



# GUIDE TO UPLOADING SALE PHOTOS, VIDEOS & PDF REPORTS

Due to the implications of COVID-19 and previous travel restrictions, the nature of how our buyers evaluate and purchase horses has changed significantly over the last two years.

NZB believes we have now entered a new era of selling, with significant importance placed on digital vendor media (photos, videos and PDFs), now more so than ever before. This media is now used universally by many buyers in all corners of the globe and has become an integral part of their assessment and purchasing process in the lead up to a sale event.

We have collated a number of key statistics from Karaka 2022, relating to the NZB website, as well as Vimeo (our vendor video hosting platform), in order to demonstrate the substantial emphasis buyers place on digital media.

## Website | Hits and page views

Period: Friday 13 December (Karaka 2022 catalogue online) through until Sunday 13 March

- **1,464,821** page views on nzb.co.nz
- **157,157** home page views on nzb.co.nz
- **249,836** Book 1 page views on nzb.co.nz
- **110,758** Book 2 page views on nzb.co.nz
- **12,130** Karaka 2022 SALE TV page views on nzb.co.nz

## Consignor Media | Vimeo views

Period: February 9 (first vendor parade video shared online) through until Sunday 13 March

- **287,020** total views on vendor parade videos
- **919,304** video impressions (the number of times a video player is loaded)
- **68,633** parade videos were watched in full
- **421** videos were downloaded by clients
- The most number of times an individual parade video was watched was **1,296**

The more information available and the greater the transparency, the more confidence buyers have in evaluating and investing in your product. As was evident at Karaka 2022, information, data and media, coupled with our experienced agents on the ground in New Zealand, were key to getting your horses sold.

## Contents

|                                |    |
|--------------------------------|----|
| Buyer Insights .....           | 2  |
| Guide to Photos .....          | 3  |
| Complete Photo Portfolio.....  | 4  |
| Perfect Parade Video.....      | 5  |
| Recommended Professionals..... | 6  |
| Uploading Media to NZB .....   | 7  |
| PDF Reports .....              | 12 |

# BUYER INSIGHTS

Some comments and requests from leading buyers and agents:

---

*“A lot of the vendors didn’t quite grasp that the requirement was to get good conformation analysis videos and not marketing videos. There were a lot of videos with two or three strides in slow-motion and that is all you saw of the horse – walking towards you and away from you – and that is completely useless. It was no good to anybody and we had to get a lot of those horses redone.”*

*“I don’t want to see shots of the farm entrances and listen to dramatic music that I have to encounter over and over again for each yearling video, I only want to see the horse.”*

*“Consistency in the footage of each video is key. The more the videos are shot in the same place on the same surface the better. Same with the leaders, it is no use putting small leaders with smaller horses as we will see through it.”*

*“We go through every horse in the catalogue and look at photos and videos. If the videos are not up to scratch, we can’t make a reasonable assessment. That is something the studs are going to have to be very aware of and present conformation videos. A lot of them in the past have been more marketing orientated, but now it is very, very important that they are conformation-assessment videos. They will have to create the image of what one would expect to see when one goes and physically assesses a horse. They must be good side-on, front and rear view and of high quality – the whole works.”*

*“I am so over these slow-motion yearling conformation walking videos, especially the two-stride front and rear view angles. Please give us a decent 20m straight line at real speed and at eye height like we get at the sales.”*

*“Slow motion footage doesn’t give us a good handle on the horse’s walk. I’d prefer real-time footage of the walk, and a good length of it.”*

*“I’d like to see some close up photos or videos of the horse’s feet and legs.”*

*“Transparency is very important. We need to see everything even if there are a few faults because we have to sell the horse afterwards using the same videos.”*

*“It would be ideal to get the heights and weights of the horses at the time of the video.”*

*“A study of photos showing the side of the horse, and head on to see conformation.”*

*“Think of a dream list a buyer could tick off when watching a video... this is what we want.”*

*“Photos are great, but videos will be key this year given we can’t inspect them ourselves.”*

# GETTING THE PERFECT PHOTOS

We strongly suggest utilising professional photographers, however if you cannot access them, then these six tips and tricks could help you improve your photography skills to get the best photo for your Lot.

