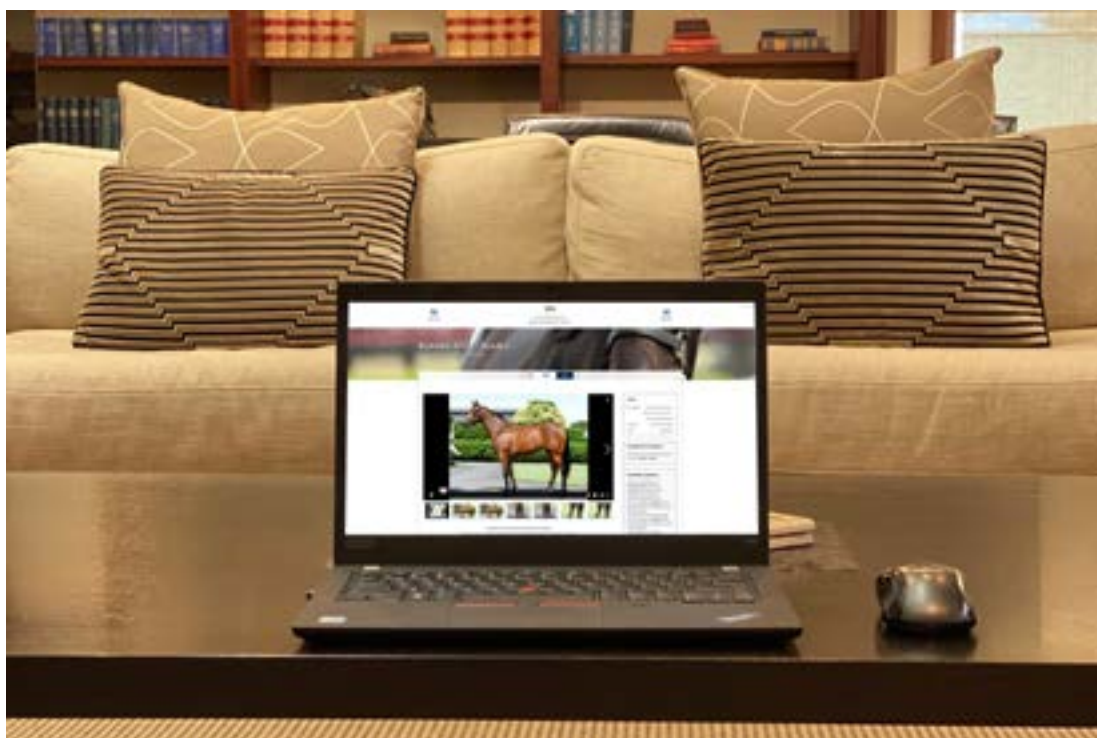# GUIDE TO LOT MEDIA

The nature of how our buyers evaluate and purchase horses has changed momentously over the last few years with significant importance placed on digital media. 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.

Contents

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.

7. OPTIONAL EXTRAS

Aside from the all important conformation shot, here are some ideas for optional extra photos to supply to give buyers a complete view of the horse.

- Off Side Conformation Shot
- Head Shot
- Close Up Legs Near Side Shot
- Close Up Of Legs Offside
- Front View of Legs & Conformation Shot
- Rear View Hind Leg & Conformation Shot

There is a limit of 10 photos per Lot, size and labelling requirements apply to all media submitted (see page 4 for details).

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 is important to use one of our recommended professional videographers, or a handy camera person 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.

LOT 144
ARDROSSAN - DOLCE AMORE Colt led by Gab Zoren

https://vimeo.com/790721452
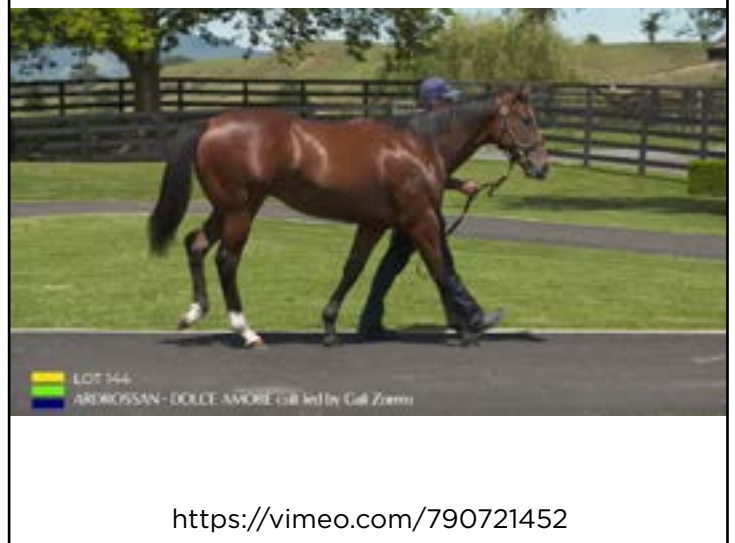
NZB'S PORTAL

All photos and videos must be uploaded to NZB's portal via portal.nzb.co.nz. The information below outlines the naming convention, specifications and process in order to get your photos and videos online.

