A person wearing a light blue jacket and a yellow beanie stands on a rocky shore, looking into the dark opening of a massive glacier cave. The cave's interior is illuminated by a warm, orange light, contrasting with the cold, blue tones of the surrounding ice. The glacier's surface is highly textured with ridges and grooves, and a faint rainbow is visible in the misty air above the cave entrance.

# CONTRIBUTOR GUIDE

**DISSOLVE**





## WELCOME

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

If the answer to your question isn't here, please contact us at [contributors@dissolve.com](mailto:contributors@dissolve.com).

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## ABOUT DISSOLVE

At Dissolve, our goal is to enhance our customers' creative work with exceptional footage and photography. We license stock video clips for use in commercials, television shows, documentaries, and feature films, and license stock photography for use in design and creative work.

Dissolve's footage collections are tightly curated from some of the world's most inspiring and talented contributors, and hand-picked from the collections of renowned stock agencies. We filter every submission for relevance and quality. Many contributors are exclusive to Dissolve.



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# WHAT TO SHOOT





## SHOOT BRIEFS

Not sure what to shoot? Check out our [shoot briefs](#), based on trends we're seeing, customer requests, and market research. Topics to date have included [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 they might influence your work.



## SHOT LISTS

Our customer sales and research teams get daily requests for shots that are missing, dated, or underrepresented in our library. We compile these requests into [lists you can use](#) to inspire your next shoot.



## CLIPS WE LIKE

See the [clips we like gallery](#) to see the latest clips that are exciting us, selling well, or getting added to lots of folders and search requests.



Footage by John Fedele Exclusive D1453\_1\_065 (top right); Mount Airy Films D40\_12\_124; Plainsight Pictures 17A009\_057; Polina Rabtseva 17A193\_024; Greg Farnum D1153\_15\_133; Max Monty D1190\_18\_068; Evan Loney Media D48\_19\_015 (top to bottom left to right).



# RELEASES, METADATA, AND TRADEMARKS



## MODEL RELEASES

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

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

(There are limited exceptions for crowd shots, which are considered case-by-case.)

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

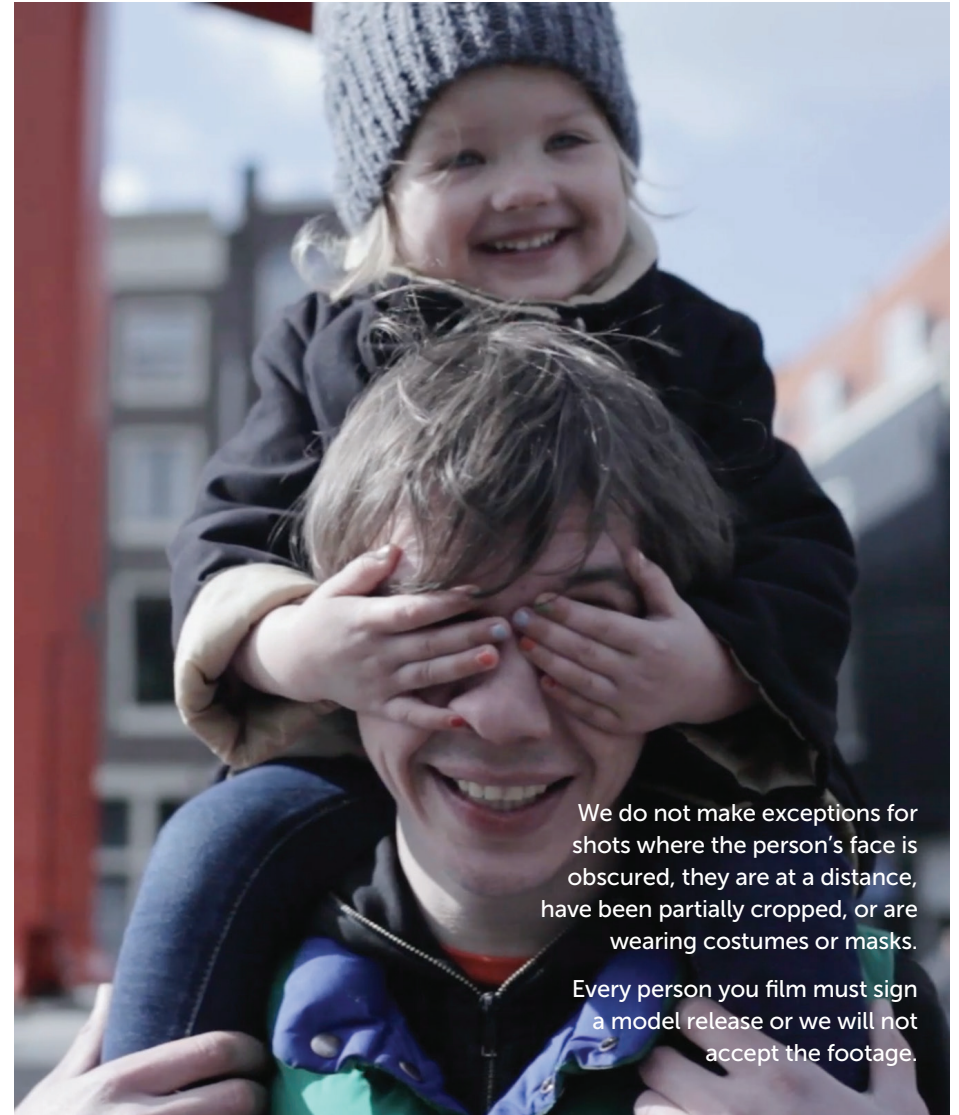
Editorial licenses (non-commercial, news) do not require a model release, but because editorial licenses represent only a portion of stock footage sales, we recommend that you always get people in your clips to sign a release to maximize your sales opportunities. This also ensures that you and your models have a mutual legal understanding of how the footage can be used.

## PROPERTY RELEASES

Having property releases increases the likelihood that your clip will be licensed for commercial use, as some customers require them for any footage shot on 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 such as a private home or office are acceptable without property releases. However, any shots where the setting is the subject (a shot of a kitchen rather than of people interacting in a kitchen) will require 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. Any standard professional release is acceptable. The release should clearly identify the location being released. Property releases cannot contain any restrictions regarding use, addendum or personal requests. It is your responsibility to ensure the person signing the property release has the authority to do so.



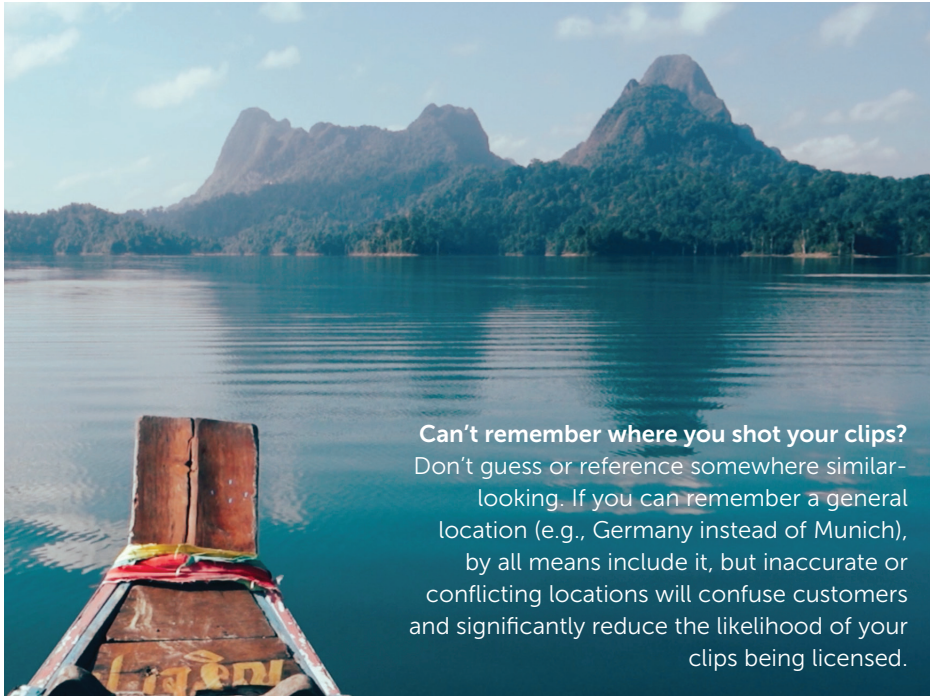
We do not make exceptions for shots where the person's face is obscured, they are at a distance, have been partially cropped, or are wearing costumes or masks.

Every person you film must sign a model release or we will not accept the footage.



Footage by OatStudio D1124\_23\_097 (top), Aila Images D18\_32\_213





**Can't remember where you shot your clips?**  
Don't guess or reference somewhere similar-looking. If you can remember a general location (e.g., Germany instead of Munich), by all means include it, but inaccurate or conflicting locations will confuse customers and significantly reduce the likelihood of your clips being licensed.

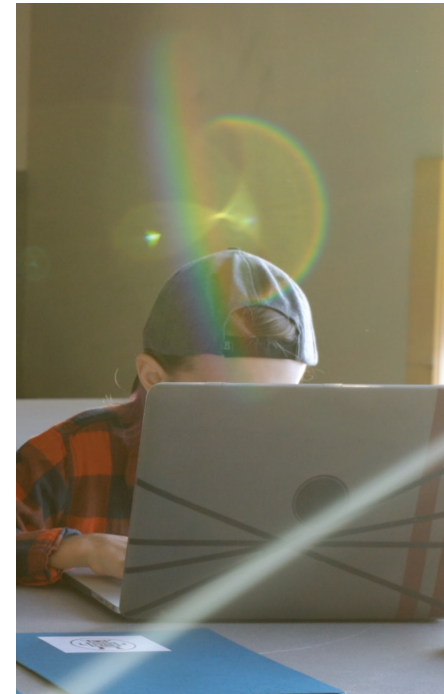
## METADATA

Metadata is the information related to the content of each clip, such as its description and keywords. Having accurate, findable data about your video clips is critical, since it helps people and systems process, administer, and, ultimately, discover the content you create. Refer to our [metadata guide](#) for our best practices.

Make accurate metadata a fundamental part of your process. 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.

Your descriptive metadata should reflect the quality of your content. Better footage warrants better metadata. Above all else, our customers want accuracy in the product. Concise, accurate descriptions and straightforward keyword sets are crucial. Every customer should be able to find the right clip, and every clip should be able to be found by its customer.

If you're a Liffoff contributor (see the [submission guidelines](#)), you can skip the metadata process and simply upload your raw, unedited footage for review and processing. Dissolve will provide keywords and metadata.



## TRADEMARKS AND ART

As a general rule, avoid shooting clips that show prominent brand logos, or proprietary and easily identifiable designs.

In order to be licensed for commercial use, if your shots include a business name, logo or associated branding, you must submit a [brand and trademark release](#) in addition to a property release. This release allows end users to use images which contain the business name and related trademarks for projects that are unrelated to the business.

Original art visible in your images, including public murals and graffiti, requires an art release. Avoid filming art for which you cannot obtain a release (reproductions included).

Footage by Pete R D368\_5\_068 (top); Hero Images D237\_95\_116 (bottom)



A woman with vibrant purple hair, styled in a braid, is seated at a light-colored wooden desk in a modern office. She is looking at a large computer monitor, which is partially visible on the left. Her hands are resting on the desk, near a keyboard. She is wearing a dark, sleeveless top and a black smartwatch on her left wrist. A tattoo is visible on her left forearm. The desk is cluttered with various items: a potted plant with green and yellow leaves, a mesh pen holder, a small black box, a glass of water with a green straw, and some sticky notes. In the background, there are other office desks, plants, and large windows letting in natural light. The overall atmosphere is bright and professional.

UPLOADING YOUR FILES





## SUBMITTING A LIFTOFF BATCH

If you are an exclusive Liftoff contributor, select "This is a Liftoff batch," and upload your raw files and associated releases. You will be able to submit the batch without having to add metadata.

Footage by Austin Straub D1395\_1\_003

Upload your files to our [contributor site](#), within your upload limit, which can range from 25 clips per month to unlimited. The site shows how many clips you've uploaded to date.

Dissolve does not accept FTP submissions.

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

## FILE FORMATS

We prefer .mov files, but also accept .mp4 and .mpg files. Please send us your clips in the highest resolution available, [preferably 4K](#). Our website will automatically convert high resolution clips to lower resolution clips. See the [FAQ](#) for complete information.

## HOW TO UPLOAD

1. After logging in, you'll see the Dashboard page. On the left sidebar, click "Batches."
2. Click "+ Add Video Batch" name your batch and create. We encourage you to upload your content by shoot.
3. To upload videos to your newly created batch, drag and drop the files or click the "+ Add videos" 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, you can export the metadata sheet, which will have all your original file names and Dissolve IDs. Complete this sheet and import it back to your batch.
6. Submit for review.

## DELETING YOUR CLIPS

Currently, we do not allow contributors to delete clips they have uploaded. If there are issues with the footage (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](mailto:contributors@dissolve.com).





## TRACKING YOUR SALES



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

## WEEKLY ACTIVITY REPORT

We send a weekly activity report with details about your live clips. Here are some terms you may come across:

**Saved to folder:** A customer saved a clip to a folder for review.

**Added to Cart:** A customer added the clip to cart and has not completed the purchase.

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

**Top Keywords:** Your top keywords for your most-downloaded clips.

## MONTHLY ROYALTY REPORT

Monthly royalty reports will be available on the [contributor site dashboard](#) around the 15th of the following month (for example, 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 clips sold in that month.



Footage by Derek Armstrong McNeill D1347\_9\_029



This is the September 4, 2017 contributor activity report for [Dissolve Contributor](#).

### Your products

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

### Activity on your products

	September 4-11, 2017	Total to date
Folders	12 clips saved to 9 folders	189 clips in 65 folders
Carts	8 clips added to 11 carts	8 clips in 11 carts
Downloads	5 clips downloaded	33 total clips downloaded

Top 20 keywords for your most-downloaded products:  
[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 products 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.

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# 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, on [Vimeo](#).

We encourage you to share links to your Dissolve footage and promos on your web site and social media channels.



Footage from Emoji Among Us: The Documentary, This Is a Generic Millennial Ad, This Is a Generic Presidential Campaign Ad, by Dissolve, Scenes You've Seen: Blockbuster Movies Recreated with Stock Footage



# FREQUENTLY ASKED QUESTIONS

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

**A:** We aim to process a batch to dissolve.com within 6-8 weeks from the time of submission. We strongly believe our efforts help ensure your collection is optimally marketable to Dissolve's customers. We curate all new submissions including assessing the submitted model and property releases, the quality and completeness of descriptive metadata, and the commerciality of each clip.

**Q: How will my content be priced?**

**A:** We take pride in the amazing experience our customers have with Dissolve — from collection quality to customer service to competitive, consistent pricing. We are constantly fine-tuning our collection, ensuring content on Dissolve is priced for the marketplace, matching prices seen elsewhere. For example, if your collection is priced at \$49 HD on another stock site, we will price your collection at \$49 HD on Dissolve.

**Q: Do you withhold taxes on my sales?**

**A:** We do not withhold taxes, but rather 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 quality, some content may be rejected. This could be due to poor lighting, lack of releases for intellectual property, models chosen, focus, composition, noise, weak or dated styling. The clip 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 we rejected due to curation in a batch.

**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.

## OTHER QUESTIONS? NEED MORE DETAILS?

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

Footage by Jason Spafford D1315\_15\_011 (back cover)





**DISSOLVE**

Contact us: [contributors@dissolve.com](mailto:contributors@dissolve.com)