## 1. PREPARATION

Grooming prior is essential. Brush out manes and tails, and brush off any mud or sweat marks. Consider using a polished leather halter or bridle and using a clear hoof oil or gloss. Also important that the handler is well-dressed should they end up in the shot.

## 2. CONSIDER YOUR BACKGROUND

Highlight the horse, and only the horse. Other elements in your background tend to become a distraction and draw away from the subject so it's best to find a space with a plain backdrop and not too much happening in it. Keep in mind that level ground is also ideal. A hard surface is also preferable to show the feet.

## 3. STANDING THE HORSE

Most buyers are looking for conformation photos to help them evaluate the horse. You want to give them a view of all four legs (cue the patience and a second or even third helper). The legs nearest the camera should be slightly spaced out and the legs furthest from the camera slightly spaced in. Try and avoid the “three-legged” look. Stand level to the horse and in the middle of the horse to create a well-balanced photo. The horse should take up at least 50% of the shot.

## 4. NATURAL LIGHTING

Keep the sun at your back. You want the lighting to fall on the side of the horse to avoid any shadows that could distort it. Avoid using the flash setting.

## 5. AVOID USING THE ZOOM

As tempting as it is to zoom in when taking a photo from a distance it is better to try and get closer to your subject or crop it later on. Zooming in can make the photo appear pixelated or blurry.

## 6. ABUNDANCE IS KEY

Take as many photos as you can so you have plenty to choose from to get the best one.



Left and below: Examples of good conformation photos.

# COMPLETE PHOTO PORTFOLIO

Aside from the all important conformation shot, here are some examples of supporting photos to supply to give buyers a complete view of the horse. **There is a limit of 10 photos per Lot, size and labelling requirements apply to all media submitted (see page 7 for details).**

**PROPOSED ORDER & SHOTS:** 1. CONFORMATION (NEAR SIDE) | 2. OFF SIDE CONFORMATION | 3. HEAD SHOT | 4. CLOSE UP LEGS NEAR SIDE | 5. CLOSE UP LEGS OFFSIDE | 6 & 7. FRONT VIEW LEG & CONFORMATION | 8 & 9. REAR VIEW BACK LEG & CONFORMATION



Photo 1 (e.g. 171\_1 - see labelling guide)



Photo 2 (e.g. 171\_2 - off side conformation)



Photo 3 (e.g. 171\_3 - head shot)



Photo 4 (e.g. 171\_4 - close up legs)



Photo 5 (e.g. 171\_5 - close up legs offside)



Photo 6 & 7 (e.g. 171\_6 171\_7 - front on legs)

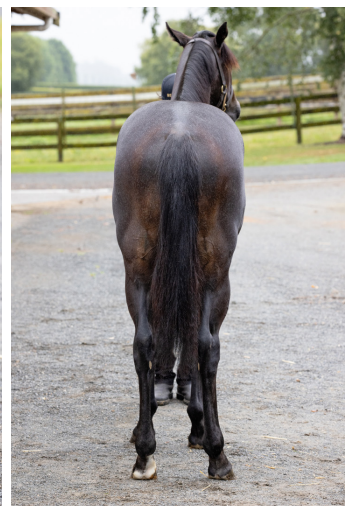


Photo 8 & 9 (e.g. 171\_8 171\_9 - back legs)

# GETTING THE PERFECT PARADE VIDEO

A parade video is one of the most important tools a buyer refers to when making an informed purchasing decision, it gives them the confidence to invest even if they cannot physically inspect them.

It is important to use one of our recommended professional videographers, or a handy cameraman/woman friend to produce such an important asset. If that isn't possible, here are some important pointers whilst filming. **There is a limit of one video per lot, with a maximum length of 120 seconds. Labelling requirements also apply to all media submitted (see page 7 for details).**

## 1. FAMILIARISE

Before filming, take the horse for a walk around the stables and inspection areas so they can familiarise themselves with their surroundings. They are more likely to be relaxed during filming this way.

