



GUIDE TO LOT MEDIA

The nature of how our buyers evaluate and purchase horses has changed momentarily over the last few years. There is significant importance placed on digital media now more so than ever before. This media is used universally by many buyers in all corners of the globe and has become an integral part of their assessment and purchasing process in the lead up to a sale event.

We have collated a number of key statistics from Karaka 2022, relating to the NZB website, as well as Vimeo (our vendor video hosting platform), in order to demonstrate the substantial emphasis buyers place on digital media.

Website | Hits and page views

Period: Friday 13 December (Karaka 2022 catalogue online) through until Sunday 13 March

- **1,464,821** page views on nzb.co.nz
- **249,836** Book 1 page views on nzb.co.nz
- **110,758** Book 2 page views on nzb.co.nz
- The yearling with the highest amount of views at Karaka 2022 was Lot 161 (Savabeel x Chandelier), who had over **3,075** views and **2,709** unique views.

Consignor Media | Vimeo views

Period: February 9 (first vendor parade video shared online) through until Sunday 13 March

- **287,020** total views on vendor parade videos
- **919,304** video impressions (the number of times a video player is loaded)
- **68,633** parade videos were watched in full
- **421** videos were downloaded by clients
- The yearling with the highest amount of video views at Karaka 2022 was Lot 161 (Savabeel x Chandelier), whose parade video was watched **1,296** times on the NZB website.

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BUYER INSIGHTS

Some comments and requests from leading buyers and agents:

“A lot of the vendors didn’t quite grasp that the requirement was to get good conformation analysis videos and not marketing videos. There were a lot of videos with two or three strides in slow-motion and that is all you saw of the horse – walking towards you and away from you – and that is completely useless. It was no good to anybody and we had to get a lot of those horses redone.”

“I don’t want to see shots of the farm entrances and listen to dramatic music that I have to encounter over and over again for each yearling video, I only want to see the horse.”

“Consistency in the footage of each video is key. The more the videos are shot in the same place on the same surface the better. Same with the leaders, it is no use putting small leaders with smaller horses as we will see through it.”

“We go through every horse in the catalogue and look at photos and videos. If the videos are not up to scratch, we can’t make a reasonable assessment. That is something the studs are going to have to be very aware of and present conformation videos. A lot of them in the past have been more marketing orientated, but now it is very, very important that they are conformation-assessment videos. They will have to create the image of what one would expect to see when one goes and physically assesses a horse. They must be good side-on, front and rear view and of high quality – the whole works.”

“I am so over these slow-motion yearling conformation walking videos, especially the two-stride front and rear view angles. Please give us a decent 20m straight line at real speed and at eye height like we get at the sales.”

“Slow motion footage doesn’t give us a good handle on the horse’s walk. I’d prefer real-time footage of the walk, and a good length of it.”

“I’d like to see some close up photos or videos of the horse’s feet and legs.”

“Transparency is very important. We need to see everything even if there are a few faults because we have to sell the horse afterwards using the same videos.”

“It would be ideal to get the heights and weights of the horses at the time of the video.”

“A study of photos showing the side of the horse, and head on to see conformation.”

“Think of a dream list a buyer could tick off when watching a video... this is what we want.”

“Photos are great, but videos will be key this year given we can’t inspect them ourselves.”

GETTING THE PERFECT PHOTOS

We strongly suggest utilising professional photographers, however if you cannot access them, then these six tips and tricks could help you improve your photography skills to get the best photo for your Lot. **It is paramount to get at least one quality conformation photo.**

1. PREPARATION

Grooming prior is essential. Brush out manes and tails, and brush off any mud or sweat marks. Consider using a polished leather halter or bridle and using a clear hoof oil or gloss. Also important that the handler is well-dressed should they end up in the shot.

2. CONSIDER YOUR BACKGROUND

Highlight the horse, and only the horse. Other elements in your background tend to become a distraction and draw away from the subject so it's best to find a space with a plain backdrop and not too much happening in it. Keep in mind that level ground is also ideal. A hard surface is also preferable to show the feet.

3. STANDING THE HORSE

Most buyers are looking for conformation photos to help them evaluate the horse. You want to give them a view of all four legs (cue the patience and a second or even third helper). The legs nearest the camera should be slightly spaced out and the legs furthest from the camera slightly spaced in. Try and avoid the “three-legged” look. Stand level to the horse and in the middle of the horse to create a well-balanced photo. The horse should take up at least 50% of the shot.