LOT PHOTOS

File Formats Accepted	JPG, JPEG
Naming Convention (Labelling)	[Lot]_[sort].format (e.g. **304_1, 304_2, 304_3** 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
Specifications	1080 pixels wide (max), 3MB in size (max) **Maximum of 10 photos per lot**
Process	Upload Lot photos via the NZB Portal: **portal.nzb.co.nz**

PARADE VIDEO

File Formats Accepted	MOV, MPG4, AVI
Naming Convention	24RTR, Lot XXX e.g. **25GNY, Lot 67**
High Definition/ Resolution	Specifications: 1080p 16:9 aspect ratio, 1920 x 1080
Length of Clip	120 seconds (max). Videos must be under 2GB in file size
Process	Upload Lot video via the NZB Portal: **portal.nzb.co.nz**
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.

RECOMMENDED PROFESSIONALS

North Island Photographers & Videographers

Glenys Randell Photography
Ph: 0211 885 565
Email: glenysrandellphotography@gmail.com

Cawood Media - Lily Cawood
Ph: 027 804 5834
Email: lilycawood@gmail.com

Jones Road - Ben & Tash Jones
Ph: 022 471 0113
Email: tash@jonesroad.co.nz

Lesley Warwick
Ph: 021 555 644
Email: lesleywarwick@xtra.co.nz

Megan Liefting
Ph: 027 348 6040
Email: equifocusnz@gmail.com

Charlotte Mooney
Ph: 027 510 5818
Email: mooneycm@hotmail.com

Race Images
Ph: 06 323 5604
Email: office@raceimages.co.nz

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

Eclare Productions - Clare Ward
Ph: 021 152 6966
Email: eclare@kiaorabro.co.nz

LaunchME Equine
Ph: 0800 LaunchME
Email: craig@launchme.co.nz

Searcy Media - Caroline Searcy
Ph: +61 418 270 523
Email: searcc@gmail.com

Ziba Creative - Jasmine Robertson
Ph: 021 710 933
Email: jasmine@zibacreative.co.nz

Avocado Media - Daniel Greenwood
Ph: 021 354 145
Email: daniel@avocadomedia.co.nz

South Island Photographers & Videographers

Wild Range Photography - Wayne Huddleston
Ph: 022 092 9114
Email: wildrangephotography@xtra.co.nz

Samatha Gordon
Ph: 027 878 7027
Email: samantha.gordon2001@hotmail.co.nz

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

Fiona Montgomery
Email: feemontyphotography@gmail.com

Charlotte Mooney
Ph: 027 510 5818
Email: mooneycm@hotmail.com

Monica Toretto
Ph: 020 4113 9512
Email: monicatoretto@gmail.com

Greg O'Connor
Ph: 021 960 962
Email: gregoracing1@gmail.com

Race Images South - Ajay Berry
Ph: 021 819 923
Email: raceimages@xtra.co.nz

UPLOADING MEDIA TO NZB

It is 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, your photographer will be able to create their own NZB portal account to upload your media on your behalf.
   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.

STEP 1. (Individual Lot Upload)