## 2. PLACEMENT

Highlight the horse, and only the horse. Other elements in your background tend to become a distraction and draw away from the subject so it's best to find a space with a plain backdrop and not too much happening in it. Keep in mind that level ground is also ideal. A hard surface is also preferable to show the feet.

## 3. ANGLES

It is important to capture a decent length of the horse walking in real-time from both sides, front-on with the horse walking towards the camera and from behind with the horse walking away from the camera. Make sure the horse takes up 50% of the shot.

## 4. USEFUL TECHNOLOGY

High quality video cameras are preferable, with gimbals also being a great asset to any videographer to achieve a more professional look.

## 5. EDITING

Once you have captured all the required footage, basic editing is required to put together one 60 - 120 second (max) parade video. Avoid long introductions, excessive graphics or distracting music. Refer to the specifications sheet in this pack for guidance.

Below: Check out a great example of a parade video, including footage of the horse walking towards and away from the camera on a hard surface.



[vimeo.com/478666325](https://vimeo.com/478666325)



# RECOMMENDED PROFESSIONALS

With the importance of high quality professional photos and videos for the best chance of selling, we recommend utilising professionals (some listed below) to capture the footage for you. Get in touch with them via the contact details below...

---

## North Island Videographers

### Eclare Productions

Clare Ward | Ph: 021 152 6966  
Email: eclare@kiaorabro.co.nz  
Covers Auckland & Waikato

### Searcy Media

Caroline Searcy | Ph: +61 (0) 418 270 523  
Email: searcc@gmail.com  
Cameramen throughout NZ

### Ziba Creative

Jasmine Robertson | Ph: 021 710 933  
Email: jasmine@zibacreative.co.nz  
Covers Auckland & Waikato

### Avocado Media

Daniel Greenwood | Ph: 021 354 145  
Email: daniel@avocadomedia.co.nz  
Covers Waikato & South Auckland

### Jones Road Productions

Tasha McDonald & Ben Masters  
Ph: 0224710113 (Tash)  
Email: tash@jonesroad.co.nz  
Covers Auckland & Waikato

## North Island Photographers

### Charlotte Mooney

Ph: 027 510 5818  
Email: mooneycm@hotmail.com  
Covers Auckland and Waikato

### Melissa Marriner

Ph: 027 230 7946  
Email: melissa\_263@hotmail.com  
Covers Auckland & Waikato

### Race Images

Ph: 06 323 5604  
Email: office@raceimages.co.nz  
Covers entire North Island

### Trish Dunell

Ph: 0274 733386  
Email: trishdunell@xtra.co.nz  
Covers Auckland & Waikato

### Lesley Warwick

Ph: 021 555 644  
Email: lesleywarwick@xtra.co.nz  
Covers Auckland & Waikato

### Picket Fence

Tara Hughes  
Ph: +64211577992  
Email: tara@picketfence.co.nz  
Covers Waikato

### Angelique Bridson

Ph: 021 321 272  
Email: angiebridson@hotmail.com  
Covers Auckland & Waikato

### Nicole Troost

Nicole Troost Photography  
Ph: 027 381 4350  
Email: info@nicoletroost.com

## South Island Videographers

### The Digital Birdcage

Emily Morgan | Ph: 027 262 6244  
Email: emily@thedigitalbirdcage.co.nz  
Covers wider Canterbury region

### Greg O'Connor

Ph: 021 960 962  
Email: gregoracing1@gmail.com

## South Island Photographers

### Wild Range Photography

Wayne Huddleston | Ph: 022 092 9114  
Email: wildrangephotography@xtra.co.nz  
Covers Otago & Southland

### Race Images South

Ajay Berry | Ph: 021 819 923  
Email: raceimages@xtra.co.nz  
Covers Christchurch area

### Samatha Gordon

Ph: 027 878 7027  
Email: samantha.gordon2001@hotmail.co.nz  
Covers mid-Canterbury area

### Annie Studholme Equine Photography

Annie Studholme | Ph: 03 303 7379  
Email: anniestudholme@xtra.co.nz

### Fiona Montgomery

Email: feemontyphotography@gmail.com  
Covers Southland area

### Charlotte Mooney

Ph: 027 510 5818  
Email: mooneycm@hotmail.com  
Covers Canterbury

# UPLOADING MEDIA TO NZB

The following is a useful guide to assist vendors, photographers and videographers who are including Lot Photos and Parade Videos as links to the Lot info on NZB's website. The information below outlines the specifications, **naming convention** and process in order to get your photos and videos online.

