



Title:		Trailer House:		Finishing Partner:	
CM Lead:		CMP AV Producer:		PC Producer:	

## Product Video Versioning

This checklist is for Netflix partners to use when versioning Marketing AV assets for use on service. Please update and attach this checklist to all email communications for Product versioning.

### Product Video Versioning Steps

#### Creative Editorial Partner

- ☐ Address “**1. A - C**” and “**3. A - B**” (Below) from Product Video Adjustments prior to Product review.
- ☐ Address “**1. D**” [Content Guidelines](#) (Below) with Product Creative Producer.
- ☐ Product Creative Producer approval for QC.
- ☐ [Product Trailer QC Submission](#) (Trailer only).
- ☐ Product Creative Producer approval to deliver for finishing.

#### Finishing Partner

- ☐ Confirm that the Product Video Adjustments (below) have been addressed.
- ☐ Confirm that the prep and collects have been delivered without issue.
- ☐ Confirm that there are no exceptions to the standard [Product Deliverables and specifications](#).
- ☐ Apply relevant creative feedback (on mix) from the Marketing Trailer and the :30.
- ☐ Title Operations approval for localization.

## Product Video Adjustments

(To be addressed prior to Finishing)

### [Product Video Main Trailer](#)

- ☐ **1.** Trailer House confirms that the following has been addressed:
  - ☐ **A.** Netflix Stacks / Cards / Bugs removed
  - ☐ **B.** Dates removed
  - ☐ **C.** [LTR and RTL UI Safe Zones](#) overlaid (must be over picture for QC link)
  - ☐ **D.** [Content Guidelines](#) addressed with Product Creative Producer
- ☐ **2.** Note issues or exceptions:

### [:30 Product Preview](#)

- ☐ **3.** Trailer House confirms that the following has been addressed:
  - ☐ **A.** Netflix Stacks / Cards / Bugs removed
  - ☐ **B.** Dates removed
- ☐ **4.** Note issues or exceptions: