

CONTRIBUTOR GUIDE

DISSOLVE



WELCOME

Welcome, new contributor! We've created this document for you as a guide to everything Dissolve.

If the answer to your question isn't here, please contact us at contributors@dissolve.com.

ABOUT DISSOLVE

At Dissolve, our vision is to transform stock footage and photography from so-so to spectacular. Empowering today's visual storytellers with exceptional stock from the world's most exciting and relevant shooters. We license stock clips and images for use in commercials, television shows, documentaries, feature films, design, and creative work.

Dissolve's highly curated collections feature some of the world's most inspiring and talented contributors. Our submissions are hand-picked for relevance and quality, with many of our contributors shooting exclusive content for Dissolve.

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WHAT TO SHOOT

SHOOT BRIEFS

Not sure where to start? Check out our [Shoot Briefs](#), a collection of trends and shot suggestions based on what we're seeing, customer requests, and market research. Topics to date have included: [User-generated content](#), [A day in the life](#), [Establishing shots](#), [Diversity](#), [Technology](#), and [Family](#).

You're always free to shoot the topics and styles you specialize in (or that are selling well for you), but we recommend reviewing our briefs regularly to see how these insights could influence your work.

Pro tip: check out the shooting tips included in each shoot brief.



SHOT LISTS, CLIPS AND PHOTOS WE LIKE

Clips we like

Our customer sales and research team gets daily requests for shots that are missing, dated, or underrepresented in our library. We compile these requests into [shot lists](#) you can use to inspire your next footage shoot. You can also view the current collection of [Clips We Like](#) for inspiration.

Images we like

The [Life, filtered](#) gallery is a collection of recent, exciting images our editors love that are selling well or getting added to lots of folders and search requests. It's a great resource for gathering insights ahead of your next shoot.



RELEASES AND TRADEMARKS

MODEL RELEASES

A model release is an agreement between the content creator (you) and your models. By signing a release, the model grants permission for the stock content in which they appear to be commercially licensed.

For your content to be licensed for commercial work, you must submit model releases in English, or with an English translation, for every person visible in your content.

Dissolve provides ready-to-use [model release](#) and [property release](#) forms. We also recommend using the [Easy Release](#) app which lets you collect all the data and signatures you need right in your phone. However, other standard professional releases may also be acceptable provided the language clearly indicates your model understands and accepts they have no further rights to control the images. Model releases cannot contain any addendums or restrictions regarding use or personal requests. Please include headshots of every model in your stock content as these may be requested by customers.

Editorial licenses do not require a model release. However, editorial licenses only represent a small portion of stock content sales (non-commercial or news). We recommend you always get every person featured to sign a release to maximize your sales opportunities. This also ensures that you and your models have a mutual legal understanding of how the content can be used.

Every person you shoot must sign a model release or we will not accept the content.



There are limited exceptions for crowd shots, which will be considered on a case-by-case basis. However, we do not make exceptions for shots where the person's face is obscured, they are at a distance, have been partially cropped, or are wearing costumes or masks.





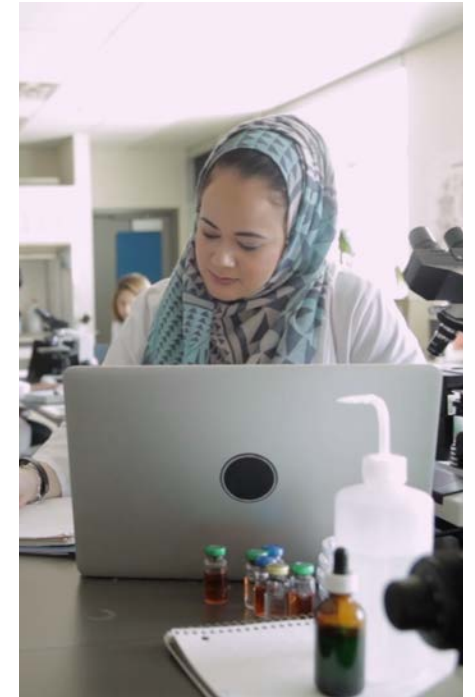
PROPERTY RELEASES

Having property releases increases the likelihood that your content will be licensed for commercial use as some customers require them for any content shot on a recognizable or private property. You can use Dissolve's property release form or the Easy Release app to get a signature from the property owner.

Some shots of models in a generic location e.g. a private home or office are acceptable without property releases. However, any shots where the setting is the subject (e.g. a shot of a kitchen rather than of people interacting in a kitchen) requires a property release.