## LOT PHOTOS (max. of 10 photos per lot)

|                               |  |
|-------------------------------|--|
| File Formats Accepted         | JPG, JPEG  |
| Specifications                | 1080 pixels wide (max), 3MB in size (max)<br><b>Maximum of 10 photos per lot</b>   |
| Naming Convention (Labelling) | [Lot]_[sort].format<br>(e.g. <b>304_1.jpg, 304_2.jpg, 304_3.jpg</b> and so on in the order you wish them to display) Do not include the word 'Lot' in the label, just the number and sorting order |
| Process                       | Upload Lot imagery via the NZB Portal  |

## PARADE VIDEO (one video per lot)

|  |  |
|--|--|
| File Formats Accepted                        | MOV, MPG4, AVI   |
| High Definition                              | 720p 16:9 aspect ratio 1280x720, 5-10 bit rate           |
| Resolution                                   | 1080p 16:9 aspect ratio, 1920 x 1080, 10-20 bit rate     |
| Audio  | 2-channel Stereo audio                                   |
| Naming Convention for National Weanling Sale | 22NWG, Lot XXX e.g. <b>22NWG, Lot 120</b>                |
| Length of Clip                               | 120 seconds (max). Videos must be under 2GB in file size |

|        |  |
|--------|--|
| Step 1 | Film, edit, finalise and <b>correctly label</b> your video.  |
| Step 2 | Upload your video(s) against the Lot entry in the NZB Portal   |
| Step 3 | Once we've received notification, we'll check the file is correct and matches the Lot number then approve your media     |
| Step 4 | The files will be linked to our Vimeo channel and on <a href="http://www.nzb.co.nz">www.nzb.co.nz</a> for buyers to view |

**Naming convention is critical to allow the correct processing of photos and videos as well as linking to the correct lots on the website. Please ensure your files are named accordingly.**

# UPLOADING MEDIA TO NZB

It is important to note that the process for uploading vendor media, including photos, videos and PDFs against each NZB Sale entry has changed significantly.

**It is now the responsibility of the vendor to upload vendor media, with each vendor now given the ability to upload media against each sale entry via the NZB portal: portal.nzb.co.nz.**

Please note: If you would like to delegate the responsibility of uploading vendor media to a photographer (for example), you will need to provide your photographer with your own NZB Portal login credentials in order for them to be able to access each entry and the media portal.

The following is a useful guide to assist vendors, photographers and videographers who are adding Lot Photos and Parade Videos to the Lot information on NZB's website. The information below outlines a step-by-step guide which can be followed in order to get your photos and videos online.

