

HUB Channel Video: Programming Guide

The goal of the Marriott HUB channel is to be the destination for travel entertainment and community. Through beautiful footage, captivating and creative storytelling we hope to inspire travelers through video—demonstrating how Marriott is the best travel company in the world.

To ensure that we program only the “best of the best” video, we’ve created this guide to determine if a video is a fit for a feature on the Marriott HUB channel. There are three main areas to focus on: creative fit, relevance and quality.

A. Strategic Fit

Submitted video should be defined by the *majority* of the following qualities:

- Share-worthy (e.g. worthy of telling your friends on Facebook)
- Searchable (SEO optimized and informative enough that the Next Gen traveler might locate the video due to interest in the topic)
- Support community building (will convert *Viewers* to *Subscribers*)
- Evoke action to offers, relevant CTAs and related information
- Create conversation/ engagement (will prompt likes, comments and questions from your viewers)
- Support awareness of depth of the Marriott portfolio and interest in brand content

Please do not submit the following type of content:

- Commercial advertisements
- Instagram videos
- Award show speeches*
- Contest coverage*
- Property specific footage
- Behind the scenes or outtakes

*Content best suited for individual brand channels.

B. Creative Fit

Submitted video should fit into *some* of the following criteria:

- Hip and innovative apps or partnerships that will appeal to the Next Gen traveler
- Evergreen content that can entertain a wide audience
- “Tent-pole” programming (cultural milestones that organize our viewing habits throughout the year) that entertains around a trending social conversation, holiday or pop-culture story.
- Compelling episodic content
- Revealing and unique interviews or documentaries with local experts
- Video stories that add value and inspiration to the travel culture
- Jaw dropping and emotionally moving stunts, experiences, and discoveries

Please do not submit the following type of content:

- Old news stories or news clips
- Event coverage
- Coming soon announcements or marketing teasers, unless part of a larger campaign

C. Quality

All videos must meet these requirements:

- High resolution of 1080; minimum 1920x1080
- Audio sample rate 48khz or 96khz (All audio must be properly licensed for use)
- Aspect ratio: 16:9
- Video codec: H.264
- Frame rate: 24fps

Please contact Katie Butler, Shawn Brain or Phyllis Woods, with questions regarding this document or video content submissions.