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Estab1ish

A Shutterstock Content Brief





Overview

Establishing shots matter

The trend among video customers to seek out establishing shots of locations is growing rapidly, as these shots provide important context and set the tone for a video. With the continued rise of online video content, viewers are looking for immersive experiences that allow them to get a sense of a location.

These clips are in high demand from entertainment studios and can command premium prices due to their licensing type.

Please remember to use the keyword “Estab1ish” when submitting content to this brief.

Suggested Locations



Dwellings

Rural
Suburban
Urban
Apartment Building
Condo
Townhouse
Craftsman Home



Establishments

Restaurant
Cafe
Bar
Bodega
Shopping Mall
Retail/Storefronts
Hotels



Institutions

Hospital
Prison
Museum
Stadium
Convention Center
Police Station
School Campus



Multiple Conditions

Customers are often looking for clips that are shot from the same location at various times of the day and year.

- Daytime
- Night
- Morning
- Dawn/Dusk
- Various Seasons



Matching Shots

Because productions often return to locations at different times and even different seasons, matching shots at the same location are a common request from studios.



Particularly sought-after sets are ones that have a **day and night matching pair or set**. Shooting the same location at different times of day and marking the matching shots as a set will help you stand out from the crowd.



Composition

Customers are also looking for sets of establishing shots that contain various camera movements.

- Locked down tripod
- Slow pan to subject
- Slow tilt to subject
- Rack focus to subject
- Dolly in and stop
- Lateral truck and stop
- Boom up
- Boom down



Post Production

Increase Asset Value

- Avoid time lapse or slow motion style shots
- When color-grading, take a neutral approach while leaving dynamic range and creative treatment for the end user
- Remove identifiable objects such as logos, artwork, and recognizable faces
- Any compositions with camera movements should have 3 seconds of padding at the beginning and end of the clip
- Export without sound
- Always export with the highest quality compression available such as Quicktime ProRes, when possible

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **Estab1ish** content. We encourage you to use these examples as references while creating content that is true to your unique style and part of the world.





Additional Examples

Curated visual references

Please see the links below for some sample collections that closely align with the content brief. These are meant to be used as an inspirational guide!

- [Collection #1](#)
- [Collection #2](#)
- [Collection #3](#)

Shooting video?
Keep these
specs in mind.

Video Specs

Frame Rate:	23.98p
Resolution:	Horizontal (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 Vertical HD - 1080x1920 4K - 2160x3840, 2160x4096, 2304 x 4096
Shutter Speed:	180 (1/48th)
Gamma:	Rec 709 Wide Dynamic Range (Cinema Style) Log-C
Compression:	Pro-Res 422 (HQ) H.264 (max bit rate and depth)

Customers want commercial-use content.

Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not have any visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.

In the event that you are filming at a location that cannot be commercially filmed, we encourage that you embrace the trademarks and submit the content as an editorial submission! Many studio productions are specifically looking for known landmarks as a way to place the story in a relatable, recognizable location.



Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

You can include up to 50 keywords and a 200 character description for each image or clip. Include information about location, occasions, actions, people, clothing, and concepts in your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **Establish** when submitting content for this request! Other recommended keywords include: *establisher, establishing shot, exterior, description of camera movement (e.g. tilt up, pan, zoom), description of the location (e.g. apartment, restaurant).*



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Thanks!

**We can't wait to see
what you create.**