MEDIA GUIDE

Photos and videos are very important when selling with Tattersalls Online.

Good quality photos and videos will give buyers confidence without needing to physically inspect the horse.

It is important that your photos and videos give a complete representation of your horse to achieve the best results.

We strongly recommend using a professional however, this guide provides helpful tips for completing your own photos and videos for the sales.



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PREPARATION

Ensure the horse is properly groomed and looking their best. Your media is your main opportunity to showcase your horse to potential buyers.

VIDEOS

1. Choose a neutral or attractive background: a hedge, a wall or open field work well
2. Give yourself enough space and choose a suitable flat surface to walk the horse
3. Find the best natural light with the sun behind the camera - morning and afternoon are best
4. Hold the camera in landscape view
5. Stay in a fixed position when filming and keep your phone steady
6. Avoid zooming in and out as it will affect quality and stability
7. Shoot separate video clips for each shot

Video Shot List

- Walking left and right
- Walking front and back
- Standing Shot
- Head Shot
- Trotting footage is also recommended for horses in training, point-to-pointers and stores

Editing

Basic editing will be required to combine your video clips into one video using Apps such as iMovie, InShot or Filmora.

Keep your video short where possible. Ideally, one minute in total.

PHOTOS

1. Choose an appropriate background with good lighting – avoid dark areas and shadows
2. Hold the camera in landscape view
3. Ensure the subject fills the frame
4. Edit your photos using the settings on your phone to crop or adjust brightness if necessary

Photo List

- Side on conformation photo – near front leg directly under shoulder and hind legs in natural balanced stance – not too close and not too far apart. The horse should be alert with ears pricked.
- Head Shot – alert with ears pricked
- Front legs – standing square
- From behind – standing square
- Photos of all four limbs are also recommended

UPLOADING YOUR PHOTOS & VIDEOS

Your photos and videos can be uploaded in your Tattersalls Account and it is strongly recommended these are submitted before the catalogue is published.

1. Log in to your Tattersalls Account
2. Go to My Lots and select Entry Forms Processed
3. Click on the Upload Image icon to submit your photos and videos

If you require any assistance in the process of uploading, please contact us by phoning **+44 (0)1638 665931** or email to **tattersallsonline@tattersalls.com**

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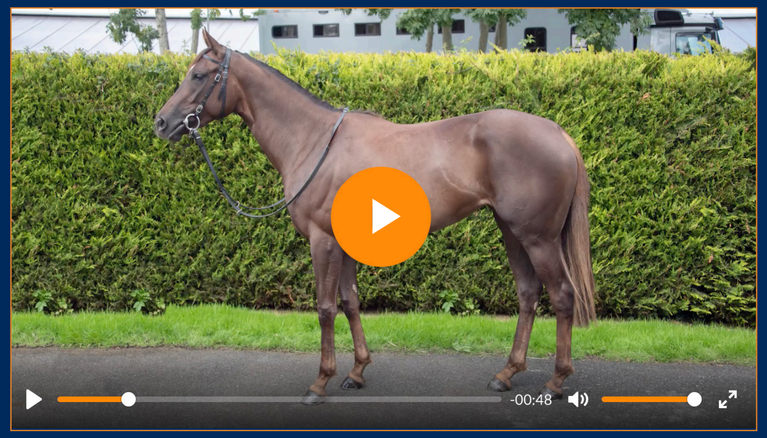
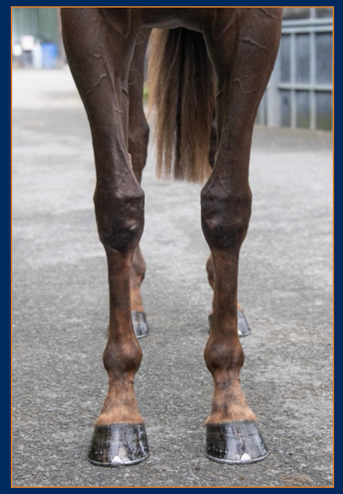
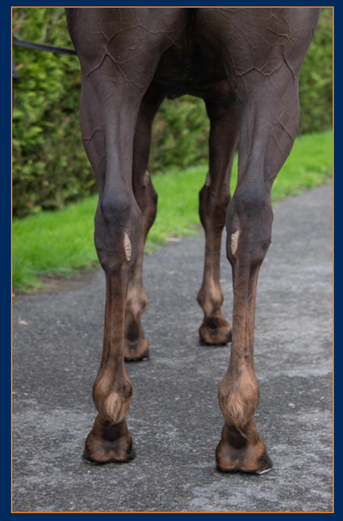
EXAMPLES





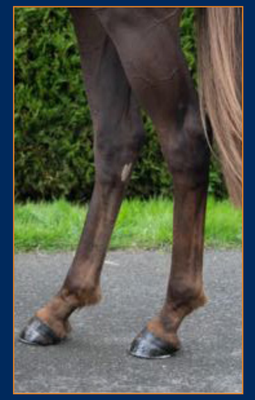
WATCH: Conformation Video Example
https://secure.tattersalls.com/online/OAU20/Main/13





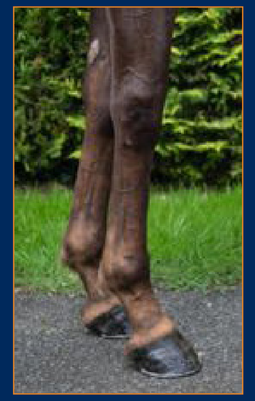












WATCH: Click the link below to watch a video tutorial of how to film a horse on your phone, *courtesy of Irish Thoroughbred Marketing:*

https://www.youtube.com/watch?v=xC2e6LKXH4w

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