

2026 FIFA WORLD CUP: **AIPS HOTLINE** **VIDEO CONTRIBUTIONS** **GUIDELINES**

HELP US TELL THE STORY OF THE WORLD CUP FROM THE INSIDE

Follow these simple guidelines to help us produce high-quality content for AIPS Media and our social media platforms.

You are invited to submit short videos highlighting:



Match
atmosphere



Interesting facts
and curiosities



Behind-the-scenes
stories



Fan
experiences



Host city
insights



Operational
information useful
to journalists



Breaking
developments
and noteworthy
events



Your contribution will help inform and engage both sports journalists and fans worldwide.



1 RECORD IN HORIZONTAL (LANDSCAPE) MODE

This is essential to allow us to adapt your video for different platforms.

✓ **CORRECT**



Horizontal (16:9) – Preferred

Perfect for cropping into vertical formats.

✗ **INCORRECT**



Vertical (9:16) – Not preferred

Limits editing and reduces quality.

2 KEEP YOURSELF IN THE CENTER

This allows us to crop the video for vertical platforms without losing you.

← **KEEP SPACE** → **SAFE AREA** **Keep yourself here** ← **KEEP SPACE** →



- ✓ Position yourself in the center
- ✓ Leave space on both sides
- ✓ Avoid being too close to the camera
- ✓ Show your head and upper torso

3 FROM HORIZONTAL TO VERTICAL

Your horizontal video will be cropped for Reels, Shorts, TikTok, etc.

YOUR VIDEO

Horizontal (16:9)



AFTER CROPPING

Vertical (9:16)



Thanks to your framing, we can create vertical content without cutting off the subject.

PRO TIPS FOR BETTER RESULTS



Look at the lens when speaking



Face the light source



Check the background



Speak clearly and naturally



Avoid windy environments



4 VIDEO & AUDIO QUALITY



RESOLUTION

Full HD (1920x1080) preferred.
Minimum HD quality.



STABILITY

Hold the phone steady or use a tripod.
Avoid excessive movement.



LIGHTING

Face the light source.
Ensure your face is clearly visible.
Avoid strong backlighting.



AUDIO

Speak clearly.
Choose a quiet location.
Use an external microphone if possible.
Avoid strong wind.



FRAMING

Head and upper torso visible.
Small space above the head.
Background visible but not distracting.

5 CONTENT GUIDELINES

RECOMMENDED TOPICS



Match-day atmosphere



Fan stories



Interesting statistics



Local culture and traditions



Transportation & logistics



Media operations



Press center information



Noteworthy incidents



Human-interest stories

LENGTH



MAXIMUM DURATION:
2 MINUTES

IDEAL DURATION:
60-90 SECONDS

Short, focused videos are easier to publish and share.

6 WHATSAPP DELIVERY

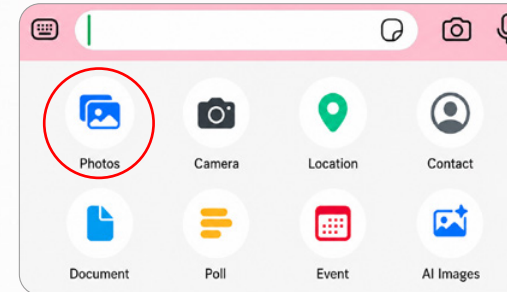
Please send your video through WhatsApp.



IMPORTANT: Before sending, activate the HD option. This preserves video quality and ensures the footage remains suitable for publication.

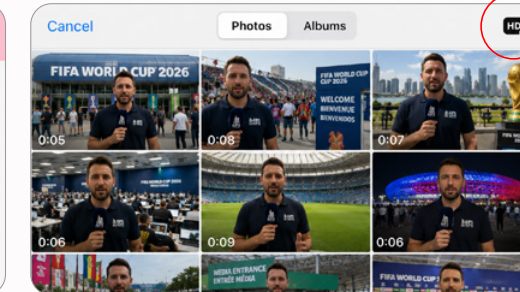
HOW TO SEND IN HD

1



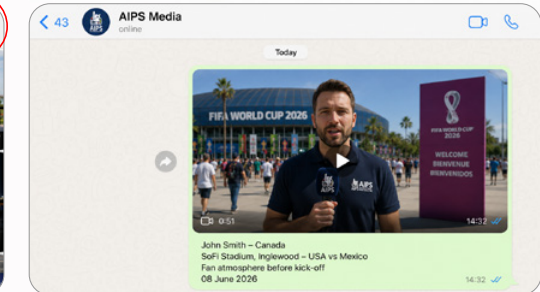
Open the chat and tap the "+" icon.

2



Select your video from the gallery, then tap the "HD" icon (top right).

3



Add a short message (see info to include) and send.

INCLUDE THIS INFORMATION



Your name



Country



Venue / Stadium



Match (if applicable)



Date



Brief description of the topic

EXAMPLE: John Smith – Canada – Toronto Stadium – USA vs Mexico – Fan atmosphere before kick-off.

FINAL CHECKLIST

- Horizontal format
- Speaker centered
- Maximum 2 minutes
- HD enabled
- Stable footage
- Good audio quality
- Good lighting
- Venue and match information included
- Short description included



BEFORE YOU SEND



Review your video.



Check audio and lighting.



Make sure all information is included.



Send as soon as possible after the event.



If you have multiple videos, send them separately.