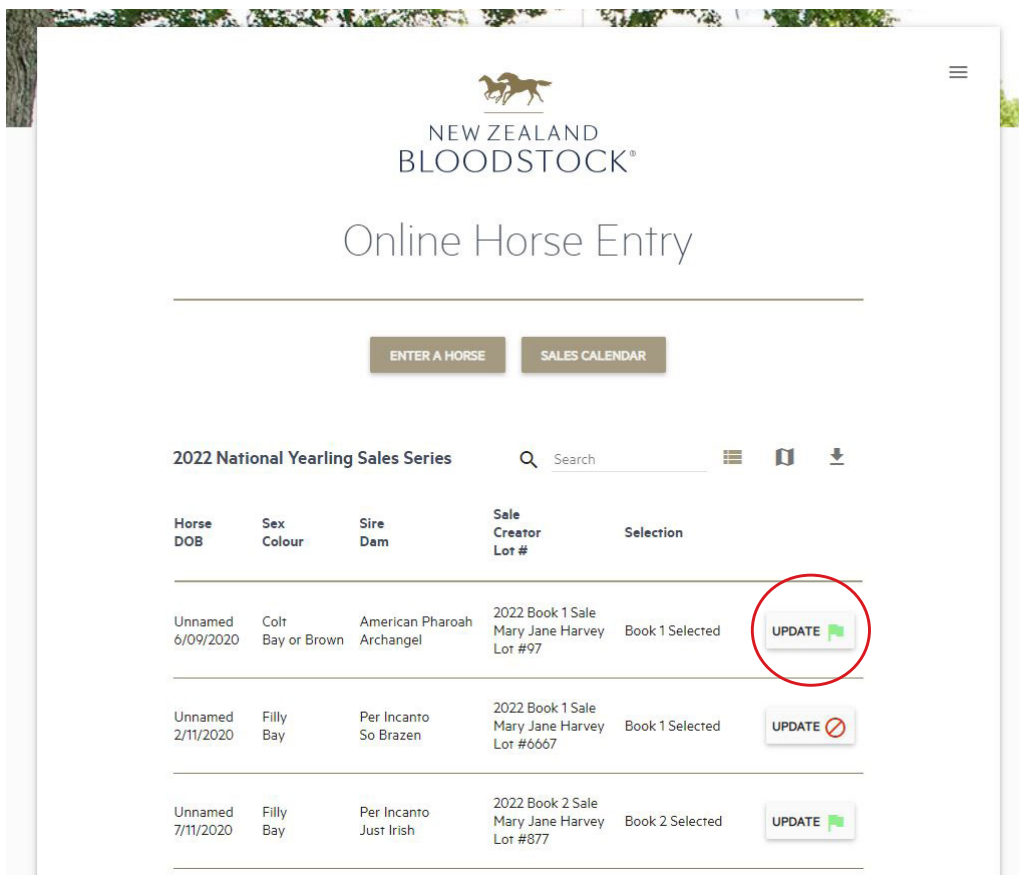
## STEP 1.

Log into the NZB portal by searching **portal.nzb.co.nz**, or access via the keyhole at bottom of the nzb.co.nz website homepage.



## STEP 2.

Once logged in, click on the horse entry you would like to upload media against by selecting the 'UPDATE' icon on the right hand side of the entry.

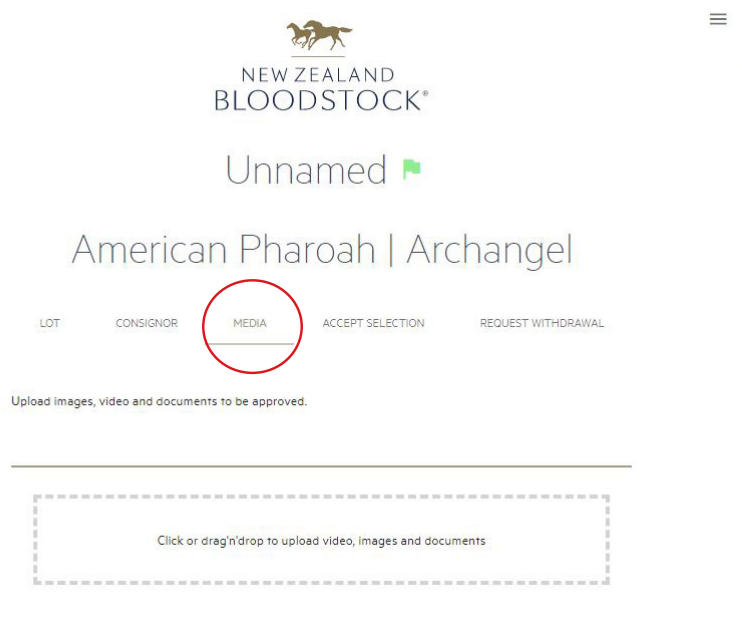




# UPLOADING MEDIA TO NZB

## STEP 3.

To upload your media against your Lot, click on the 'MEDIA' tab at the top of the entry.