4. NATURAL LIGHTING

Keep the sun at your back. You want the lighting to fall on the side of the horse to avoid any shadows that could distort it. Avoid using the flash setting.

5. AVOID USING THE ZOOM

As tempting as it is to zoom in when taking a photo from a distance it is better to try and get closer to your subject or crop it later on. Zooming in can make the photo appear pixelated or blurry.

6. ABUNDANCE IS KEY

Take as many photos as you can so you have plenty to choose from to get the best one.



Left and below: Examples of good conformation photos.

OPTIONAL EXTRAS

Aside from the all important conformation shot, here are some examples of supporting optional photos to supply to give buyers a complete view of the horse. **There is a limit of 10 photos per Lot, size and labelling requirements apply to all media submitted (see page 7 for details).**

PROPOSED ORDER & SHOTS: 1. CONFORMATION (NEAR SIDE) | 2. OFF SIDE CONFORMATION | 3. HEAD SHOT | 4. CLOSE UP LEGS NEAR SIDE | 5. CLOSE UP LEGS OFFSIDE | 6 & 7. FRONT VIEW LEG & CONFORMATION | 8 & 9. REAR VIEW BACK LEG & CONFORMATION



Photo 1 (e.g. 171_1 - see labelling guide)



Photo 2 (e.g. 171_2 - off side conformation)



Photo 3 (e.g. 171_3 - head shot)



Photo 4 (e.g. 171_4 - close up legs)



Photo 5 (e.g. 171_5 - close up legs offside)



Photo 6 & 7 (e.g. 171_6 171_7 - front on legs)

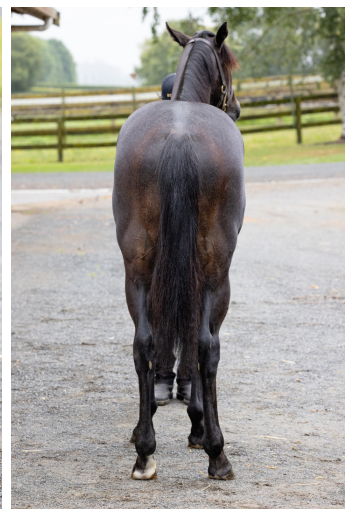


Photo 8 & 9 (e.g. 171_8 171_9 - back legs)

GETTING THE PERFECT PARADE VIDEO

A parade video is one of the most important tools a buyer refers to when making an informed purchasing decision, it gives them the confidence to invest even if they cannot physically inspect them.

It is important to use one of our recommended professional videographers, or a handy cameraman/woman friend to produce such an important asset. If that isn't possible, here are some important pointers whilst filming. **There is a limit of one video per lot, with a maximum length of 120 seconds. Labelling requirements also apply to all media submitted (see page 7 for details).**

1. FAMILIARISE

Before filming, take the horse for a walk around the stables and inspection areas so they can familiarise themselves with their surroundings. They are more likely to be relaxed during filming this way.

2. PLACEMENT

Highlight the horse, and only the horse. Other elements in your background tend to become a distraction and draw away from the subject so it's best to find a space with a plain backdrop and not too much happening in it. Keep in mind that level ground is also ideal. A hard surface is also preferable to show the feet.

3. ANGLES

It is important to capture a decent length of the horse walking in real-time from both sides, front-on with the horse walking towards the camera and from behind with the horse walking away from the camera. Make sure the horse takes up 50% of the shot.

4. USEFUL TECHNOLOGY

High quality video cameras are preferable, with gimbals also being a great asset to any videographer to achieve a more professional look.

5. EDITING

Once you have captured all the required footage, basic editing is required to put together one 60 - 120 second (max) parade video. Avoid long introductions, excessive graphics or distracting music. Refer to the specifications sheet in this pack for guidance.

Below: Check out a great example of a parade video, including footage of the horse walking towards and away from the camera on a hard surface.



<https://vimeo.com/790721452>



RECOMMENDED PROFESSIONALS

With the importance of high quality professional photos and videos for the best chance of selling, we recommend utilising professionals (some listed below) to capture the footage for you. Get in touch with them via the contact details below...

