

Image and Video Requirements on the Ambayo Platform

The Ambayo platform allows users to freely upload images and video clips to their product or service listings. However, it is essential that all uploaded content adheres to specific guidelines to ensure a safe and clean environment for all users. Compliance with these requirements helps maintain the platform's high standards and ensures a quality shopping experience for buyers.

Image Requirements

To ensure high-quality visuals for listings, all images uploaded to Ambayo must meet the following requirements:

1. Image Size and Resolution:

- **Minimum size:** 600 pixels on the longest side.
- **Maximum size:** 10,000 pixels on the longest side.
- **Recommended size:** At least 1,000 pixels on the longest side for optimal zoom functionality.
- **Resolution:** Minimum 72 DPI (dots per inch).
- **File size:** Images must not exceed 10 MB.

2. File Format:

- Acceptable formats: JPEG (.jpg/.jpeg), TIFF (.tif/.tiff), PNG (.png), and GIF (.gif) (non-animated).
- **Preferred format:** JPEG is the recommended format for all product images.

3. Color Mode:

- Images must be in RGB or CMYK color modes.

4. Background:

- **Main image:** The primary image must have a pure white background (RGB value 255, 255, 255). This enhances the professional appearance of the listing.
- **Other images:** Additional images may have different backgrounds, but the main image should always be on a white background.

5. Image Frame:

- The product must occupy at least **70%** of the frame in the main image.
- No additional text, graphics, logos, or inset images are permitted on the main image. However, these elements are allowed in secondary images.

6. Image Type:

- The main image must be a professional photograph or a high-quality digitally created image of the product.
- Drawings, illustrations, or sketches are not permitted as the main image but can be used in secondary images.

7. Product Display:

- The image must accurately represent the product being sold.
- For clothing listings, the product should be shown on a model or clearly displayed on a simple background.
- Multiple angles or close-up shots of the product in additional images are encouraged to provide a better shopping experience for customers.

8. Image Content Restrictions:

- **Prohibited:** Watermarks, logos, or any seller information in the images.
- **Prohibited:** Low-resolution images (below 600 pixels on the longest side).
- **Prohibited:** Images containing offensive or pornographic content.
- Products should not include accessories or props unless they are part of the product being sold (unless clearly indicated).

Video Requirements

Ambayo also allows users to upload videos to enhance their listings. Videos provide dynamic content that helps customers make more informed purchasing decisions. However, all videos must meet the following criteria:

1. Video Length:

- The recommended length is between **15 and 60 seconds**.
- Videos should be concise, engaging, and directly related to the product or service.

2. Video Source:

- Only YouTube videos are allowed, embedded via a link.

3. Resolution and Quality:

- **Minimum resolution:** 720p HD (1280 x 720 pixels).
- **Recommended resolution:** 1080p HD (1920 x 1080 pixels) for optimal quality.
- Avoid low-quality or blurry videos. Ensure that the video is clear, well-lit, and has good audio quality.

4. Aspect Ratio:

- The preferred aspect ratio is **1:1** (square) or **16:9** for widescreen display.
- Vertical videos are allowed but not recommended, as they do not provide the best visual experience.

5. Content Requirements:

- Videos must be directly related to the product or service and provide useful information to the buyer (e.g., product demonstrations, unboxing, setup instructions, features, or benefits).
- The video content must be accurate and consistent with the product listing.
- **Prohibited:** Offensive, inappropriate, or misleading content.

- Videos must not contain promotional language, such as sales promotions, discounts, or exaggerated claims.

6. Audio:

- Background music and voice-over narration are allowed, but the **audio must be clear** and easy to understand, with minimal background noise.
- Audio in **English** is preferred unless the product is specifically intended for a non-English-speaking audience.

7. Branding and Logos:

- Minimal branding is allowed but should not distract from the product itself.
- Watermarks, URLs, or company logos should be discreet and should not interfere with the main content of the video.

8. Text and Graphics:

- Text overlays should be **minimal and easy to read**.
- Avoid excessive text that distracts from the product, and ensure that the text does not cover important parts of the product being demonstrated.

9. Video Thumbnail:

- The video thumbnail must adhere to the same guidelines as the main product images (e.g., clean background, professional quality).

10. Compliance:

- All videos must comply with **Ambayo's community guidelines** and terms of use.
- Videos must not contain claims or information that violate Ambayo's advertising policies, such as unsupported health claims or exaggerated benefits.

Compliance and Enforcement

By adhering to these image and video requirements, sellers can ensure that their listings on the Ambayo platform are professional, compliant, and visually appealing to customers. This not only improves the shopping experience but also builds trust and engagement, leading to higher conversion rates.

Failure to comply with these guidelines may result in the removal of content, suspension of listings, or other actions in accordance with Ambayo's terms of use.