Please note that most locations open to the public — restaurants, hospitals, museums, and churches, for example — are still private property and require a release. Other standard professional releases may also be acceptable. The release should clearly identify that the location is released. Property releases cannot contain any addendums or restrictions regarding the use or personal requests. It is your responsibility to ensure the person signing the property release has the authority to do so.

National parks and state parks may require releases, and drone footage is prohibited in most national parks. Always check with the park prior to shooting, and upload a copy of your park shoot permit with your Dissolve submission releases.



TRADEMARKS AND ART

As a general rule, avoid shooting content that shows prominent brand logos or proprietary and easily identifiable designs, including on clothing and footwear. You should also avoid filming art for which you cannot obtain a release (including reproductions).

If your shots do include a business name, logo, or associated branding, you must submit a [brand and trademark release](#) in addition to a property release in order for them to be licensed for commercial use. This release allows customers to use images which contain the business' name and related trademarks for projects unrelated to the released business. Original art visible in your images, including public murals and graffiti, must be submitted with an art release.



METADATA



METADATA

Please make accurate metadata a fundamental part of your process. You work hard to capture exceptional content, you wait for the best light, you hike to the perfect vantage point, you work with the right talent — do you describe your content with the same care and attention? If you don't, you're doing your work a disservice.

Metadata is the information related to the content of each photo or footage clip, such as its description and keywords. Having accurate, searchable data for your content is critical since it helps people and systems process, administer, and ultimately discover the content you create. You can refer to our [Metadata guide](#) for best practices.

Our customers want accuracy in their content. Concise, factual descriptions and straightforward keyword sets are crucial to your clip or photo being found by the right customer. For the best results avoid including irrelevant or incorrect concepts.

If you're a Dissolve Liftoff™ or exclusive photography contributor, you can skip the metadata and simply upload your raw, unedited footage for review and processing; Dissolve will provide keywords and metadata. (See the [Submission guidelines](#) for more information and [File formats](#).)

However, to ensure accuracy and maximize your sales, even exclusive photography and Liftoff™ contributors must include the names of locations, (minimally: city, state, country), shoot date, and key structures (e.g. the name of the building, mountain, lake, monument, work of art, bridge, etc.) when uploading location-specific shots.

OUR TOP 5 METADATA TIPS

Use all the metadata categories

Use all available categories to improve your metadata including "People Ages," "People Count," "Ethnicities," and "Shot Types". These will help customers find your clips and photos, which can increase your collection's performance. Please be as accurate as possible and do not guess if you aren't sure.

Ensure all geographic metadata, including "Geographic Location Depicted" and "Shot in the USA? (yes/no)", has been filled out correctly

The "Geographic Location Depicted" column indicates which locations are depicted in your work. This information is imperative for aerial and location shots, however, it's unnecessary for interior or studio shots.

The geographic location depicted should only include the full names of cities, states, regions, countries, etc. and not abbreviations or non-specific terms like "river" or "forest". If you aren't certain about the location of the clip or photo please don't guess or include multiple locations.

The "Shot in the USA? (yes/no)" column identifies whether or not the subject of a shoot was in the United States. This is a mandatory field for footage as customers frequently require this information before making a purchase. Simply select "yes" from the drop-down if your content was shot in the USA or "no" if it was shot elsewhere.

Use natural descriptions

Write your descriptions in natural, everyday language; a single sentence is best. Only describe what can be seen in the clip or photo and do not include suggested uses or introduce inaccurate or irrelevant concepts. For location shots, e.g. cityscapes, we also recommend including an accurate shot date at the end of your description such as: "shot in 2018".

Don't include technical information

Save yourself some time and don't include technical information in your metadata such as the resolution (e.g. 4K or UHD) or frames per second. Once your clips or photos are live, this data will appear automatically.

Familiarize yourself with when to use "girl" vs "woman"

Please note that in North American English, "girl" refers to a female child, while "young woman" refers to a female aged 18-25 and "teenaged girl" or "female teenager" refers to a female aged 13-17. When our customers search for "girl", they are expecting to find clips or photos of children, not young women or teenagers. Please keep this in mind when describing and keywording your clips or photos.



A woman with long dark hair is sitting at a wooden desk, looking at a laptop screen. She is wearing a grey long-sleeved shirt. The room is dimly lit, with light coming from a window in the background. On the wall behind her is a round clock. On the desk, there is a white mug, a white electric kettle, and a red star-shaped decoration. The text "UPLOADING YOUR FILES" is overlaid on the image, framed by two white diagonal lines.

UPLOADING YOUR FILES



SUBMITTING AN EXCLUSIVE BATCH

If you are an exclusive contributor, select "This is a Dissolve Liftoff batch" for footage or "I agree that the photos in this batch are exclusive to Dissolve" for photography, then upload your files and associated releases. You will be able to submit the batch without having to add complete metadata.

