



VIDEO PRODUCTION & LIVESTREAMING

SMARTPHONE VIDEOS

- ▶ Vertical vs. Horizontal
 - ▶ Instagram stories and TikTok should be shot vertically.
 - ▶ Facebook, Instagram Native, and Twitter should be shot horizontally.
- ▶ Avoid zooming in if possible, it decreases the quality of video.
- ▶ Wipe camera lens ahead of time.
- ▶ Subject framing
- ▶ Panning
- ▶ Focus on holding phone steady
- ▶ Begin and end recording while phone is already steady/in place
- ▶ Person recording video should not speak/make noise during recording

SMARTPHONE INTERVIEWS

- ▶ Quiet area (back of barn, behind stands)
- ▶ Take note of background noise, move to a quiet place if possible
- ▶ Frame subject in center of screen with minimal head room
- ▶ Wipe lens
- ▶ Be conscious of lighting
- ▶ Press Record
- ▶ [Example](#)



AUDIO

- ▶ Instruct subject to speak up
- ▶ Move to a quiet area (avoid in-gate or next to ring)
- ▶ As the interviewer, speak clearly so that viewers can hear your question if you do not plan to edit
- ▶ Have someone assist by also doing a voice recording of the interview (can stand closer to subject)
- ▶ Use a microphone attachment

LIGHTING

- ▶ Have subject FACE the light.
- ▶ More important for subject to be **well lit** than to have a good background.
- ▶ Tap subjects face on your screen to trigger lighting correction and focus.
- ▶ Ring lighting phone attachment

VIDEO EDITING APPS

- ▶ Splice
 - ▶ Quick
 - ▶ Great for beginners
 - ▶ Can cut and add music
- ▶ Adobe Rush
 - ▶ Mobile version of Adobe Premiere
 - ▶ More advanced, more customization

LINKS FOR SUGGESTED EQUIPMENT

- ▶ Microphone
 - ▶ [iPhone](#)
 - ▶ [Other](#)
- ▶ Stabilizer
 - ▶ [Phone](#)
 - ▶ [Camcorder](#)
- ▶ [Tripod](#)
- ▶ [Camcorder](#)
- ▶ [Ring Light](#)
- ▶ [Memory Card](#)



VIDEO WITH BASIC CAMCORDER

- ▶ Pros
 - ▶ Overall more control of your video vs. recording on a cell phone
 - ▶ Adjust lighting
 - ▶ Better audio
 - ▶ Professional Microphone attachment
- ▶ Cons
 - ▶ More difficult to learn
 - ▶ Slower method
 - ▶ Requires memory card, and computer for editing

VIDEO EDITING ON COMPUTER

- ▶ Windows Movie Maker
 - ▶ Cannot be used on Mac Computers, basic video editing
- ▶ iMovie
 - ▶ Only available on Mac computers, basic video editing
- ▶ Final Cut Pro
 - ▶ Advanced video editing, more straightforward than Premiere
- ▶ Adobe Premiere
 - ▶ Monthly or Annual fee
 - ▶ Advanced video editing platform

LIVESTREAMING

- ▶ Can stream on your own website
- ▶ Can stream on production company website
 - ▶ Features clipped rides available for purchase
 - ▶ Often requires paid subscription
- ▶ Can stream on USEF Network
 - ▶ Free Fan Membership
 - ▶ Builds awareness for your breed/discipline, competition, and affiliate.
 - ▶ Example: First Shetland Pony stream on USEF Network – 4,190 plays (+ access to entire US Equestrian site and resources)

PICKING A PLATFORM

- ▶ What is your overall goal?
 - ▶ Keeping stream free for viewers
 - ▶ Getting as many viewers as possible
 - ▶ Growing your membership
 - ▶ Keeping production costs down

PROCESS OF SETTING UP

Step 1: SHOW MANAGEMENT

Identify your streaming goal, select the platform you wish to stream on, hire a production company



Step 2: PRODUCTION COMPANY

Sets up production, clips rides, sends feed to the platform selected by Show Management

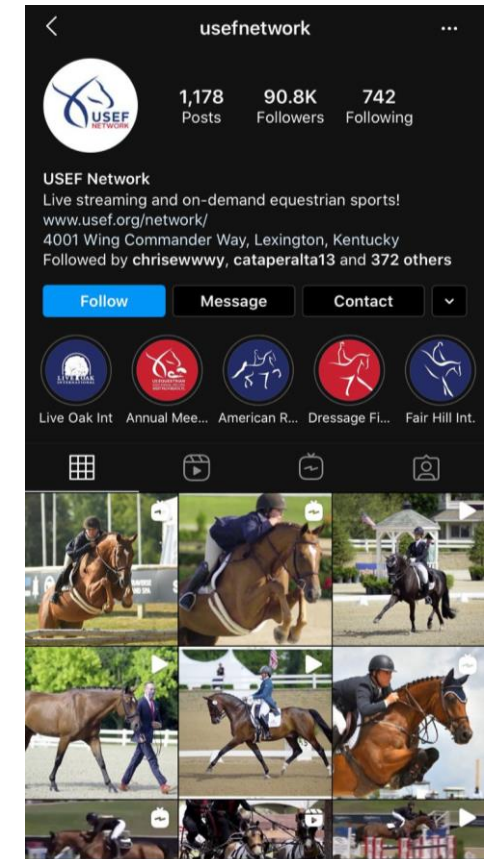


Step 3: STREAMING PLATFORM

Streaming platform receives stream and hosts, collects analytics to be provided to all parties.

USEF NETWORK

- ▶ Largest reach
 - ▶ Audience of 200k in 2019
 - ▶ Thousands of hours of On-Demand content, available for viewing anytime.
- ▶ Opportunity for extra video content
 - ▶ Features riders, horses, and special stories that engages audience further than livestream alone.
- ▶ Social media exposure
 - ▶ 800k followers across our pages and platforms.
 - ▶ Each streamed event is promoted on Social Media before, during, and after.
- ▶ Email exposure
 - ▶ All Livestreams on USEF Network are promoted in Equestrian Weekly prior to the event, each day of the event, and On-Demand.
- ▶ MemberPerks
 - ▶ Free Fan Members gain access to Member Perks (10% off of Dover Saddlery, 15% off of Horse and Country TV subscription etc)
- ▶ Learning Center
 - ▶ Members gain access to the Learning Center that features many educational videos with tips from top professionals in the Equestrian industry.



PRODUCTION COMPANIES

- ▶ ShowNet LLC (Soon to be ClipMyHorse)
 - ▶ Experience at many venues, multi-breed and discipline experience, cost efficient
- ▶ Horse & Country TV
 - ▶ High quality and advanced production, multi-breed and discipline experience
- ▶ Carr Hughes Productions
 - ▶ High Quality, capable in low-speed internet venues, advanced production (LRK3DE)
- ▶ Booth Video
 - ▶ Morgan Horses
- ▶ Richfield Video
 - ▶ Saddlebreds, High quality and advanced productions
- ▶ IAMultimedia
 - ▶ Hunter Jumper based, cost efficient
- ▶ Impact Media
 - ▶ Multi-discipline experience, cost efficient

CONTACT INFORMATION



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