



## TERMS & REGULATIONS

The future generation of brilliant filmmakers can be found at **SKOP REELS**. Showcase with us and join a stellar group of festival winners, highly acclaimed filmmakers, and up-and-coming filmmakers from all genres.

We reach cinema enthusiasts all around the world with views on YouTube, Facebook, and Instagram, as well as thousands of monthly viewers on our social media. Our audience is wide, as are their preferences, but they've grown to expect the best, most emotionally compelling storytelling from us, regardless of genre.

Have you created an engaging tale that you'd like to share with the world as part of a collection of critically acclaimed short films? Please consider sending it to us!



## WHAT WE LOOK FOR

- First and foremost, we consider the storytelling's quality and emotional impact. We also take craftsmanship and production value into account. Examples can be found in our [Official Selections](#).
- We prefer films that are 8 to 15 minutes long. On average, we show films that are around 12 minutes long. However, films shorter than six minutes are not considered.
- Due to YouTube and Facebook policies, we **CANNOT** show films with graphic nudity, excessive violence, or explicit sex.
- We are open to almost all genres. Trends in film festivals come and go, but good storytelling will always find a home at Skop Reels. We are not looking for experimental films with little narrative or comedies with only one punchline.

## WHAT TO EXPECT

- All accepted submissions will be properly credited and linked.
- If you ever need us to remove your film for any reason, just let us know and we'll take it down immediately, no questions asked. Similarly, we do not guarantee indefinite placement on Skop Reels and reserve the right to move or remove a film from our channels at any time.

## SKOP REELS PLUS / REVENUE SHARING

All of the films are released without any advertising. However, if a film begins to receive a lot of attention, we encourage it to join **Skop Reels Plus**, an invite-only programme that helps filmmakers earn advertising income. We'll turn on advertising on the film on YouTube with your approval, then pay you half of what YouTube pays us - a simple 50/50 split.

We want to make sure we can pay something meaningful before allowing filmmakers to join because ad revenue is a volume game. However, once a film is suggested, the revenue may be justified. Of course, we **DO NOT** have to switch on adverts if you have any doubts and concerns. We'd be delighted to present your video without any advertisements. This is only a suggestion for you to think about.



## REQUIREMENTS

- **YOU MUST OWN THE COPYRIGHT TO THE FILM.**
- At the opening and finish of each film, we add a **WATERMARK** to dissuade stealing and a short fade in/out of our "Skop Reels" mark. We do draw an audience that we can share with other filmmakers. We're able to promote your film so widely because previous filmmakers allowed us to add a watermark to attract the audience we now have.
- If you intend to release the film on other YouTube channels, we would appreciate it if you would consider allowing us to be the first/original uploader. To prevent spam, YouTube's algorithm may throttle or hide duplicate content. Allowing us to be the first/original uploader ensures that your release reaches the greatest number of people possible. If you have the film on a personal channel, you can delete it and then re-upload it once it is released.
- If accepted, we ask filmmakers to consider that any intro credit sequences be removed (or moving them to the end). Half of all viewers will leave within 30 to 45 seconds, so it's critical to tell the story right away to maximize audience retention. Otherwise, YouTube's algorithm interprets a high bounce rate as a sign of viewer dissatisfaction, limiting its reach significantly at launch.
- **ANY MUSIC USAGE REQUIRES LICENSING RIGHTS.** Please ensure that your licences are valid for online use (including YouTube) in all territories. If you have "handshake" agreements with labels or musicians, you must obtain formal licences in order to pass through YouTube's automatic copyright system, or you must be prepared to contact your contacts to clear any copyright claims that arise. Nothing escapes YouTube's system, so be prepared with your paperwork and licensing contacts. Online music rights are one of the most difficult obstacles to overcome, and claims can take up to 30 days to resolve - so be prepared.

**I have read and agree to the requirements stated above**

