create and operate **all** VEVO channels at YouTube (i.e. all the channels that your music videos are delivered to). VEVO will work with every company's designated content administrator to create new delivery channels for all VEVO content at YouTube. Branding and updates to these channels will be managed by the VEVO Content & Programming team.
- As a content provider you have the option of putting into effect a **"Match, Block, Takedown"** policy at YouTube. This policy is established directly with YouTube and VEVO is not involved. However, we can assist you with identifying your appropriate YouTube representative.
  - For every video not delivered to YouTube by VEVO that meets or exceeds a **particular percentage threshold designated by the content provider** to its **audiovisual reference file**, that file will be removed in some way:
    - This policy is **retroactive** so it will apply to all music videos that are already on Youtube
    - Links to these videos will no **longer appear in search**
    - Links to these videos will still appear in the original channels. However, if you try to play back these videos you will receive a standard YouTube error message stating the video has been removed.
- As a VEVO Content Provider, you also have the option to migrate existing channels under VEVO. This will allow all view counts, subscriptions and comments to be maintained. However, once a channel is migrated under VEVO, VEVO will assume control of the channel.
- If you choose to continue to operate a label or artist channel outside of VEVO, there is a process in place that will allow you to continue to display official music videos. You will be able to **"playlist"** or **"favorite"** in your official videos to your non-VEVO channel (***please see supplemental guide on Favoriting Videos***).
- Artists can continue to load AGV (artist generated videos) into their non-VEVO channels.
- View counts on VEVO.com watch pages are an aggregate across the VEVO platform including YouTube, VEVO.com and syndication. However, view counts on VEVO@YouTube watch pages represent YouTube views only, so a discrepancy should be expected.
  - Syndication view counts are received once per day
  - All others are received every 6 hours
- In terms of the audio encoding bit rates, YouTube currently uses 96kbps for any video below 480p and 128kbps for the higher resolutions.
- The language setting of a YouTube consumer will determine which Watch Page a YouTube User will see:

- YouTube will identify the language setting of the YouTube user who selects a VEVO video for playback and will determine if it is a territory that VEVO has launched in. If it is, YouTube will present the fully branded VEVO/YouTube Watch Page complete with custom VEVO buttons designed to drive traffic to VEVO.com. If it is not, YouTube will present an alternate Watch Page without the extended VEVO branding.
- If an international user on YouTube (in a territory where VEVO hasn't launched) clicks on traffic drivers to VEVO.com, they will be redirected to [comingsoon@vevo.com](mailto:comingsoon@vevo.com).

## **Other VEVO Policies**

### **Access to the VEVO CMS**

- All access requests should be sent via email
- Please provide a list of Repertoire Owners (Labels)
- Please provide the following for each person requiring access to the VEVO CMS:
  - First Name
  - Last Name
  - Email address
  - Specify a Role
    - Content Provider
      - User has access to all Repertoire Owners in the system
    - Repertoire Owner
      - Please list the Repertoire Owners to which the user has access

### **Inline Replacement of Video Assets**

- Because this is a manually intensive process, VEVO's policy regarding inline replacement is as follows:
  - The video must have over 500k views
  - VEVO must deem the increase in quality to be significant enough to warrant the manual work to generate the XML
  - Inline replacement requests will have no deadlines – they will be the lowest priority requests for the VEVO Ingestion Support team and be completed when time allows

### **Requesting YouTubeVEVO channels**

- Content Providers should submit new channel requests to [channelrequest@vevo.com](mailto:channelrequest@vevo.com)
- Each request must include the following:
  - Artist Name
  - Requested YT VEVO Channel Name - must be equal to or less than 20 characters, including the VEVO suffix, using Letters A-Z and/or Numbers 0-9.
    - For example, JohnMayerVEVO
  - Requested Due Date
  - Artist Image
    - Must be hi-resolution and able to be cropped to fit 300x250 (VEVO.com Artist Profile page) & 800x800 (YouTubeVEVO channel).
- Content Providers also have the option to include the following information:



- Artist's Country (YouTubeVEVO channel)
  - Please spell out the full name, no abbreviations as to avoid confusion.
- Official Artist Website
- Artist's Facebook
- Artist's Twitter Account
- iTunes Purchase Page
- If the channel name requested is not available, VEVO will attempt to reclaim it. This process can take up to 5 business days, so your patience is appreciated.
- Once a YouTube Channel Name has been created, it cannot be changed unless the artist/label is willing to redeliver the videos sitting in the channel which means relinquishing the view counts.

