



# CEV BEACH VOLLEYBALL VIDEOS PRODUCTION GUIDELINES

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This document focuses on the production of video footage from CEV Beach Volleyball events, which can be categorised in three distinct categories that complement each other:

- Quick Picks (highly recommended for all CEV event categories)
- Events Highlights Video (compulsory for all CEV event categories)
- After Movie (compulsory only for ECH Final and Masters events)

### **Quick Picks (10-30 seconds) - Target and Concept:**

Quick Picks are short videos of short impressive actions or behind-the-scene footage, which can be produced before, during or straight upon completion of each competition day giving it the best possible chance to go viral when distributed on social media. Aimed at helping to generate extra buzz around the event/competition while the event/competition is ongoing.

Such videos should last for about 30 seconds or so and should aim to include the most spectacular actions delivered while the competition is ongoing or captivating behind-the-scenes footage aimed at bringing those following remotely closer to the athletes and action (e.g. Q&A with the players, Athlete challenges, etc.).

Any such video should be produced with minimum editing, but ensure avoiding any infringement of the existing TV and Internet rights in place with the CEV media agencies and Host TV Broadcaster (if any).

#### Technical Specification:

No special specification other than being in a format that can be easily uploaded to social media. Preferably recorded with a high quality video camera, unless this is not available. In such case, alternative devices are also acceptable, meaning that the Quick Pick video can be captured on a recent phone or tablet with decent camera quality.

### **Event Highlights Video (45-90 seconds) - Target and Concept:**

An Event Highlights video focus should be on the recapping in a short clip the most important rallies and Beach Volleyball actions. To animate the video, short footage from the arena could be included (aim for an 80% Volleyball action – 20% side footage split).

The target audience of such videos includes sport and Beach Volleyball fans, stakeholders (organiser, city, promoter), sponsors and partners etc.

These videos should recap the competition; meaning that the 'screenplay' should, amongst else, easily identify finalists and winners while recapping and reviewing all key moments of the tournament.

The best videos grasp the audience immediately and build towards a climax creating a 'WOW' effect. The priority is undoubtedly on quality over quantity.

- Keep it short.
- Keep it interesting.

### **After Movie (90-180 seconds) - Target and Concept:**

An After Movie should summarise the event by telling a story. These videos should recap the story of the event, especially for those who did not attend or follow the competition. It shows a complete image of the event, competition and atmosphere. While Beach Volleyball action footage is indispensable, it is not necessary the main focus. This video could in example also include facts and figures, short messages/interviews from players, footage of the build-up, etc.

The target audience of such videos includes sport and Beach Volleyball fans, stakeholders (organiser, city, promoter, TV etc), sponsors and partners etc.

Storyboard and Planning (for both Highlights Videos and After Movies):

Planning for the After Movie (where applicable) should begin, as far as possible, prior to the capture of any footage.

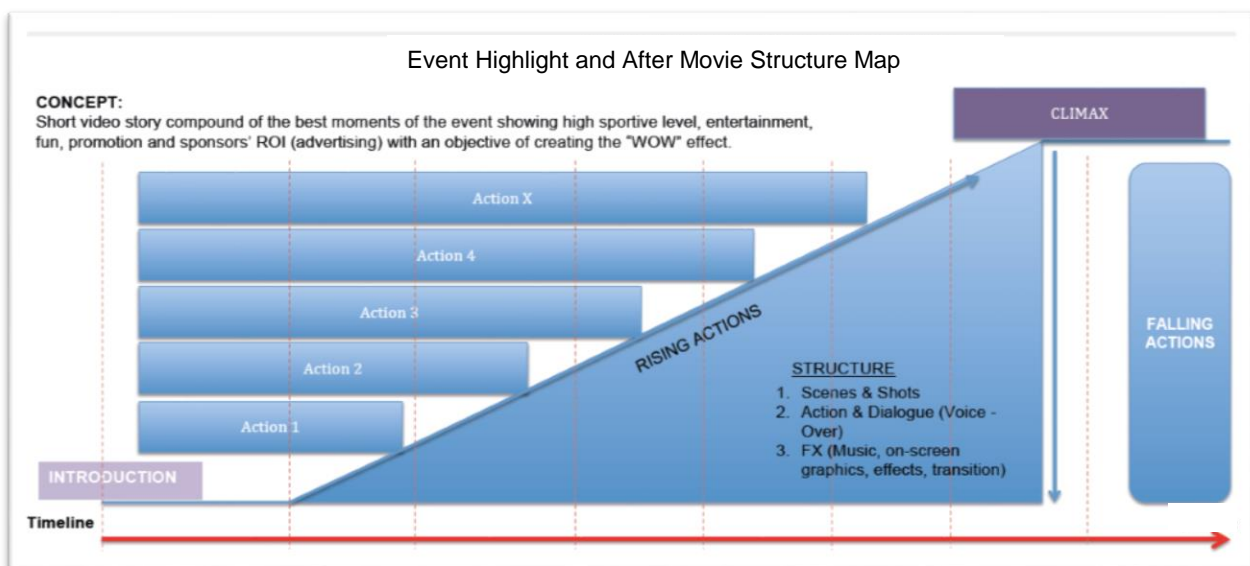
Prior thoughts should be given to the competition, considering the best actions with a suitable music. A variety of shots, angles and perspectives should be used.

