

Producing a video

Guidelines and standards for
short promotional videos

Like all communication tools, videos produced by Eurostat must be of the highest quality to properly represent both Eurostat and the European Commission. These guidelines are intended to set production quality standards and governance.

First of all, it must be taken into consideration whether or not video is the best medium to use as video projects can be time consuming and expensive to produce.

Videos can be used, for example, when it is the only option to fully capture an event or communicate a message that requires visual, sound and motion or to communicate to a large audience.

RECOMMENDATIONS AND GUIDELINES

If you have decided to produce a video, it is recommended to take the following points into consideration:

- **Content:** define your targeted public and ensure that the video will tell them a story (What does your audience want to see about your topic?);
- **Length:** The attention span of viewers is very short. The average length of clips and videos is between 15 seconds and 2 minutes (max). For educational purposes, the length can be adapted.
- **Languages:** EN with possible subtitles or voiceover in other languages.
- Each video has to be accompanied by
 - A **title**
 - A **short, descriptive text** describing the main message of the clip/video.
 - The **link** to the **Eurostat website** and the **Eurostat logo** at the end.
 - **Tag words** (key words for the search engine): identify the 5–10 words that people are likely to type into a search engine (add Eurostat, EU, and statistics by default).
- **Quality:** have your video produced by a professional. Amateur and unprofessional videos can result in very negative feedback. The Internet team can inform on existing framework contracts for video production.

The technical aspects regarding the production of a video are provided in the following guidelines elaborated by the Audiovisual Services of DG Communication:



[Vademecum Audiovisual production](#)



[Guidelines for the deposit of audiovisual material at the Audiovisual Library](#)

The [Guidelines for the deposit of audiovisual material at the Audiovisual Library](#) also contain templates of agreements to be signed by all the actors, interviewees, and other individuals who are clearly visible in the video. It is also pointed out that copyright information for photos, graphics and

music must be clearly identified by source. If permission has not been acquired, then materials cannot be used.

All final videos should be uploaded on [EUTube](#) and in the [Audiovisual library](#) which functions as the central deposit for any audiovisual material (photo, video, audio) produced by the services of the Commission. Eurostat also has a YouTube account ([Dissemination Eurostat](#)) which is used only in specific cases. Do not use your personal YouTube account, or other similar video sharing websites to host Eurostat videos. The appropriate channel will be discussed between the Digital Dissemination Unit and the unit in charge of the project. Videos that do not meet the standards outlined in this document will not be embedded on the Eurostat website. The Internet team is responsible for the integration of frames in dedicated sections or other areas of the website.

The [Guidelines for the deposit of audiovisual material at the Audiovisual Library](#) also describe how to submit files to the Audiovisual Services for upload on EUTube and in the Audiovisual Library. Inform the Internet team about any submission.

The Internet team is responsible for uploading videos on Eurostat's YouTube account ([Dissemination Eurostat](#)). This channel is used mainly for videos that, for specific reasons, are not suitable for DG COMM channels. Managing this channel also includes monitoring any comments on each individual clip/video.

GOVERNANCE

Any project for a video needs to receive prior approval from the Co-ordination Group on Communication (CGC).

Therefore, before starting your project, you will first be requested to fill in the annexed template and send it to the Digital Dissemination Unit (Unit B4) who will submit it to the CGC.

You can contact Unit B4 who closely cooperates with DG COMM and the Publications office if you need assistance to fill in the template or for advice on production options.

INFORMATION AND CONTACT: estat-internet-team@ec.europa.eu

ANNEX: VIDEO PRODUCTION EUROSTAT – TEMPLATE

Dear colleagues,

Before commencing a video project, you should request approval from the Co-ordination Group on Communication. For this reason, we kindly ask you to complete this [template](#) and send it by email to Unit B4 (estat-internet-team@ec.europa.eu).

Objective - What is the need and purpose of creating this video?
Audience - For whom is the video intended?
Storytelling - What message should the video convey?
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?
Translations - Will it be produced in other languages in addition to English?
Length of the video - How many minutes should the video be? (try to avoid videos of more than 2 minutes)
Date of release - Is there a specific date/event for when it should be released?
Other information

Unit and project manager	Date

For more information: [Producing a video — Guidelines and standards for short promotional videos](#)