



PRE-RECORDED VIDEO STATEMENTS GUIDELINES

Pre-recorded video message in lieu of a live intervention:

Parties and observers are invited to submit video statements, which shall be broadcast in lieu of a live intervention. Due to logistical reasons the deadline for sending in the pre-recorded video statements to the Convention Secretariat is **30 October 2021**.

Video statements on Global Progress reports:

COP9 Provisional Agenda item 3: Global Progress report in implementation of the WHO FCTC

MOP2 Provisional Agenda item 3: Global Progress report in implementation of the Protocol to Eliminate Illicit Trade in Tobacco Products

Parties to COP and MOP are invited to submit pre-recorded video statements, which will be posted onto the WHO FCTC website instead of being played during the meeting. The deadline for sending in those video statements to the Convention Secretariat is also **30 October 2021**.

Please note that no written statement without a video will be accepted.

1. Number of videos to produce:

- One video file for each statement.
- Do not record several statements on one video.
- Each statement should be associated to one Agenda item.

2. Style:

- Straight-to-camera.
- Medium-wide frame.

3. Art direction:

- Video should be framed with the speaker looking directly into the camera lens.
- Speaker preferably should be seated, with limited movement and gestures
- Well lit, with even and natural lighting (if possible)

4. Technical Specifications:

Guidance for video

- HD video (preferably 1080/50i)
- Landscape/horizontal format (preferably 16:9)
- MP4 video format
- Camera mounted on tripod (if possible)

- No fade-in or fade-out effect
- Please do not include any text, logo, emblem or other visual on-screen (for example as a lower-third title)
- Flags or logo displayed behind the subject are acceptable

Maximum length

- 4 minutes (440 words) for regional or group statements;
- 3 minutes (330 words) for statements by individual delegations;
- 2 minutes (220 words) for IGO observers; and
- 1 minute (110 words) for NGO observers.

Guidance for audio

- Clean HD audio in stereo mode
- If possible, sound should be recorded with appropriately placed microphones, giving minimum background noise and without peak distortion

5. Interpretation requirements related to the pre-recorded video statements

- Ensure the person speaks or read clearly and at a moderate pace to enable accurate live interpretation;
- To facilitate transitions to the video and to allow for the interpreters to finish before transitioning out of the video, kindly film three static seconds at the beginning of the video before beginning to speak and allow five static seconds at the end of the clip. During these moments, have the subject look into the camera and not speak.
- Video should be recorded in one of the six official languages of the COP and MOP. Simultaneous interpretation of the speech will be provided during the session in the six official languages (Arabic, Chinese, English, French, Russian and Spanish). In order to help the interpreter, transcripts of the speech should be sent to the statementsinterpret@who.int at least 30 minutes before the video is broadcasted.
- Please note that video statements for *COP9 Provisional Agenda item 3* and *MOP2 Provisional Agenda item 3*, which will be posted on our website, will not have interpretation.

6. Submitting your pre-recorded video

- To submit your video, you can use <https://wetransfer.com/>
- When submitting please specify, both in the subject line of the email and at the top of the attached statement: (1) the name of the country or group, (2) the meeting (for example, COP or MOP Plenary, COP or MOP Committee A or COP or MOP Committee B) and (3) the number of the relevant agenda item.
- Ensure that the recipient is fctcgovernance@who.int.
- If you are unable to send it via WeTransfer, please contact the Convention Secretariat via email to fctcgovernance@who.int, where one of our officers will provide you with details of a secured platform to upload your video.

7. Convention Secretariat contacts

- General information and sending videos: fctcgovernance@who.int
- Technical support: Sudha Kochar - kochars@who.int