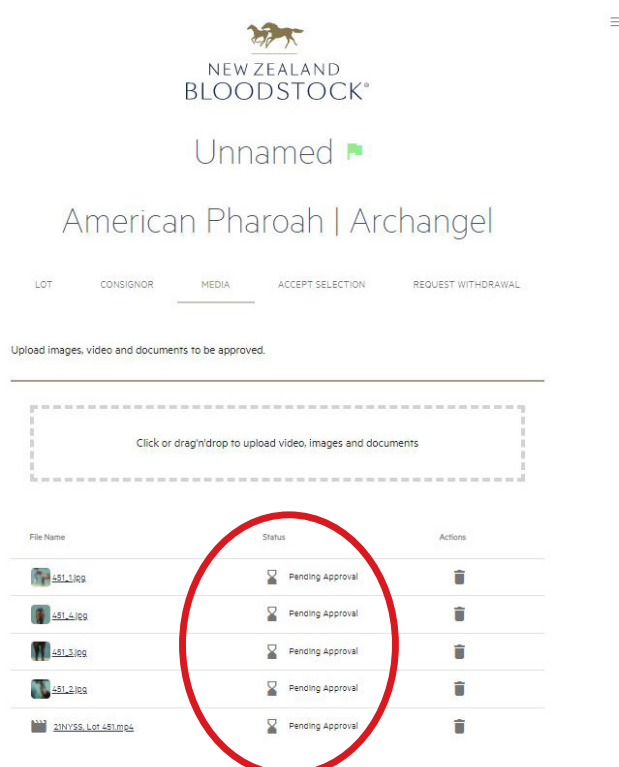


## STEP 4.

Once you have selected the 'MEDIA' tab, click on the grey box to upload the media directly from your computer. It is important to ensure you have labelled all of your imagery correctly in the chronological order you would like the images to appear in. e.g., 111\_1, 111\_2, 111\_3 and so on.

## STEP 5.

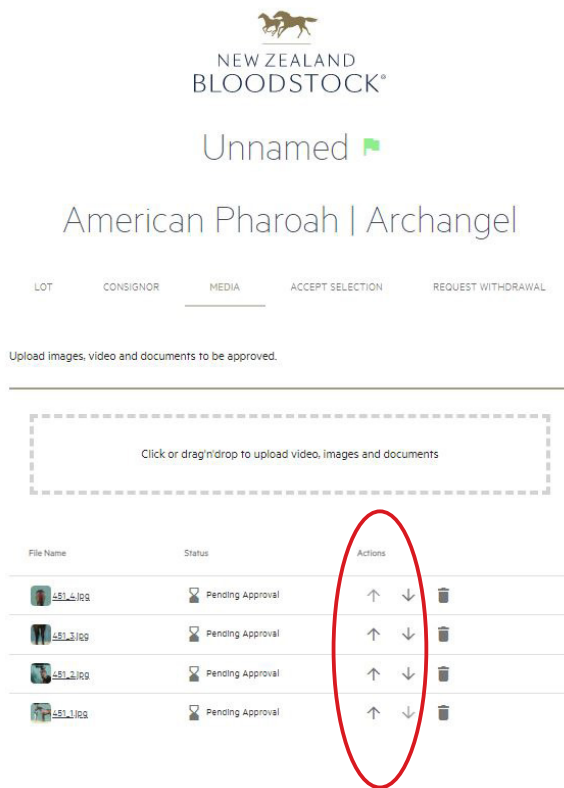
Once you have uploaded your media, you will see each photo and/or video loaded into the NZB Portal. As soon as you upload your media, it will be given a 'Pending Approval' status, as it is required to be approved by a member of the NZB Marketing Team in order to feature on the website. Please note that this approval process may take up to 24 hours after the initial upload.