Footage by Austin Straub D1395_1_003

You can upload your files to our [contributor site](#). The site will show you how many items you've uploaded to date so you can keep track of your upload limit; this can range from 25 clips or photos per month to unlimited.

Please note: Dissolve does not accept FTP submissions.

HOW TO UPLOAD

1. After logging in, you'll see your Dashboard page. On the left sidebar click "Batches."
2. Select "+ Add Video Batch" or "+ Add Photo Batch", then name your batch and click "Create." We encourage you to upload your content by the shoot.
3. To upload clips or images to your newly created batch, you can drag and drop your files or click the "+ Add Videos" or "+ Add Photos" button on the top right of the page.
4. Upload your signed model and property releases to the "Release files" section.
5. In the Metadata editor, export the metadata sheet which contains all of your original file names and Dissolve IDs. Complete this sheet and import it back to your batch.
6. Submit for review.

Exclusive and Liftoff contributors may provide their files on hard drives.

FILE FORMATS

Clips

We prefer .mov files but also accept .mp4 and .mpg files. Please send us your clips in the highest resolution available, [preferably in 4K](#).

Images

We accept .JPG files only. Please send us your content in the highest resolution available; larger than 5MB is preferred. We only accept submissions which have been formatted in sRGB or AdobeRGB. All color and retouching must be completed by the contributor prior to uploading.

Our website will automatically convert high-resolution clips and photos to lower resolution clips and photos. See the [FAQ](#) for complete information.

DELETING YOUR CONTENT

Currently, we do not allow contributors to delete content they have uploaded. If there are issues with the content (e.g. no releases where the presence of them is indicated, loss of rights to license content as stock), please contact us at contributors@dissolve.com.

A photograph of three people in a modern office setting. Two men are leaning over a desk, looking at a blue laptop. One man is wearing a grey sweater and a blue cap, while the other is wearing a white t-shirt and has a goatee. A woman is sitting at the desk, smiling, and holding a white mug. The background shows a glass-walled office space.

TRACKING YOUR SALES

You'll find your royalty reports on your [contributor site dashboard](#), along with the status of your batches — open, uploaded, submitted, or live.

WEEKLY ACTIVITY REPORT

We send weekly activity reports with details about your live content. Here are some of the terms you may come across:

Saved to folder: a customer saved an item to a folder for review.

Added to cart: a customer added the item to cart and has not completed the purchase.

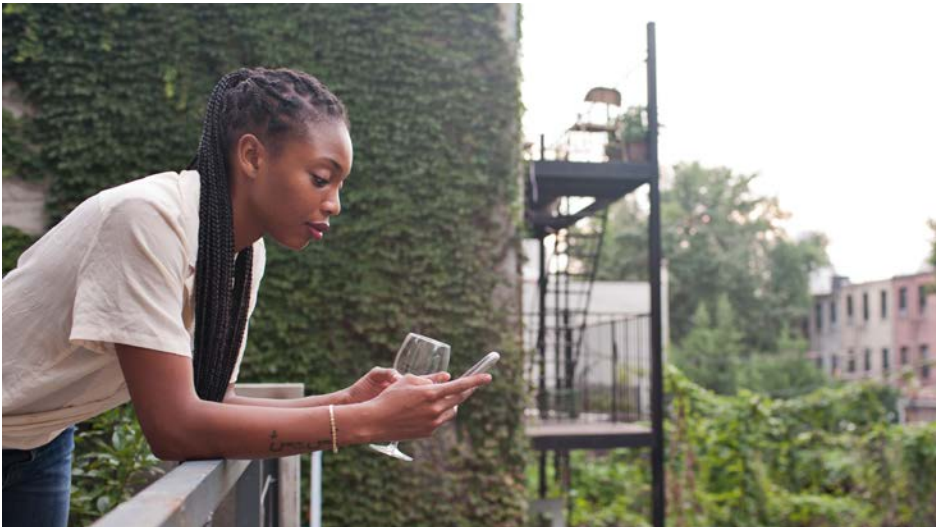
Downloaded: a customer either downloaded a comp or purchased the item. Refer to your monthly royalty report for the actual number of purchased downloads.

Top keywords: your top keywords for your most-downloaded content.

MONTHLY ROYALTY REPORT

Monthly royalty reports will be available on your [contributor site dashboard](#) around the 15th of the following month (e.g. January's report will be available on February 15th). You will receive your royalty payments within the second half of the following month (e.g. February 15th to 28th for January).

To see which products have sold, click the image or product name. Click the link at the top of your monthly report to see all the content sold in that month.



Photography by HEX D1896_8_048



This is the January 13, 2019 contributor activity report for [Dissolve Contributor](#).