Once logged in, click 'Update' on the horse entry you would like to upload media against (or use the search bar to find the horse).
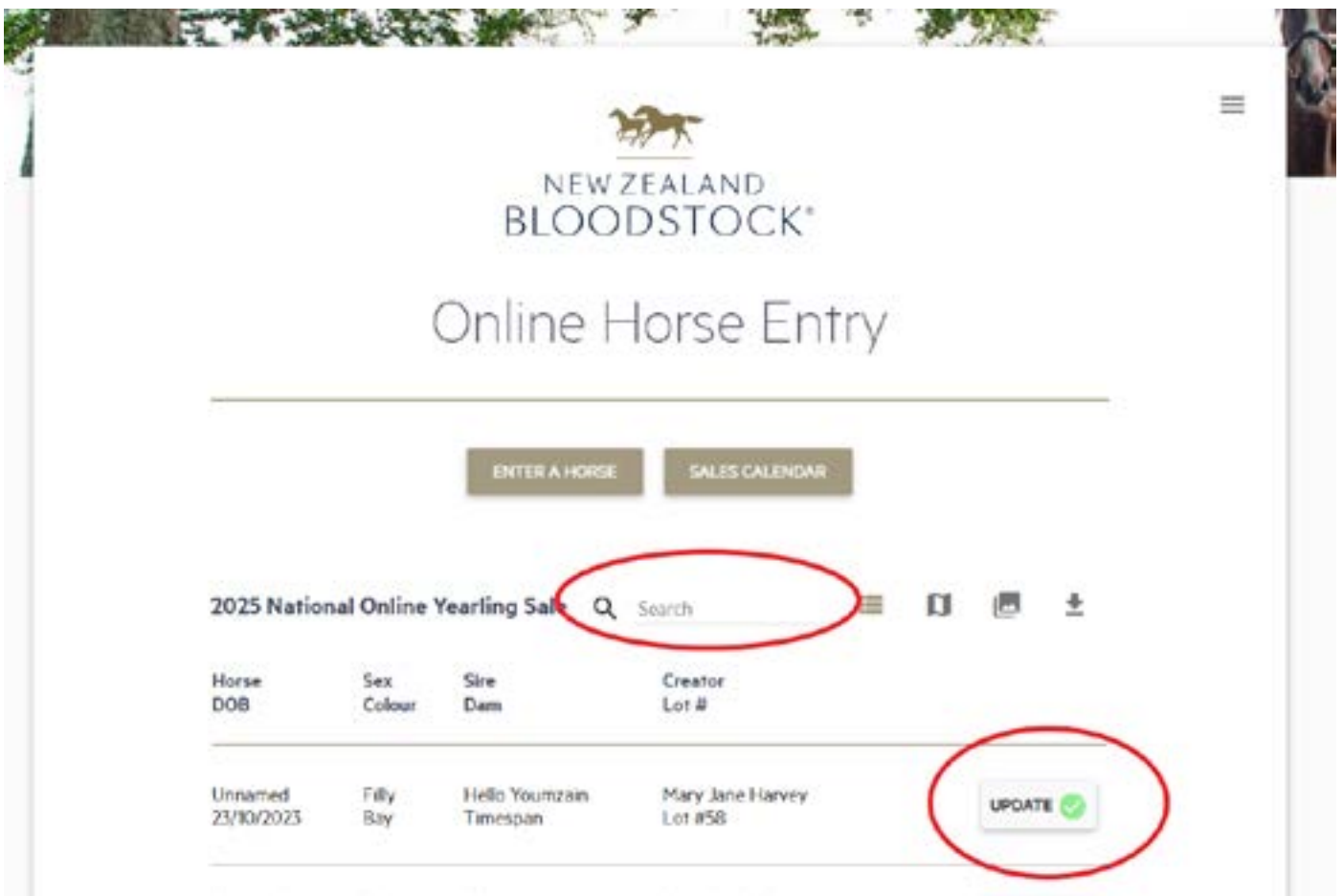
UPLOADING MEDIA TO NZB

STEP 2. (Individual Lot Upload)
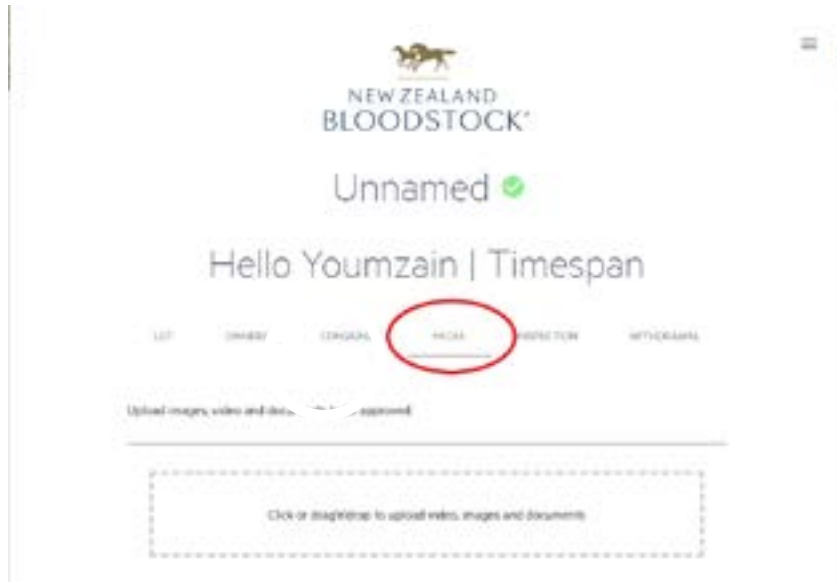
To upload your media against your Lot, click on the 'MEDIA' tab at the top of the entry. Once you have selected the 'MEDIA' tab, click on the grey box to upload the media directly from your computer. It is important to ensure you have labelled all of your imagery correctly in the chronological order you would like the images to appear in. e.g., 111_1, 111_2, 111_3 and so on.

STEP 3. (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 is done during working hours.** You can also reorder your photos here or delete any if required.

