

VIDEO GUIDELINES

Welcome to 5DentalMinutes.

Here are some suggestions for the production and uploading of videos to the 5DentalMinutes platform. It is important for you to provide us with the best quality video and to follow the instructions for uploading to enable your audience to find you quickly.

Video Production Guidelines

01 WHAT TYPE OF CONTENT CAN I UPLOAD?



Type

We accept a wide variety of content:

- advertisement of products or equipment
- announcement of educational events
- trailer or summary of a lecture
- video introduction of a professional (dentist, technician, hygienist, educator, company manager, etc.)
- video CV
- business promotion (dental clinic or office, dental laboratory, milling center, manufacturer, distributor, etc.)
- university curricula
- promotion of a publication
- employer branding
- description of an organization, academy, dental school, company
- tips and tricks for the use of materials and equipments

You are invited to provide high quality, short videos with clear and reliable information of interest to the dental community.



Duration

Videos cannot exceed **5 minutes** in length. The shorter, the better.

The 5DentalMinutes experience is based upon a user-experience that enables quick and accurate searches of short videos. The user is always able to get more information by following the link from the short video to your full content.



Language

The preferred language is **English**, but we accept content in other languages as well (French, German, Italian, Polish and Spanish). The user is able to filter his or her search by language. If you do submit content in another language, it is recommended that you include English subtitles. These can also be added to your uploaded video at a later date.



Recommendations for filming

COMPOSITION

Compose your shots so that each one has a purpose in telling your story. When filming a speaker, leave some space above the speaker's head. Use a tripod when possible to eliminate camera shake. Panning of the camera must be done slowly and smoothly. Avoid frequent zooming and avoid using digital zoom features. Try to film from different camera angles to enhance the viewer's experience. Check the background to avoid any distractions.

LIGHTING

Proper lighting is essential when creating a video. Try to eliminate shadows by repositioning your lights, moving your subject or using a reflector.

SOUND AND AMBIENT NOISE

It is important to eliminate any background noise as this creates a serious distraction. Proper microphone placement is also essential in creating a video with acceptable sound. For speaker-less videos, we recommend to add an ambient music.

02 WHICH RESOLUTION AND FORMAT ARE REQUIRED?



Video resolution and aspect ratio

You are strongly encouraged to create videos of the highest resolution and quality. The preferred standard resolution is HD:

- **HD** video, is usually formatted at 720p (1280 x 720 px) or 1080p (1920 x 1080 px).
- **16:9** aspect ratio

Please note that the maximum file size is **2GB**.

Supported formats

5DentalMinutes supports videos in one of these two classes of encoding:

- H.263 (Sorenson Spark) video with MP3 audio in FLV
- H.264 video with AAC audio in MP4 (base, main, and high profiles)

You can upload video files in a wide variety of file formats and codecs. The following formats are acceptable: MP4, MOV and AVI.

03 HOW CAN I MAKE SURE THAT MY VIDEO IS GOING TO BE VIEWED?

5DentalMinutes suggests profiled contents. To do so, it uses:



Algorithm

The system works in “recommended for you” section and search pages. During a logged session, “Algorithm” uses personal data: preferred categories, topics, language and followed providers to suggest the best content for the single user.

Through a scheduled function, once a day, all data related to the video published in 5DentalMinutes are quoted with a score. Each video is quoted by the sum of the values assigned to the following parameters:

- Most viewed
- Most liked
- Publication date
- Categories and topics
- Followers
- Provider

Recommended videos

After the log in, users find a selection of recommended videos customized for them.

Sharing and Social tools

Users can share, comment, like or add a video to their watchlist and follow a specific content provider.

Length and quality

The shorter and better quality videos are most viewed.

Upload & Publication Guidelines

01 VIDEO UPLOAD PROCEDURE



Content provider registration

You need to register as a content provider to upload your video. You are guided through the process. The **suggested browsers** to use are Chrome (42 or newer) and Firefox (31 or newer).

Video description

During the upload process, you are asked to describe your video and select a category as well as the topics, to make the search engine as efficient as possible. You are guided through this process, but be ready to provide the following:

- **title in English** for your video (max 50 characters): try to be as precise and concise as possible in describing the topic of your video.
- **textual description in English** explaining thoroughly what the video is about (max 400 characters): describe briefly the content of the video, mentioning all the aspects you consider relevant for the user to find and watch your video.

This is what the platform uses as keywords for the search-engine.

You are also be asked to select:

- one or more **topics** (a maximum of 3) describing the main subject (e.g. endodontics, implantology, oral surgery, orthodontics...)
- one or more **categories** (a maximum of 2) that specify the type of content (e.g. clinical procedures, dental product and equipment description, interview, event announcement...)
- the **language** of the video.

If your video is in a different language, you have the option to add the title in the language of the video, but the language displayed remains English (adding the title in a second language is useful to facilitate searches in the video native language).



Preview image

You need to choose a thumbnail image for your video that will be shown in the search result on the platform. Try to choose it carefully: it's the first presentation you make of your material and it has to convey the content of your video in just one frame. Choosing a good quality image that previews your content and appeals to the viewer is critical.

Link

Provide the URL of the link that you would like to associate to your video.



Logo

A short animation of the 5DentalMinutes logo is placed at the beginning of every video.

Watermark

For the entire duration of the video message, the 5DentalMinutes logo watermark will appear at the bottom-right of the screen.

02 VIDEO PUBLICATION PROCEDURE

When videos are uploaded, a 5DentalMinutes administrator reviews the details of the video, checks and controls the metadata. If approved, it is published.

This process typically takes **72 hours**.

If the quality of the video, its content or the description and related keywords do not fit the parameters, the administrator temporarily delays the publication of the video. In this case, the content provider can:

- Adjust the parameters suggested, or
- Decide to decline the upload.