Workflow:

DailyMotion can be a tool for both internal operations and external promotion. With this in mind, Bigfoot Entertainment has multiple DailyMotion accounts. The following document should act as a guide for the workflow and specific accounts that you should use throughout your time here.

Accounts:

Accounts can be classified into two main groups:
1. Review Accounts (Also referred to as Hidden Accounts or Internal accounts)
    a. These accounts should ONLY be used for materials that are to be reviewed, and should never be given to anyone outside of Bigfoot.
2. Promotional Accounts (Accounts that are viewable to the world and used to promote one or more of the Bigfoot Group of Companies or affiliates)
    a. These accounts should ONLY contain final, APPROVED material
    b. These accounts should be given to the Public and used as a marketing tool for the company
    c. Each producer should consider the viability of their project and whether or not it would be best served with an individual project account or though one of the main Bigfoot Entertainment accounts
    d. Content should ONLY be uploaded to the most relevant account. For Example, if I just finished the Irreversi Trailer, I should not upload this to the STOPLHC account. Likewise, STOPLHC Content should not be on the FashionTV account. Many of the promotional accounts have subscribers, and when new content is added these subscribers are notified of the content, so imagine what would happen.

Current Accounts:
1. Review Accounts
    a. Bigfootupload – for review of internal projects, not for public broadcast
        a. ONLY content that is to be reviewed for Bigfoot should be uploaded
2. Promotional Accounts
    a. To Be Determined by concerned departments/projects

Account Creation:

If it is deemed necessary by the producer or Bigfoot Management, additional accounts can be created that will be solely dedicated to specific projects. This will assist in segregating projects and avoiding the wrong content being uploaded to the wrong accounts. For standardization, the department of the specific project should select a person who will be responsible for the account and their email address should be used for account creation. The default Bigfoot password should be used. The account credentials should be shared with ICT and other relevant departments.

Review Account Rules & Procedures

Purpose & Function:

The purpose of this account is for Internal Review of content. Review accounts should be used in place of the FTP server for uploads of edit samples, trailers, temporary uploads, and other relevant material that needs to be reviewed. Further, it should remain "hidden" and allow access for specific Bigfoot personnel to review accounts through the accessibility and speed of DailyMotion. This account remains hidden through a number of specifically designed steps:

1. **Title:** The title entered to name the uploaded video must have underscores between words and should follow the Naming Procedures (see below). The underscores prevent DailyMotion's search function from listing the specific words in the title in the main search. For Example if I name a file BFTV_Trailer, and then search DailyMotion for BFTV, the video will not appear in the search results.

   Standard Naming Procedure
   ST2_R2_edit_080321 (Screen Test 2, Reel 2, edit, March 21, 2008)
   MM_R5_edit_080214 (Midnight Movie, Reel 5, edit, February 14, 2008)
   MM_R4_col_071227 (Midnight Movie, Reel 4, color pass, December 27, 2007)
   COC_Tralier_070504 (Curiosity of Chance, Trailer, May 4, 2007)
   IRR_R1_080321 (Irreversi, Reel 1, March 21, 2008, first version)
   IRR_R1_080321_v2 (Irreversi, Reel 1, March 21, 2008, second version)

2. **Description & Tags:** By entering unintelligible text in these fields, the videos are again hidden from the DailyMotion search. For example if I enter the "qwergasdfasdf" into the description & tags section, a user would have to enter that exact phrase to find my video. Therefore, the video should have NO searchable tags.

Rules:
1. Only videos for review should be uploaded to these accounts. These accounts are not for public display or promoting of Bigfoot Entertainment products or projects.
2. The accounts should not be given out to anyone outside of the company for promotional purposes.
3. For ease of use and standardization, Producers, Editors & Account Administrators are responsible to verify uploaded videos; any technical difficulties or other problems will be their responsibility.
4. DailyMotion currently limits videos to a 150 Megabyte file size or 20-minute video length. For files larger than this, they must be put on the Bigfoot FTP Server.

Procedures:

1. **Video Uploading**:
   a. **Recommended Video Settings:**
      i. **Format:** MP4 (H264), MOV, WMV, AVI formats (many are supported)
      ii. **Resolution:** 320x240, 640x480 or 1280x720 resolution
      iii. **Framerate (fps):** 25 frames per second (framerate or fps)
   b. **Title:** All videos that are uploaded should follow the standard Naming Procedure (see below), and include full underscores between words. This helps in keeping the account hidden from the search engine of DailyMotion.
   c. **Tags:** This is required, and you must enter at least TWO tags. Tags should be filled with unintelligible text such as: "qeiruuia" and "sdflqwijr". This is to prevent the video from being listed in searches. The greater the number of letters, the less likely the video will be searchable.

For example "uyhaksjdtfhasewedas" is better than "asdf". There should be NO searchable keywords.

   d. **Language:** This should be set to English
   e. **Description:** This is NOT required by DailyMotion, and should be left blank.
   f. **Channel:** This is required, and should be set to "webcam & vlogs"
   g. **Privacy:** This must be set to **Public**
   h. **Comments:** Uncheck the box, and thereby do NOT allow comments.
   i. **Time & Location:** Just leave at default settings

2. **Sending Video Links:**

   As deemed necessary, video links should be sent to relevant parties for review. To send the video link, simply click on the video link directly from the My Videos section, and watch the video in its entirety to verify there are indeed no mistakes. Once the video has finished, copy the link by either: scrolling down and copying the **Permalink** (displayed just below the video and information section), or highlighting the address bar in your browser and copying it. This link should then be emailed to the relevant parties.
   (Example: http://www.dailymotion.com/bigfootupload/video/x58mdg_vid00105_webcam)

If you need assistance and/or account details please contact:

   Julius Arcenal (Post Production), David Overton (ICT), Renante Albelda (ICT)