### **YouTube Channel Migration Process**

- If you are interested in migrating an existing YouTube channel under VEVO, please email your request. We've provided a high-level overview of the steps required below:
  - The content provider will supply the following metadata for each video in each channel prior to the channel being moved under VEVO:
    - Video ISRC
    - Video Title
    - Audio ISRC (to generate buy links)
    - Artist(s)
    - Featured Artist – if applicable
    - Genre
    - Rep Owner (Label)
    - Copyright Line
    - Copyright Year
    - Territorial policy
    - YouTube ID
    - YouTube channel name
    - Start Date
  - VEVO will import the metadata into its Ingestion system
  - Content Provider will review imported metadata for accuracy
  - VEVO will work with YouTube to move the channel under the VEVO Content Owner
  - VEVO will send updates (no data is being changed) for each video (this will allow VEVO to target ads against the new content)
  - Content Provider will provide a list of artists with the requested ArtistNameVEVO channel name for each (e.g., "TheNationalVEVO")
  - VEVO will create ArtistNameVEVO channels based on list and advise Content Provider of any issues (channel needs to be reclaimed, channel character length is too long, etc.)
  - VEVO will favorite videos from existing channels into ArtistNameVEVO channels
  - Content Provider will deliver new releases to ArtistNameVEVO channels and VEVO will favorite into existing channels
  - Content Provider should supply the source videos. When shipping content to VEVO, please ensure the following rules are met:
    - 1) External USB 2.0 harddrives only. No external NAS or Firewire drives, please.
    - 2) Drives must be formatted as FAT32. VEVO does not have Apple computers to read journaled filesystems. Most harddrives off the shelves are formatted as FAT32. Apple will attempt to convince you to format as a Mac OS Extended

filesystem - you should decline this request if loading the harddrive using a Mac. The default FAT32 will work perfectly.

- 3) All cables (power and USB) must accompany the drive.
- 4) Filenames should map to an asset. Our recommendation is to name the video files after the ISRC. (ex: GB1411100077.mov). The same should hold true for images/jpegs that accompany the asset. (ex: GB1411100077.jpg).
- 5) Video files should strictly adhere to VEVO's encoding specifications.
- 6) A CSV file should accompany all drive shipments and include required metadata (referenced above)

### **Delivery Issues**

- VEVO has a fully staffed Ingestion Support team monitoring video delivery. Should you experience issues delivering your content, please email [IngestionSupport@vevo.com](mailto:IngestionSupport@vevo.com) and one of our team members will respond promptly.

### **Content Issues**

- Please direct any content related requests/issues to [content@vevo.com](mailto:content@vevo.com). Examples include:
  - Thumbnail Updates on VEVO.com/YouTube (Images should be delivered at 72dpi, minimum, in a 16x9 aspect ratio)
  - Director/Producer Credits on VEVO.com
  - Changes to the Primary/Featured Artists (i.e. spelling, additions, removals)
  - Changes to the Video Title on VEVO.com/YouTube
  - Updates to Artist Profiles on VEVO.com (Avatar image, buy links, Official Website/Facebook URLs, Twitter feed)
  - Updates to YouTube channel page (Avatar image, Website URL, Country)
  - Disabling comments on YouTube (channel and individual videos)
  - Updating the default video on YouTube channel

### **VEVO Programming Opportunities**

- Label Relations Representatives
  - Designated members of the VEVO label relations team will be assigned to respective label accounts within the territory
  - Each VEVO label relations rep will conduct weekly calls/meetings with their respective label accounts
  - During these meetings, labels should pitch VEVO on the following opportunities for promotional/marketing considerations:
    - Video Premieres
    - Video Exclusives
    - Video Features
    - Original Content
    - Label Produced Original Content for Featuring
    - VEVO Office Artist Tapings / Visits
  - Each respective label rep will process requested premiere dates and artist booking request within internal programming meetings
  - Each respective label rep should provide a promotional slate that details all VEVO programming of label video asset within 48 hours of each submission
- The areas in which VEVO is able to program a video asset are outline below:

- VEVO.com
  - The Homepage Carousel Unit of VEVO.com locally (generally will feature between 5 -7 pieces of content at any given time in rotation)
  - Promotional Badges: A smaller promotional unit located directly below the homepage carousel unit (features 2 pieces of content at any given time)
  - The remaining promotional space on the VEVO.com homepage (“What’s Hot”, “Videos You’ll Like”, “VEVO Originals”, “Featured”) are programmed in house by the VEVO editorial staff and are not available for pitches
- VEVO At YouTube
  - VEVO offers the following units on YouTube in the form of impression value on a daily basis for premiere/features/exclusives:
    - Custom skinning on YouTube watchpages that are located below the player and are programmed against other relevant artist’s videos
    - Placement in an editorial playlist on relevant artist’s watch pages located to the right of the video player
- VEVO Mobile
  - VEVO is currently available on the iPhone, iPad and Android devices. You can pitch for placement in the rotating carousel on each of these devices.

### **VEVO Original Content\*\***

- GoShows
  - An impromptu show with a Tier A artist at a location that holds meaning to that artist.
- Area Codes
  - A semi-biographical show that delves into the hometown of each respective artist.
- VEVO24s
  - A look into a full day in the life of an artist. One sheet attached.
- ASK:REPLY
  - Each artist answers questions direct from fans that are solicited through Facebook or Twitter. One sheet attached.
- Stylized
  - A show that takes a peek into any area of fashion as it applies to an artist. It can be anything from costume preparation for a show to a discussion about a fashion line an artist has created.
- Lift
  - VEVO’s signature emerging artist platform. 8 artists are selected per year for 8 week’s of constant content refresh editorial cycle. Strict requirements for artist access for entry.
- Tour Exposed
  - Showcases the behind the scenes of a major tour production.

*\*\*Please note, these programs will not necessarily be the exact program VEVO produces in each territory. They are meant to represent the types of programs that VEVO is currently producing in the US. \*\**

### **Local Programming**

- VEVO has a full selection of global music videos and will be programming VEVO.com for each territory so as to present the most relevant videos to the local consumer.

## Advertising

- Ad Policy
  - Across our video content:
    - VEVO's online ad products are: pre-rolls, in-video overlays (both have synched companion display units), and stand alone display units.
    - We have user experience in place that controls when users can receive pre-rolls.
    - On VEVO.com and YouTube.com a user can receive a pre-roll every 7 minutes of wall clock time.
    - Once they receive a pre-roll, if their next view is within 7 minutes it can be an in-video overlay or stand alone display ad unit.
    - On Syndication partners, a pre-roll is served every other video watched, in between can be an overlay or display ad.
    - These UEX's and products can be changed at any time.
  - Across non-video pages:
    - We run IAB 728x90 and 300x250 display ad units, some artist and label sites may have other ad sizes available.
- House Advertising
  - We run internal VEVO marketing promotions as well as provide inventory label promotional house ads.
  - These run Across VEVO.com and YouTube.
  - Where allowed we also work with the Artist and Label sites for specific artist and label house ads on their respective websites.
- Mobile Advertising
  - VEVO's mobile ad products are: pre-rolls and stand alone display units.
  - We have user experience in place that controls when users can receive pre-rolls.
  - A user can receive a pre-roll every 10 minutes of wall clock time.
  - These UEX's and products can be changed at any time.
- Purchasing Inventory from VEVO
  - To purchase inventory please contact the VEVO Pricing and Planning team

