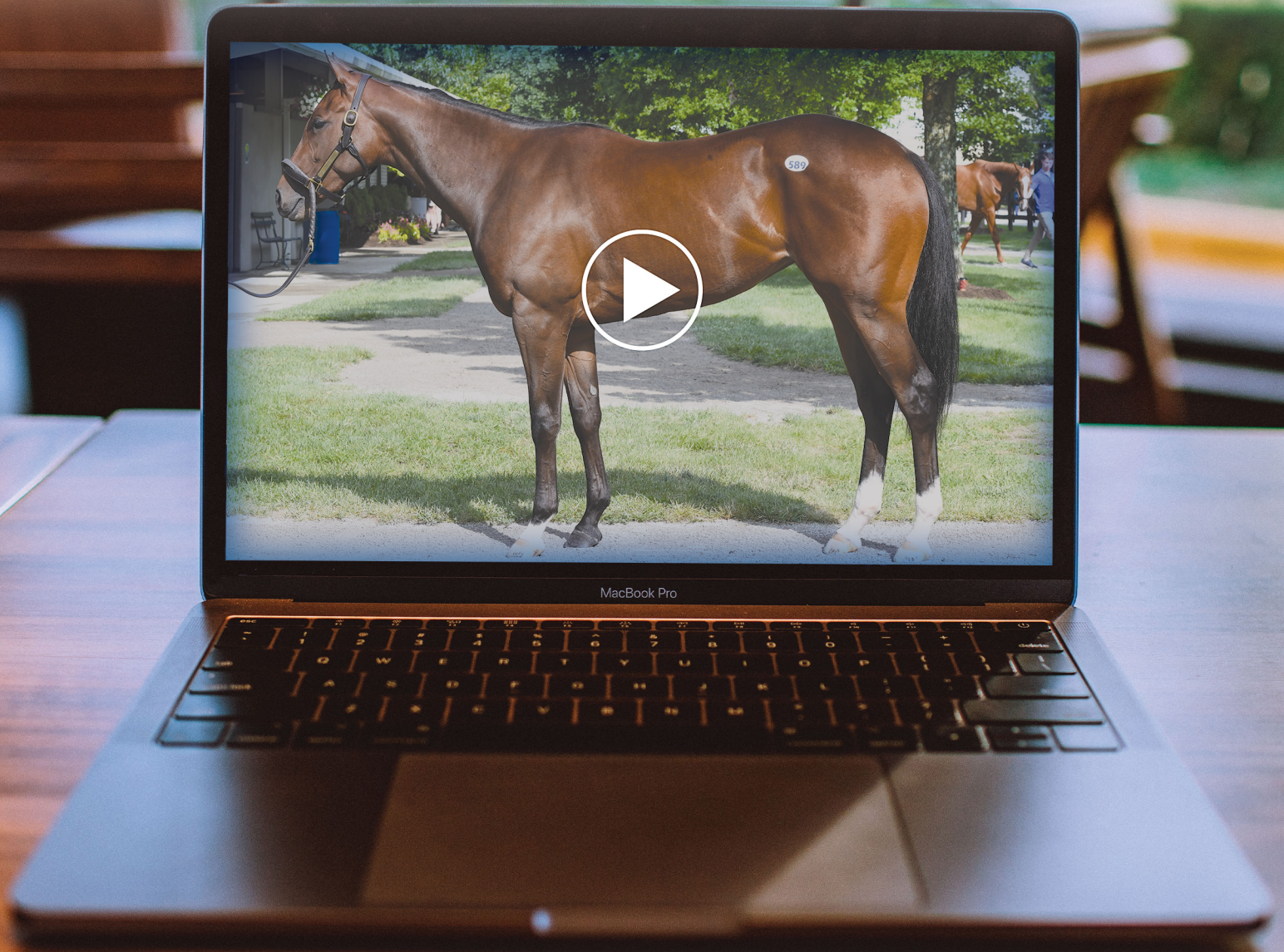




2020 SELECTED YEARLINGS SHOWCASE

VIRTUAL INSPECTION VIDEOS



Fasig-Tipton anticipates virtual inspection videos (i.e. walking videos) being a significant resource for yearling buyers in 2020. **All consignors will have the opportunity to produce and submit walking videos for all horses catalogued in the 2020 Selected Yearling Showcase.**



VIRTUAL INSPECTION VIDEOS

DETAILS AND FREQUENTLY ASKED QUESTIONS

Fasig-Tipton's Preferred Vendor:

Hammond Communications is Fasig-Tipton's preferred vendor (in Kentucky) for the filming and production of Selected Yearlings Showcase virtual inspection videos. Videos produced by Hammond will be 100% subsidized by Fasig-Tipton.

Can sellers use outside vendors?

Should sellers prefer to use an outside vendor, Fasig-Tipton will provide a \$125 subsidy to the seller for each yearling video produced.

What is required for all videos?

- **Duration:** Videos must be 60 seconds or less in duration.
- **Format:** Videos should be a 1920 x 1080 Prores Quicktime file.
1920 x 1080 MP4 (35-40 mb) is acceptable as well.
- **No sound.**

Standardized Graphics:

Graphics, designed by Fasig-Tipton, will be standardized and added by Hammond Communications to all videos (both those that Hammond films, and those that are supplied by outside vendors) to maintain a consistent look. Each video will begin with an intro graphic identifying the yearling's hip number, sex, sire, dam, and consignor, as well as a lower third graphic with the same information during the walking video itself. Consignor logos will be included.

What are recommended parameters for videos?

▪ Shot sequence:

1. Profile conformation shot*;
2. Left to Right side walking shot;
3. Right to Left side walking shot;
4. Direct "walking away" shot;
5. Direct "walking towards" shot

- **Method of filming:** A camera on a tripod, filmed at an adequate distance away from the horse.

*Professional conformation photos provided by yearling sellers are encouraged but not required. Hammond Communications can attempt to capture them on-site, with the understanding that Hammond is limited in the time they have with each horse.

How do I schedule an appoint to have my yearlings filmed?

Thad Kesten of Hammond Communications will contact all consignors to schedule filming.

If I use an outside vendor, when is the deadline to submit videos and how do I submit them?

Fasig-Tipton asks that all videos be submitted by **August 28**. Videos may be uploaded to this link:

https://www.dropbox.com/sh/pk935tx0yfm8b4i/AACds4WvwCVtqb_lusVISFPSa?dl=0

All consignor logos should also be uploaded to this same link.

Where can the videos be viewed?

Virtual Inspection videos will be linked in multiple locations to provide maximum exposure to buyers -- the Selected Yearlings Showcase Traditional Online Catalogue Index; the sale's Enhanced Catalogue; and the Equineline sales catalogue app.

Additional Videos:

Should yearling sellers wish to produce an additional video that falls outside of the above outlined requirements, Fasig-Tipton can link the video in the "Bonus Content" section of the catalogue's traditional index, as well as in the Bonus Content section of the sale's Enhanced Catalogue. Any additional content that sellers wish to produce can also be included in the Enhanced Catalogue.

For further information, please contact:

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Fasig-Tipton