# UPLOADING MEDIA TO NZB

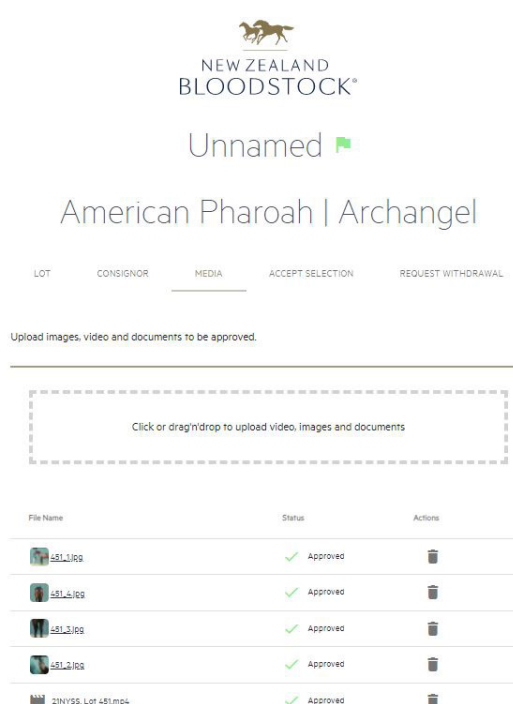
## STEP 6.

To change the order in which you would like your lot's photos to appear, simply select the image you would like to move and click the grey arrow located to the left of the trash can symbol. The direction of the arrow indicates the order in which you can sort your images, (upwards arrow or downwards arrow). The image located in the first row located closest to the grey media box is the photo that will appear first on the website. The image located in the second row is the image that will appear second on the website and so on.



## STEP 7.

Once your media has been approved, you will see a green 'Approved' status against each image and/or video. If you would like to delete any of the media you have uploaded, simply click on the grey trash can next to the image and/or video.



# UPLOADING MEDIA TO NZB

## STEP 8.

Once your media has been uploaded, you can view it on the lot's website page as per usual.

The screenshot displays the NZB website interface for a horse sale. At the top, there are navigation menus for 'SALES' and 'MENU', and the 'NEW ZEALAND BLOODSTOCK' logo. The main header reads 'Karaka 2022 - Book 1' with the dates '7 - 9 March 2022 at Karaka'. Below this is a search bar with 'LOT 97' and a 'GO' button. The central image shows a brown horse standing next to a person in a blue shirt and white pants. To the right, there is a 'SCHEMES AND ELIGIBILITY' section with the 'BOBS' logo and a 'PEDIGREE UPDATES' box containing text: 'Closely related to Vantan Express (2018), by Vancouver-Srean, by Bernardini-Pure Joy), 1st SCTC (Sunshine Coast) Diverse Building and Roofing Maiden H.'. Below the main image are four smaller thumbnail images of the horse. At the bottom, the lot information is displayed: 'LOT 97' (Foaled 6th September 2020), 'Account of Rich Hill Stud, Matamata (as agent)', 'BAY OR BROWN COLT', and 'BOX A 85' (Branded: nr sh; 9 over 0 off sh).

## TROUBLESHOOTING

Should you have any trouble uploading your media via the NZB portal, please contact a member of the NZB Marketing team who will endeavour to assist you. Please note that the Marketing team **will not** upload media on your behalf.

**EMMA THOMPSON**  
**Marketing Executive**  
emma.thompson@nzb.co.nz  
+64 21 071 2929



# SUBMITTING PDF REPORTS

Should you wish to supply informative reports such as Stage 1 & 2 Vet Reports, Health Declarations, Vet Certificates, Vet or Horse History, you have the ability to upload these PDF documents against a Lot on NZB's website.

While all factual and vet endorsed/certified reports will be submitted, any vendor submitted or non-certified reports will have an NZB disclaimer attached to them to give buyers utmost transparency.

