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sstkHomes

A Shutterstock Content Brief





# Overview

## Property-released home content

Customers are increasingly searching for video content of home exteriors that are submitted with a valid property release, as it ensures the content is fully cleared for commercial use.

Including a property release makes the content more appealing and versatile for buyers, giving them the confidence to use it in advertisements, marketing campaigns, and other commercial projects without legal concerns, ultimately enhancing the potential value and marketability of the video content.

Be sure to use the keyword **sstkHomes** when submitting your content to align with this brief.



# Scenarios

## One Location, Many Stories

Customers often seek clips captured from the same location at different times of the day and throughout various seasons of the year. This variety helps them maintain continuity in their productions while adding depth and visual interest. By having consistent video across different lighting conditions, weather patterns, and seasonal backdrops, they can create more dynamic and cohesive storytelling in their projects.

- Day/Night
- Dawn/Dusk
- Various Seasons
- Different Weather Conditions



# Camera Movement

## Add Motion to Your Establishing Shots

Customers often seek a variety of camera movements for this type of establishing shot to maximize its versatility and creative potential. Different movements allow them to adapt the video to various storytelling needs, moods, and pacing within their productions.

- Static Shot (Locked-off)
- Pan
- Tilt
- Zoom
- Dolly push in/out
- Tracking
- Crane/Jib



# Location

## Shooting Homes Without Releases

While the primary focus of this brief is on capturing property-released homes, it may not be feasible to obtain a property release for certain types of residencies. You are still encouraged to capture these locations. For example, apartment buildings and multi-family co-ops, as they add valuable diversity and context to the collection.

Apartment buildings that are filmed from a public location, for example, a publicly accessible sidewalk, are still permitted to be used commercially without a property release.

Keep these  
video specs in  
mind.

## Video Specs

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

# Visual Examples

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



# 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.



# 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. For home exterior video, it is essential to include detailed location information in your metadata. Include information about location, occasions, actions, people, clothing, and concept in your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **sstkHomes** when submitting content for this request!

# Top sstkHomes keywords

## Literal Keywords

If these people, places, or things appear in your content, add them to your keywords.

Residential building, Home exterior, Apartment building, House front, Urban housing, Suburban home, City apartment, High-rise building, Modern residence, Traditional home, Single-family home, Townhouse, Duplex, Condominium, Co-op building, Multi-story building, Gated community, Row house, Penthouse, Tiny house, Balcony, Windows, Rooftop, Entrance door, Driveway, Front yard, Fire escape, Porch, Garage, Building facade

## Conceptual Keywords

If these themes, feelings, or ideas are represented in your content, add them to your keywords.

Real estate, Property ownership, Housing market, Home sweet home, Urban living, Suburban life, Neighborhood, Modern living, Community, Dream home, House hunting, Family life, Architecture, Safety & security, Investment



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**Thanks!**

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

Image Credits: Caia Image, Liz Wood Roaming with Red, Vineyard  
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