## Financial Reporting

- VEVO will send each content partner a statement for revenue earned for each month, forty-five days following the end of the month. These statements will detail separately Video Streaming Revenue earned and Exclusive Content Revenue earned. Video Streaming Revenue is the general revenue pool of all advertising sold on the VEVO network excluding any exclusive content pieces. Exclusive Content Revenue would be any revenue sold to an advertiser based on the advertisers request for that specific artist or piece of content. For example, a sponsorship by an advertiser of a video premiere of the advertiser's selection, would be considered exclusive content revenue for the video it is sold against. Each statement will detail the following information for both Video Streaming Revenue and Exclusive Content Revenue:

- Total Streams
  - Total Label Streams
  - Label Usage % (Label Streams as a percentage of Total Streams; this is always 100% for the Exclusive Content piece)
  - Total Gross Revenue (all Video Streaming Revenue and Exclusive Content Revenue earned on VEVO network)
  - Label Gross Revenue (Label Usage % times Total Gross Revenue = the piece of the total gross revenue relating to the content partner)
  - Deduction (% deduction based on content license contract terms)
  - Label Adjusted Gross Revenue (Label Gross Revenue times deduction = revenue subject to the content license agreement)
  - Content Fees % (% dictated by content license agreement)
  - Payable to Label (Label Adjusted Gross Revenue times Content Fees % = Label's earned revenue for the month)
- In addition to the summary statement that is provided, a detailed file with all streams by ISRC and revenue earned by ISRC will be uploaded to the content partner's designated ftp site. Payment for revenue earned for each calendar month will be made by the tenth business day following three months following the month it relates to. For example, January revenue is paid out by the tenth business day of May.

### **Facebook Application**

- VEVO's Facebook App is a custom tab on your artist's Facebook page where you can watch VEVO videos.
- Fans can watch, comment on and "Like" videos directly on the artist's page.
- Why it's good for you:
  - It will increase engagement on your Facebook page.
  - You can link directly to your Facebook page for new video premieres.
  - It works everywhere VEVO has video rights, not only the US and Canada.
  - You have the ability to restrict videos to only fans who "Like" your page. This way, you can be sure you are capturing a fan relationship for all video viewers.
  - VEVO monetizes the video views, which count towards your overall YouTube/VEVO play counts.
  - Buy links are prominently placed below video player (iTunes and Amazon).
- How to put it on a page:
  - Go here: <http://apps.facebook.com/vevoforartists/>
  - Click "Allow" (if you see a blank page, click on the above link again)
  - Click on "Click Here to Begin" and select the page where you want the new tab to appear.
  - Click "Add VEVO for Artists"
  - On the page you just selected, you should see a new tab on the far right called "Music Videos." If you have a lot of tabs you may have to click on the arrows to the right of your tabs to see all tabs.
  - Click and drag the "Music Videos" tab to wherever you want it to appear. For instance, you could drag it right next to the "Info" tab.
  - You will see a message saying that your tab is not configured. Follow the link.
  - Bookmark this page. It is your admin for the app on your page. You can find it again under your applications on the Facebook home page.
  - Click on "Search & Add Music Videos" and enter your artist name or a video title.

- Scroll through the search results and add the videos that you want on your page.
- Click on “Arrange & Manage Music Videos” on the bottom of the page.
- You can click and drag videos to change the order in which they will appear. If you want to require that users “Like” your page before they can see a certain video, check the “Require ‘Like’” box.
- Optional: from the main admin screen, click “Modify Header Logo” and upload your own custom banner. You can also include a click-through link for the banner. You can include different links for North America and the rest of the world. The banner should be exactly 520 pixels wide and the height is flexible but must be 150 pixels or less.

*All inquiries should be directed to:*

*Joey Longo*

*Sr. Director, Operations*

*[joey.longo@vevo.com](mailto:joey.longo@vevo.com)*

*212.331.2317*