



2020 SEPTEMBER YEARLING SALE

KEENELAND WALKING VIDEOS

Over the next two months, Keeneland Broadcast Services will assist our customers in providing video support for your September Sale yearlings.

Whether you have 1 yearling or 100, we are here as a support resource for the entire sale. From scheduling our team to shoot to answering questions and making recommendations for the footage you are providing, we are here to help your video look its best.

How to Sign Up

Through a web form emailed to consignors, you will be able to either: 1) submit a request to have your Book 1 and 2 yearlings videotaped by Keeneland Broadcast, 2) given the option to provide your own footage, or 3) indicate that you have contracted an outside vendor for your production. If the consignor has elected to have the Keeneland crew video their yearling(s), they will have the opportunity to select three dates and time of day they prefer to schedule a shoot at the farm. We will do our best to accommodate the preferred dates and you will be contacted by our production manager to confirm and provide additional details.

Producing Your Own Videos & Using Outside Contractors

If the consignor has contracted an outside vendor or is videotaping their own Book 1 and 2 horses, they will be provided an ID slate to be used for each individual horse that must precede the video of each yearling.

This slate will be used by Keeneland and all independent video crews, as well. By including the appropriate slate prior to each yearling's footage, this will alleviate any errors in identifying the videos submitted to be edited.

0123
Bernardini / True Style
Select Sales, Agent

Sample ID Slate

Finishing Process

Consignors who have contracted an outside vendor to shoot and edit or are shooting and editing their own Book 1 and 2 horses will be provided a stipend of \$125.00 per yearling. The stipend will appear as a credit on the consignor's account.

Shooting Video Yourself

When shooting your own videos, today's consumer cameras and smart phones provide exceptional quality when the video settings are adjusted correctly. We recommend 1080p 30 fps (frames per second). Most devices today offer up to 4K 60fps but no need to shoot this resolution as upload times are compromised as well as video storage.

In order to identify the ideal location at your barn to videotape your yearlings, we have included a layout to assist with your location selection. This is only a suggested guideline as we understand there may be challenges with locations and lighting. Additionally, Keeneland Broadcast is glad to answer any questions regarding the entire process of videotaping and editing footage of your September yearlings.

See Walking Shot Setup Diagram on back

Submitting Video Assets

Those who indicate on the Consignor Portfolio page that they are providing video of their Book 1 and 2 yearlings (either through an outside vendor or themselves) will receive an upload link to a folder where the footage can be uploaded. Once you have captured your video and are ready to upload the footage, please utilize the link provided to deliver the footage to Keeneland.

For identification purposes, videos to be uploaded should simply be named "HIP 123".

For Books 3 and beyond, videos will need to be uploaded to YouTube. Consignors will provide that YouTube link to Keeneland, via a provided online form.

WALKING SHOT SETUP DIAGRAM



Straight, flat path approximately 40 feet long.
Preferably not in the grass.

CAMERA
Location for head on walking shots.



CAMERA
Location for side view walking
and confirmation shots.

Stationary camera 20 feet back from walking path
panning left and right with the horse.