North Island Videographers

Eclare Productions

Clare Ward | Ph: 021 152 6966
Email: eclare@kiaorabro.co.nz
Covers Auckland & Waikato

Searcy Media

Caroline Searcy | Ph: +61 (0) 418 270 523
Email: searcc@gmail.com
Cameramen throughout NZ

Ziba Creative

Jasmine Robertson | Ph: 021 710 933
Email: jasmine@zibacreative.co.nz
Covers Auckland & Waikato

Avocado Media

Daniel Greenwood | Ph: 021 354 145
Email: daniel@avocadomedia.co.nz
Covers Waikato & South Auckland

Jones Road Productions

Tasha McDonald & Ben Masters
Ph: 0224710113 (Tash)
Email: tash@jonesroad.co.nz
Covers Auckland & Waikato

North Island Photographers

Charlotte Mooney

Ph: 027 510 5818
Email: mooneycm@hotmail.com
Covers Auckland and Waikato

Melissa Marriner

Ph: 027 230 7946
Email: melissa_263@hotmail.com
Covers Auckland & Waikato

Race Images

Ph: 06 323 5604
Email: office@raceimages.co.nz
Covers entire North Island

Trish Dunell

Ph: 0274 733386
Email: trishdunell@xtra.co.nz
Covers Auckland & Waikato

Lesley Warwick

Ph: 021 555 644
Email: lesleywarwick@xtra.co.nz
Covers Auckland & Waikato

Picket Fence

Tara Hughes
Ph: +64211577992
Email: tara@picketfence.co.nz
Covers Waikato

Angelique Bridson

Ph: 021 321 272
Email: angiebridson@hotmail.com
Covers Auckland & Waikato

Nicole Troost

Nicole Troost Photography
Ph: 027 381 4350
Email: info@nicoletroost.com

South Island Videographers

Greg O'Connor

Ph: 021 960 962
Email: gregoracing1@gmail.com

Monica Toretto

Email: monicatorretto@gmail.com
Covers Canterbury & Southland Area

South Island Photographers

Wild Range Photography

Wayne Huddleston | Ph: 022 092 9114
Email: wildrangephotography@xtra.co.nz
Covers Otago & Southland

Race Images South

Ajay Berry | Ph: 021 819 923
Email: raceimages@xtra.co.nz
Covers Christchurch area

Samatha Gordon

Ph: 027 878 7027
Email: samantha.gordon2001@hotmail.co.nz
Covers mid-Canterbury area

Annie Studholme Equine Photography

Annie Studholme | Ph: 03 303 7379
Email: anniestudholme@xtra.co.nz

Fiona Montgomery

Email: feemontyphotography@gmail.com
Covers Southland area

Charlotte Mooney

Ph: 027 510 5818
Email: mooneycm@hotmail.com
Covers Canterbury

Monica Toretto

Email: monicatorretto@gmail.com
Covers Canterbury & Southland Area

UPLOADING MEDIA TO NZB

The following is a useful guide to assist vendors, photographers and videographers who are including Lot Photos and Parade Videos as links to the Lot info on NZB's website. The information below outlines the specifications, **naming convention** and process in order to get your photos and videos online.

LOT PHOTOS (max. of 10 photos per lot)

File Formats Accepted	JPG, JPEG
Specifications	1080 pixels wide (max), 3MB in size (max) Maximum of 10 photos per lot
Naming Convention (Labelling)	[Lot]_[sort].format (e.g. 304_1.jpg, 304_2.jpg, 304_3.jpg and so on in the order you wish them to display) Do not include the word 'Lot' in the label, just the number and sorting order
Process	Upload Lot imagery via the NZB Portal: portal.nzb.co.nz

PARADE VIDEO (one video per lot)

File Formats Accepted	MOV, MPG4, AVI
High Definition	720p 16:9 aspect ratio 1280x720, 5-10 bit rate
Resolution	1080p 16:9 aspect ratio, 1920 x 1080, 10-20 bit rate
Audio	2-channel Stereo audio
Naming Convention for the National Weanling & Broodmare Sale	23NWG, Lot XXX e.g. 23NWG, Lot 120
Length of Clip	120 seconds (max). Videos must be under 2GB in file size

Step 1	Film, edit, finalise and correctly label your video.
Step 2	Upload your video(s) against the Lot entry in the NZB Portal
Step 3	Once we've received notification, we'll check the file is correct and matches the Lot number then approve your media
Step 4	The files will be linked to our Vimeo channel and on www.nzb.co.nz for buyers to view

Naming convention is critical to allow the correct processing of photos and videos as well as linking to the correct lots on the website. Please ensure your files are named accordingly.