It is suggested to assign a suitable, knowledgeable and neutral person to identify and write down the exciting, spectacular, tense and most important moments of the tournament, both before and behind the scenes. Editing is far easier when the key/exciting/interesting/different moments are noted down live, rather than identified and sorted out at the end of the competition.

The producer of these videos must clarify the rights to all music that is included.

The video should be either with English voiceover or music only. In case of an interview being included, there must be an English voiceover or subtitles. Whenever voiceover or interviews are included, the audio levels of the background music must be reduced so that the speaking person can be clearly heard and understood.

Organisers are free to use any content from the CEV website or social media accounts within their highlight video.



What to include (for both Highlights Videos and After Movies):

- Scenes and shots that contribute to generating a positive vibe and share the ambiance of the event with the target audience (i.e fans cheering and dancing, group of spectators laughing and enjoying)
- Actions shots that follow the logic of the Beach Volleyball game and tell a story:  
e.g. Serve → pass → set → attack → block → dig etc.
- Actions without any concept can be exciting at the beginning, but should not be longer than 1 minute. The video must catch the attention and draw the viewer into the story quickly.
- The action inside each scene or shot must lay the ground for the next/following action. The structure of the sequences must be logical to guarantee and build "tension" up to the climax. The "tension" can be increased by English voice over or preferably music.

- Emotions of athletes (enthusiasm, disappointment, etc.) and fans
- Behind-the-scene footage to unveil the event vibe and experience.
- Shots of VIPs (world-class sportspeople, celebrities, politicians) that are enjoying Beach Volleyball or if possible interviews (in English) about the event.
- After the main storyboard is completed, the final impression is underlined by using effective and suitable music, graphics and fx effects (mainly applicable for the After movie videos).

#### CEV Brand Inclusion (for both Highlights Videos and After Movies):

The following items must be included in an Event highlight video and an After Movie:

- Official title sequence at the beginning and the end of the highlight
- The official competition logo
- Any official #tags for the event / #BeachVolleyball
- The CEV logo watermarked on lower right corner of the video at all times
- A reference to the CEV YouTube channel ([youtube.com/CEVolleyball](https://www.youtube.com/CEVolleyball)) at the end of the video)
- A reference to the CEV Beach Volleyball Facebook page (@CEVBeach) and the Twitter page (@CEVBeach) at the end of the video
- Creation of an End Card, including Subscribe image
- If applicable, CEV TV Graphics may be used
- Subtitles to be shown in Arial or Roboto

#### Highlight Video / After Movie Output Technical Specification:

- Video quality: High Definition is strongly encouraged if the production is HD (evidence has proven that HD videos get far more interest than that of a lower quality)
- Format: Mpeg-4, ProRes (if possible)
- Preferred containers: .mov / .mp4
- Bitrate: <100 Mbs (50avg)
- Dimension: 1280x720 / 1920x1080
- Audio: Stereo
- Voice over (if used): English
- Music

#### What not to include (for all videos):

- Empty seats and tribunes
- Images of non-enthusiastic spectators, who are visibly not enjoying themselves
- Repetitive similar actions (e.g. spike after spike)
- Just a focus on the home teams, videos should be representative of a European competition
- Any obvious advertising which is non-complaintant with CEV regulations
- Coverage or promotion of any commercial entity which was not approved for the event

**Examples (available in CEV YouTube channel):**

Type	Example 1	Example 2	Example 3
<b>Quick Picks</b>	<a href="#">Kolocova surprises the opposition with her first touch   #EuroBeachVolley 2017</a>	<a href="#">Lupo finishes the match to seal the gold medal   #EuroBeachVolley 2017</a>	<a href="#">Winner Like &amp; Share contest</a>
<b>Event Highlights</b>	<a href="#">#CEVSatellite Siófok (HUN) 13/07 Highlights</a>	<a href="#">Highlights of the Baden Masters 2017</a>	<a href="#">Ljubljana Beach Volleyball Event Highlights</a>
<b>After Movie</b>	<a href="#">Siófok (HUN) CEV Satellite</a>	<a href="#">EuroBeachVolley Under 20 in Vulcano</a>	<a href="#">#EuroBeachVolleyU18 in Kazan</a>

**Videos Submission:**

All Quick Picks should ideally be provided on that same day where the actions or the behind-the-scenes footage took place and were recorded. Multiple Quick Picks are possible in one day.

The closer that an Event Highlight video is released to a competition, the bigger the impact. CEV strongly recommends that highlight videos should be provided within 48 hours from the end of the competition using the CEV's FTP Server or a file sharing platform (e.g. wetransfer.com).

An After Movie, should ensure some key figures and facts about the events, and thus could be submitted in a later stage that should not exceed the period of 30 days.

**CEV Highlight Video 'Sign-off' Procedure:**

Submitted videos will be reviewed, and when complying with the above stated criteria, will be released across CEV mediums in coordination with all other parties (e.g. National Federation, promoter etc.)

If you have any questions, please contact the CEV office via the following e-mail address:

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[communication@cev.lu](mailto:communication@cev.lu)