Your content

You have [392 items](#) available for license on the Dissolve site.

Activity on your content

	January 7-13, 2019	Total to date
Folders	12 items saved to 9 folders	189 items in 65 folders
Carts	8 items added to 11 carts	8 items in 11 carts
Downloads	5 items downloaded	33 total items downloaded

Top 20 keywords for your most-downloaded items:
[business](#), [young adult](#), [people](#), [smartphone](#), [coffee](#), [cats](#), [laptop](#), [lifestyle](#), [face](#),
[timelapse](#), [party](#), [dancing](#), [taking](#), [watching](#), [close up shot](#), [aerial](#), [mountains](#),
[alberta](#), [clouds](#), [forest](#)

Thanks,

The Dissolve Content Team

This is an interim report for your information only. Check your monthly royalty report for final sales numbers. For general information about this report, visit the [FAQ](#). If you have specific questions, contact our contributor support [team](#).

You received this email because you are a contributor with Dissolve. If you'd like to unsubscribe, click the link below.

A close-up shot of a woman with vibrant pink hair and striking blue eyes. She is looking directly at the camera through a horizontal opening, possibly a window or a screen, which is framed by dark, blurred horizontal bands at the top and bottom. The lighting is soft and focused on her face.

BUILDING YOUR BUZZ




CONTRIBUTOR SPOTLIGHTS AND SHOWREELS

From time to time we feature the work of unique or successful shooters and agencies on our blog [in our 'Shooters' section](#). If you have an interesting niche or approach to shooting stock, feel free to tell us your story and we'll consider including you on our blog.

We also create showreels as [promotional videos](#) for Dissolve. If your clips are used in a showreel, we'll show your clips on the [showreel page](#) and credit you, with links to your content on Dissolve.

We encourage you to share links to your Dissolve footage and promos on your website and social media channels. We frequently share fresh content on our social channels, so we suggest tagging @dissolvestock or using the #dissolvestock hashtag to let us (and our audiences) know what you're working on.



A woman with voluminous, curly brown hair is swinging happily on a swing set. She is wearing a white V-neck shirt under a light-colored, textured cardigan. The background is a beach at sunset, with the sun low on the horizon, creating a warm, golden glow. Other people are visible in the distance on the beach.

Remember, submitting often and submitting thoughtfully keeps your footage and photography current and looking fresh while adding to your collection, and increasing your chance of making the big bucks.

As one of our contributors, you're a part of the team building the world's highest quality stock footage and photography collections, and we're excited to have you onboard. Drop us a line anytime, we're always here to help.

We can't wait to see what you've got in store.

Warmly,



The Dissolve Team

FREQUENTLY ASKED QUESTIONS

Q: How long will it take for my batch to go live on Dissolve?

A: We aim to process each batch within 4-6 weeks from the time of submission. During this time, we assess the submitted model and property releases, the quality and completeness of descriptive metadata, and the commerciality of each clip or photo to ensure your work is optimally positioned for potential customers.

Q: How will my content be priced?

A: We value the work you do, and take pride in providing an amazing experience for our contributors and our customers. With this in mind, we ensure the content on Dissolve is priced competitively for the marketplace by matching prices seen elsewhere.

Q: Do you withhold taxes on my sales?

A: We do not withhold taxes, as we assume that you will take care of your own taxes. In very specific circumstances, we are required by the Canadian Revenue Agency to withhold a portion of royalty amounts. Learn more about that [here](#).

Q: Why were my clips rejected?

A: To adhere to our high-quality standards, some content may be rejected. This could be due to technical weakness, poor lighting, lack of releases for intellectual property, the models' acting, focus, composition, noise, weak or dated styling, or because of poor metadata. The content selection is at our discretion.

Q: The number of clips on my dashboard is different than the number of clips on the site. Why?

A: The count doesn't include the number of clips or photos we've rejected due to curation in a batch, so the number of clips on your dashboard may be higher than the number of clips on our site.

Q: Am I able to update my personal information?

A: At this time, we require contributors to get in touch with us to change any of their personal information.

Q: How can I increase my monthly upload limit?

A: Your upload limit is determined by a number of factors, including collection performance and quality of content and metadata, as this represents the type of content customers look for. We will review your collection's performance on an ongoing basis, and we will notify you if your limit changes. If you'd like to inquire about increasing your upload limit, please contact contributors@dissolve.com.

OTHER QUESTIONS? NEED MORE DETAILS?

Check out the complete [Contributor FAQ](#) or contact us at contributors@dissolve.com

Footage by Gene Sung D1787_7_005 (back cover)



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Contact us: contributors@dissolve.com