UPLOADING MEDIA

It is now the responsibility of the vendor and/or vendor's photographer to upload vendor media, with each vendor and/or photographer now given the ability to upload sale media via the NZB portal: portal.nzb.co.nz.

Please note: If you would like to delegate the responsibility of uploading vendor media to a photographer, you have two options.

- a) Your photographer will be able to create their own NZB portal account to upload your media on your behalf.
- b) Provide your photographer with your own NZB Portal login credentials and they upload on your behalf.

The following is a useful guide to assist vendors, photographers and videographers who are adding Lot Photos and Parade Videos to the Lot information on NZB's website. The information below outlines a step-by-step guide which can be followed in order to get your photos and videos online. Please note, now vendors are able to 'bulk' upload media supplying multiple images at a time.

STEP 1.

Log into the NZB portal by searching portal.nzb.co.nz, or access via the keyhole at bottom of the nzb.co.nz website homepage.



STEP 2. (Individual Lot Upload)

Once logged in, click on the horse entry you would like to upload media against by selecting the 'UPDATE' icon on the right hand side of the entry.

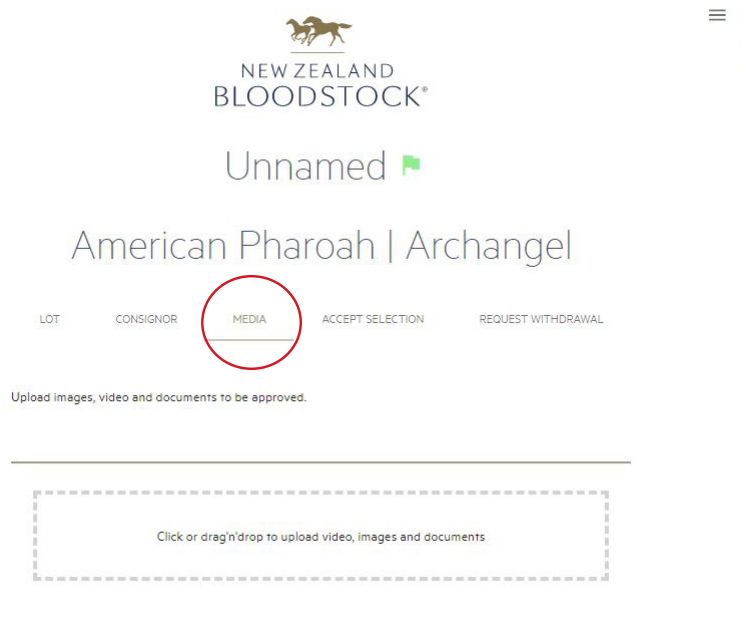
The screenshot shows the 'Online Horse Entry' page on the NZB website. At the top, there is a logo for 'NEW ZEALAND BLOODSTOCK' and a search bar. Below the search bar, there are two buttons: 'ENTER A HORSE' and 'SALES CALENDAR'. The main content is a table of horse entries for the '2022 National Yearling Sales Series'. The table has columns for Horse DOB, Sex Colour, Sire Dam, Sale Creator Lot #, and Selection. There are three rows of data. The first row has an 'UPDATE' button with a green checkmark, circled in red. The second row has an 'UPDATE' button with a red 'X' mark. The third row has an 'UPDATE' button with a green checkmark.

Horse DOB	Sex Colour	Sire Dam	Sale Creator Lot #	Selection	UPDATE
Unnamed 6/09/2020	Colt Bay or Brown	American Pharoah Archangel	2022 Book 1 Sale Mary Jane Harvey Lot #97	Book 1 Selected	UPDATE
Unnamed 2/11/2020	Filly Bay	Per Incanto So Brazen	2022 Book 1 Sale Mary Jane Harvey Lot #6667	Book 1 Selected	UPDATE
Unnamed 7/11/2020	Filly Bay	Per Incanto Just Irish	2022 Book 2 Sale Mary Jane Harvey Lot #877	Book 2 Selected	UPDATE

UPLOADING MEDIA TO NZB

STEP 3. (Individual Lot Upload)

To upload your media against your Lot, click on the 'MEDIA' tab at the top of the entry.

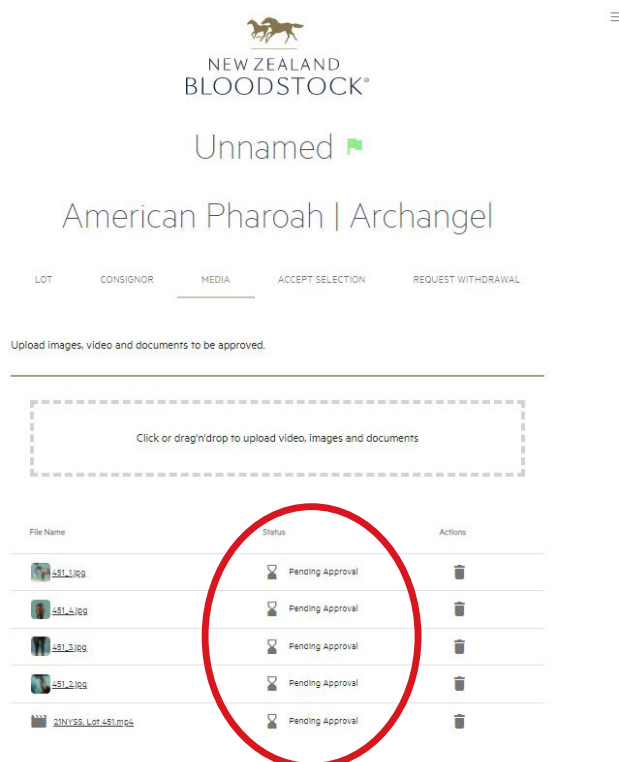


STEP 4. (Individual Lot Upload)

Once you have selected the 'MEDIA' tab, click on the grey box to upload the media directly from your computer. It is important to ensure you have labelled all of your imagery correctly in the chronological order you would like the images to appear in. e.g., 111_1, 111_2, 111_3 and so on.

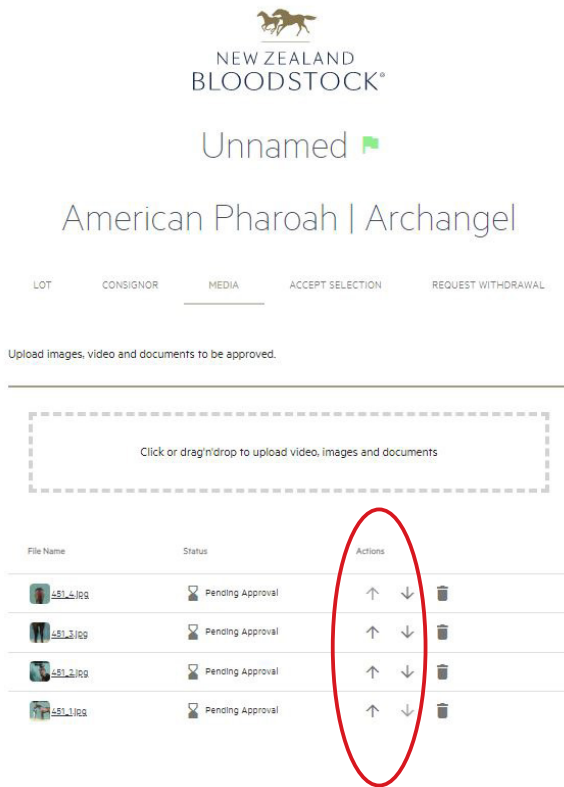
STEP 5. (Individual Lot Upload)

Once you have uploaded your media, you will see each photo and/or video loaded into the NZB Portal. As soon as you upload your media, it will be given a 'Pending Approval' status, as it is required to be approved by a member of the NZB Marketing Team in order to feature on the website. Please note that this approval process may take up to 24 hours after the initial upload.



UPLOADING MEDIA TO NZB

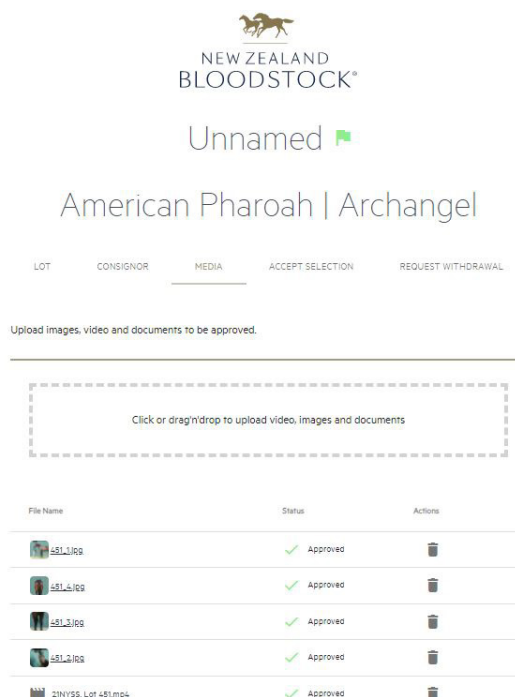
STEP 6. (Individual Lot Upload)



≡ To change the order in which you would like your lot's photos to appear, simply select the image you would like to move and click the grey arrow located to the left of the trash can symbol. The direction of the arrow indicates the order in which you can sort your images, (upwards arrow or downwards arrow). The image located in the first row located closest to the grey media box is the photo that will appear first on the website. The image located in the second row is the image that will appear second on the website and so on.

STEP 6. (Individual Lot Upload)

Once your media has been approved, you will see a green 'Approved' status against each image and/or video. If you would like to delete any of the media you have uploaded, simply click on the grey trash can next to the image and/or video.



UPLOADING MEDIA TO NZB

STEP 7. (Individual Lot Upload)

Once your media has been uploaded, you can view it on the lot's website page as per usual.

Karak 2022 - Book 1
7 - 9 March 2022 at Karaka

LOT 97 GO

Account of Rich Hill Stud, Matamata (as agent)
BAY OR BROWN COLT BOX A 85
Foaled 6th September 2020 Branded: nr sh; 9 over 0 off sh

SCHEMES AND ELIGIBILITY
BOBS

PEDIGREE UPDATES
Closely related to Vantan Express (2018.g. by Vancouver-Sretan, by Bernardini-Pure Joy).
1st SCTC (Sunshine Coast) Diverse Building and Roofing Maiden H.

STEP 1. (Bulk Media Upload)

Vendors now have the option to 'bulk' upload their media, as opposed to uploading to individual lots. To upload multiple images for multiple lots at a time, select the 'bulk upload media' option in the homepage of your entry portal. Please note it is important to select the correct sale that you would like to upload media for and all media **MUST BE LABELED CORRECTLY**.