Once your media has been approved, you will see a green 'Approved' status against each image and/or video and it will now be visible on the Lot's website page.
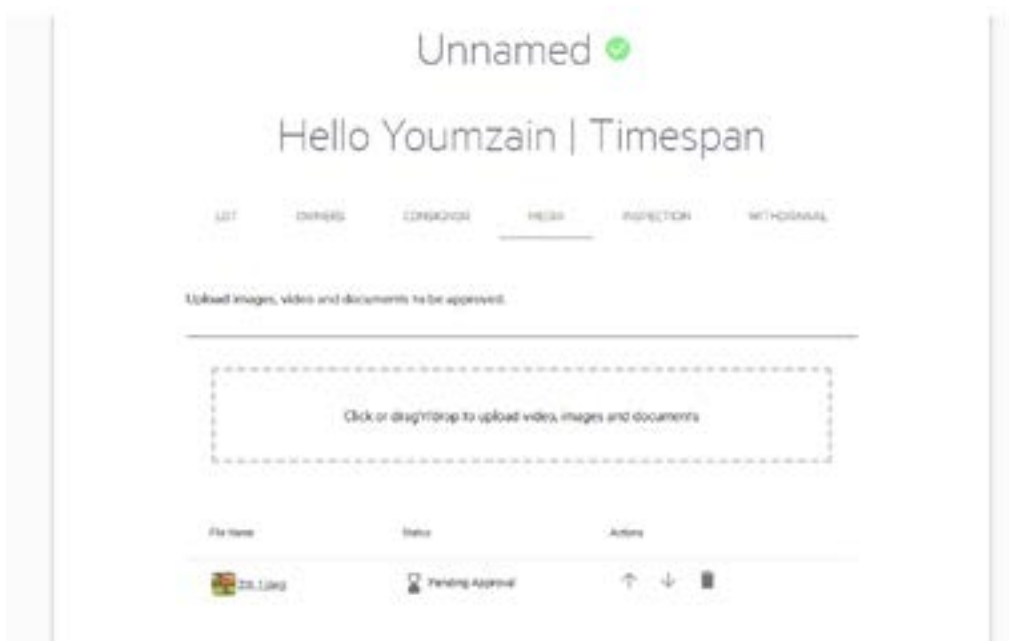
UPLOADING MEDIA TO NZB

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.**
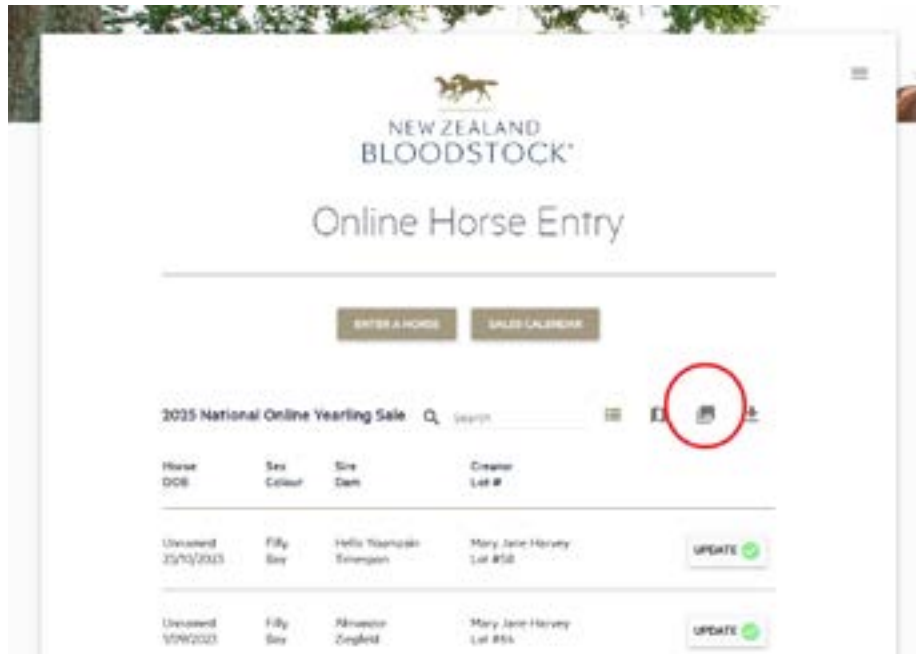
STEP 2. (Bulk Media Upload)

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 on page 4 of this document.

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 HEIGHTS & WEIGHTS

Vendors have the option of submitting heights and weights against each lot, to show on the NZB website. To do so, click the 'Media' tab of the Lot, and scroll down to Heights & Weight section below the media uploader. Please note height should be in hands (e.g. 15.1) and weight in kgs (e.g. 420). Once entered, select 'Update'.

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 is a limit of three PDF documents per Lot.

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 and approval of media will be processed during working hours.

All Media/Portal Enquiries to:
Email: marketing@nzb.co.nz
Phone: +64 9 298 0055