# VIDEO PRODUCTION EUROSTAT

Dear colleagues,

Before commencing a video project, you should request approval. For this reason, we kindly ask you to complete provide short replies to the questions below and send this document by email to Unit B4 (estat-internet-team@ec.europa.eu).

1. **Objective -** What is the need and purpose of creating this video?

Your reply:

1. **Audience -** For whom is the video intended? Details on the target audience (! The “general public” is not a target audience!)

Your reply:

1. **Storytelling -** What message should the video convey?

Your reply:

1. **What type of video -** E.g. a simple short animation, explanations of concepts and data of complex nature or interviews of people with script provided?

Your reply:

1. **Translations -** Will it be produced in other languages in addition to English?

Your reply:

1. **Length of the video -** How many minutes should the video be? (try to avoid videos of more than 2 minutes)

Your reply:

1. **Date of release -** Is there a specific date/event for when it should be released?

Your reply:

1. **Other information**

Unit and project manager:

Date: