

Streaming TV looks like Cable TV. The aspect ratio is 16:9 and the video is High Definition (HD). Of course, you don't need an expensive camera or camera crew these days, but you will need good video, clear sound and great lighting.



BEE TV NETWORK VIDEO GUIDE INFOGRAPHIC

FRAMING

We ask that you to record with your back to a blank wall! No paintings. No patterns -- Just a solid color. However, if you have the ability with your camera to blur the background, feel free! It looks cool. Please position yourself with your head near the top of the video screen -- not too much headroom -- and either your chest or shoulders at the bottom. We do suggest that you grab yourself a phone tripod mount and tripod and place your body in the center of the frame -- not too far left or too far right like the image.



LIGHTING

Place your face facing the natural light from a nearby window to evenly accentuate and brighten your skin and features. This position will give you a clear, flattering and presentable image on video. But, if there's little or no sunlight, just grab a lamp and position it in front of you -- not behind or over your head. Sometimes the light in your room may be bright enough. But, remember we want to see your face, eyes and expressions. So take a test video first.



CONVERSATIONAL

People like real people -- which you are as an expert. So talk like you're chatting with a friend -- keep your volume at a normal conversational level with your eyes focused directly into the lens like you're in deep conversation (not off camera like a promo video).

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SOUND

Please wear headphones or earphones when recording because it will cut out echoes and halo sounds that distract from a clear audio recording. (Earpods are cool because they aren't as noticeable on camera. But, any earphone or headphone will do.) Another tip is to be in a quiet place that has minimal background noises, family and other device distractions. And don't forget to turn off incoming calls, alarms, ringtones, and notifications before recording.

03



04

COUNT DOWN

Hold your position 3 counts before you start talking and 3-counts after your last word. This helps us to make great transitions as we edit.

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