NEW ZEALAND BLOODSTOCK®

Online Horse Entry

ENTER A HORSE SALES CALENDAR

2022 National Yearling Sales Series Search

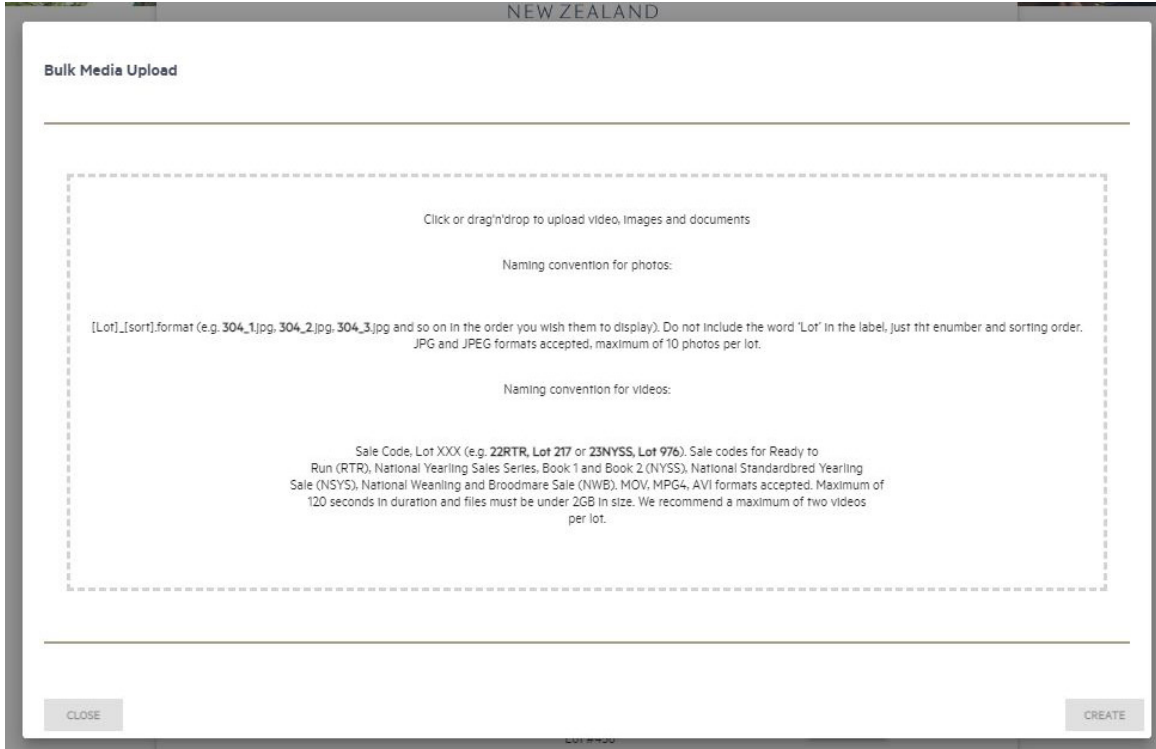
Bulk Upload Media

Horse DOB	Sex Colour	Sire Dam	Sale Creator Lot #	Selection	UPDATE
Unnamed 6/09/2020	Colt Bay or Brown	American Pharoah Archangel	2022 Book 1 Sale Mary Jane Harvey Lot #97	Book 1 Selected	UPDATE
Unnamed 2/11/2020	Filly Bay	Per Incanto So Brazen	2022 Book 1 Sale Mary Jane Harvey Lot #667	Book 1 Selected	UPDATE
Unnamed 7/11/2020	Filly Bay	Per Incanto Just Irish	2022 Book 2 Sale Mary Jane Harvey Lot #877	Book 2 Selected	UPDATE
Unnamed 20/10/2020	Colt Bay	Iffraaj O'File	2022 Book 1 Sale Mary Jane Harvey Lot #458	Book 1 Selected	UPDATE
Unnamed 15/08/2020	Filly Bay	Satono Aladdin Inthespotlight	2022 Book 1 Sale Hayden Dillon Lot #323	Book 1 Selected	UPDATE
Unnamed 2/11/2020	Colt Bay	Shocking French	2022 Book 1 Sale Karyn Vincent Lot #6343	Book 2 Selected	UPDATE

UPLOADING MEDIA TO NZB

STEP 2. (Bulk Media Upload)

Select the images from your computer files to upload. Please note that it is **imperative** your files are labeled correctly in order for the bulk media upload function to link your photos to the NZB website. **If you do not label your photos correctly, your media will not appear on the website.** The correct naming conventions are noted in the 'Bulk Media Upload' box which appears when you want to upload multiple media files at a time.



STEP 3. (Bulk Media Upload)

Once you have uploaded your media in bulk, you will be able to see the file name as well as the lot number the images and/or videos correlate with. The status symbol will appear orange, indicating that your media has been sent to the NZB team for approval. Once your media has been approved, you will see it appear on the NZB website against each lot.