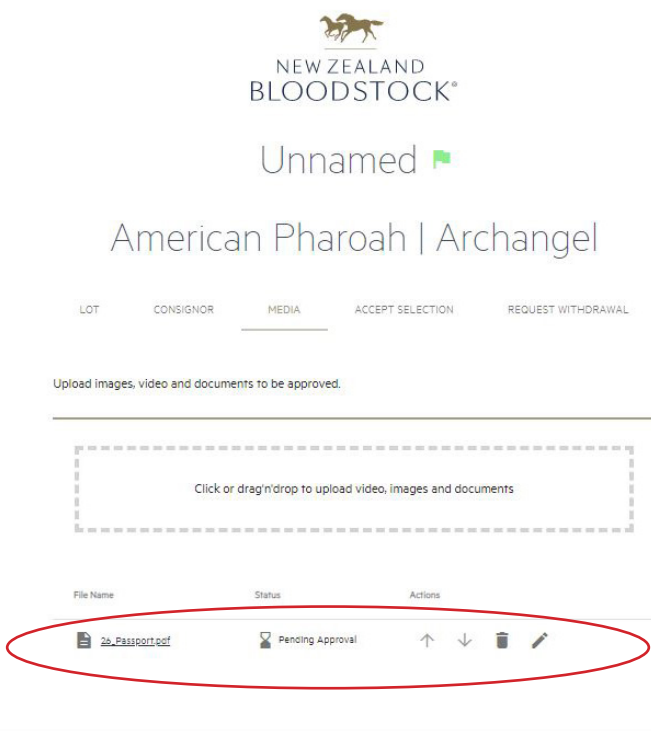
All reports must be submitted as PDF's and labelled with the Lot number and description of the report.


Example:

251\_Stage1VetReport.pdf

104\_VetCertificate.pdf

**Upload your PDF documents to the NZB Portal using the exact same process as uploading a photo or video.** Limit: 3 PDF documents per Lot.




**HAUNUI FARM** | Thoroughbred

### DECLARATION OF HEALTH – 2020 NZB Weanling Sale

|                    |                 |               |                  |
|--------------------|-----------------|---------------|------------------|
| Name of Horse      | Un-named        | Colour        | Bay              |
| Sex                | Colt            | Use           | Thoroughbred     |
| Sire               | Belardo         | Dam           | Midnight Breaker |
| Microchip No.      | 986120000111044 | Year of Birth | 2019             |
| Height:            | 13.2 hh         | Weight:       | 260 kg           |
| Veterinary Surgeon | Mark Chitty     |               |                  |


  

|    |  |   |  |
|----|--|---|--|
| 1  | Was the horse born and raised at Haunui Farm? If NO, please provide details below.   | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| 2  | During the last 12 months, has the horse suffered from any form of colic or other intestinal/digestive disorder, or undergone any abdominal surgery? Is there any external evidence of previous abdominal surgery? If YES, please give full details below. | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
| 3  | During the last 12 months, has the horse suffered from any other illness or disease? If YES, please give full details below.   | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
| 4  | During the last 12 months, has the horse suffered from any accident, lameness, fracture, tendon or ligament injury. If YES, please give full details below.  | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
| 5  | During the last 12 months, has there been any evidence of contagious or infectious disease in the location where the horse is kept? If YES, please give full details below.  | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
| 6  | Has the above horse ever suffered from melanomas, sarcoids, warts or any other type of growth? If YES, please give full details below.   | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
| 7  | If the horse is a colt, is there evidence of two testicles? If NO, please explain below.   | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |
| 8  | Does this horse have a parrot mouth?   | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
| 9  | Does this horse have a club foot/feet? If YES, please explain below.   | <input type="checkbox"/> Yes            | <input checked="" type="checkbox"/> No |
| 10 | To the best of your knowledge is the horse in good health and does the horse exhibit normal clinical signs? If NO, please give full details below.   | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No            |

*Further information in respect of questions 2 – 10.*

Other Comments:

I hereby certify that to the best of my knowledge and belief the above particulars are true and correct.

|        |  |            |                     |
|--------|--|------------|---------------------|
| Signed |  | Print Name | MARK CHERREY CHITTY |
|        | Mark Chitty, BVSc  |            |                     |
| Date   | 17/16/20   |            |                     |

113 Kihiki Road, Karaka  
RD1 Papakura 2580,  
Auckland, New Zealand  
T +649 292 7154

[haunuifarm.co.nz](http://haunuifarm.co.nz)

For more information or advice on PDF reports to submit, feel free to contact a member of the bloodstock team for any support or to assist in any way.