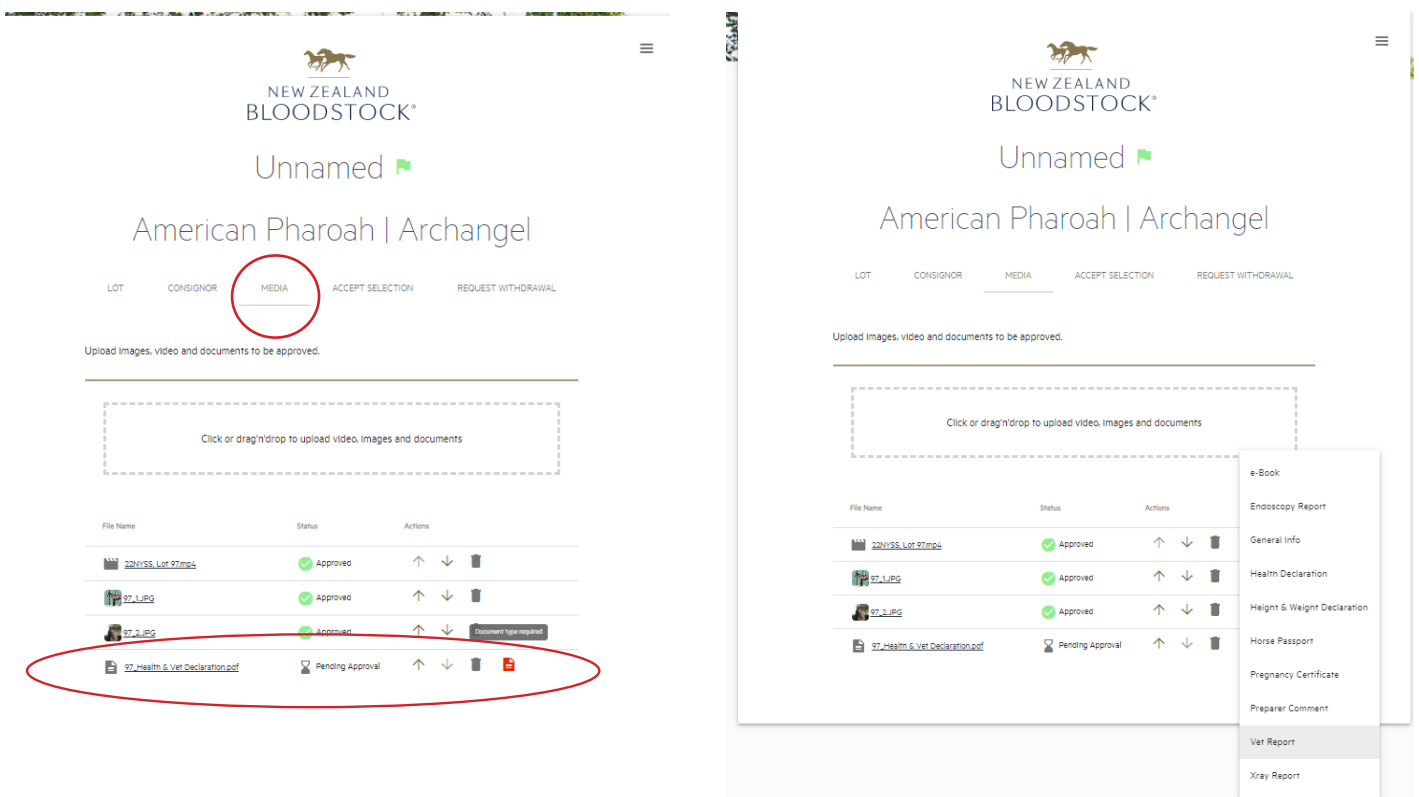
SUBMITTING PDF REPORTS

Should you wish to supply informative reports such as Stage 1 & 2 Vet Reports, Health Declarations, Vet Certificates, Vet or Horse History, you have the ability to upload these PDF documents against a Lot on NZB's website.

You can do this by uploading the PDF document via the 'Media' tab against an individual Lot (using the same process as uploading a photo or video).

In order for PDF reports to be submitted, you must select a 'document type' for the PDF you are attempting to upload. The document type you select is the name of the PDF file which will appear against each lot.

While all factual and vet endorsed/certified reports will be submitted, any vendor submitted or non-certified reports will have an NZB disclaimer attached to them to give buyers utmost transparency.



Note: Upload your PDF documents to the NZB Portal using the exact same process as uploading a photo or video. There recommended limit of three PDF documents per Lot.

For more information or advice on PDF reports to submit, feel free to contact a member of the bloodstock team for any support or to assist in any way.

TROUBLESHOOTING

Should you have any trouble uploading your media via the NZB portal, please contact a member of the NZB Marketing team who will endeavour to assist you. Please note that the Marketing team **will not** upload media on your behalf.

All Media/Portal Enquiries to:

Email: marketing@nzb.co.nz

Phone: +64 9 298 0055