Your use of the Amazon brand, logos and trademarks is subject to the restrictions set forth in this guide and your Digital Video License Agreement. Any other use is strictly prohibited and may result in removal of your title, forfeiture of license fees and termination of your account. The document should not be distributed beyond the original recipients without PVD consent. Thank you for using Prime Video Direct.
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Part 1. Welcome to Prime Video Direct

A. Marketing Overview

The following guide provides helpful tips and suggestions for the promotion of your title to effectively drive engagement and success for your content on Prime Video Direct, Amazon’s self-publishing service. Your use of Amazon’s brand, logos and trademarks (Amazon Marks) is restricted as provided in this guide and must be followed at all times. These restrictions may change over time.

Remember:

1. Only titles that have already successfully published to Prime Video may be marketed using Amazon Marks. Pre-promotion of titles not yet live on Prime Video is prohibited (e.g., not “Available on Prime Video Fall 2018”).

2. Prime Video branding and Amazon Marks are permitted only for digital marketing on social media and web and only to promote the availability of your title on the service.

3. All press releases and media pitches mentioning Amazon must be submitted to PVD-PR@amazon.com for approval before release. Please allow 10 business days for review.
Part 1. Welcome to Prime Video Direct

B. Optimize your publish
Part 1. Welcome to Prime Video Direct
B. Optimize your publish

Prime Video Direct (PVD) enables filmmakers, content creators, and rights holders to reach a highly engaged audience through Prime Video.

- **Be in control:** Manage your content, windows, earn royalties based on hours streamed by Prime members, and/or offer it for purchase or rental
- **Find your audience:** PVD providers have access to 10s of millions of Prime members across the globe. By using PVD, you will contribute to a cutting-edge, high-quality streaming service—allowing viewers around the world to enjoy and engage with your content
- **Track performance:** Gain full access to reporting and daily streaming metrics through your PVD Dashboard
Part 1. Welcome to Prime Video Direct
B. Optimize your publish

**Graphic assets**

Engaging and visually attractive art increases customer attention. High-quality images are used to showcase your title in search results and detail pages. Use our [Graphic Assets Guide](#) to avoid common errors. Keep the following in mind:

- PVD does not allow poster graphics to be stretched, condensed, padded, or otherwise distorted
- The title name **must** be legible and included in its entirety on your key art
- *If applicable*, include festival laurels in your key art
Part 1. Welcome to Prime Video Direct

B. Optimize your publish

Key art (Required)
Part 1. Welcome to Prime Video Direct
B. Optimize your publish

Background image
To convey the mood of your content, we recommend uploading a “16x9 background image.” While these images are optional, they add editorial elements to your detail page on Prime Video, which will appear on all devices. Your background image can be a still from your film, an arrangement of laurels associated with official selections, nominations and awards, or a landscape version of your promotional artwork.
Metadata
Each title has catalog information that includes metadata such as air date, synopsis, genre, and ratings. This information helps with discoverability and appeal of your title on Prime Video. You will create your video listing by entering a title name, selecting a content category, and your default language.

To bolster discoverability of your title on Prime Video, we recommend using your metadata as a means to highlight:

- Notable or highly searchable talent featured in your film
- Official selections and awards. For example, include: “Official selection of [YEAR] [SPECIFIC FILM FESTIVAL]” in your synopsis
- Indicate the native language of your title in the synopsis if other than English, e.g. “Persian language film with English subtitles.”
Genre

- Genres help viewers know the stylistic format they can expect. Genres are also used in search, personalization, and the categorization of content
- When selecting your title's genre(s), be as specific as possible
- Find a full list of Prime Video genre definitions [here](#)

**Note:** All metadata, including your title name and synopsis, must be proper case. Metadata must be representative of the content contained in the video and align with PVD's [Content Policy Guidelines](#).

For FAQs such as “Can I add keywords to a title’s metadata?” click [here](#).
Part 2. Marketing & Merchandising

A. Brand usage
Part 2. Marketing & Merchandising
A. Brand Usage

After successfully publishing through PVD, your title will be available in Prime Video through your selected offer types. Remember, PVD is the distribution service you use to get your videos onto Prime Video.

Promotion on social media and on your website are effective ways to drive engagement and increase exposure to your content. We encourage you to engage with your preexisting audience and notify them of your title's availability on Prime Video. Refer to the Prime Video Logos & Usage Guide for logo and brand-usage requirements. Failure to follow the Marketing Guide will result in your content being removed from the service and may also mean forfeiture of license fees and termination of your account.

DO

• Drive traffic directly to your page via pulling the “ASIN” (more info here) and posting the URL in your marketing campaigns

• Use the Prime Video logo and lockups accurately. It is very important to use the appropriate branding and trademarks when you promote your content and/or notify your audience that your titles are available on Prime Video. Indicate availability on Prime Video, only with approved messaging in conjunction with the Prime Video primary logo. For a list of approved CTAs and lockups, see the Prime Video Logos & Usage Guide

• Follow all Trademark Guidelines and Prime Video Logos & Usage Guide when using Amazon trademarks

• Leverage your network – encourage your audience to review the film. Amazon reviews are a great way for potential viewers to learn more about your title
Part 2. Marketing & Merchandising
A. Brand Usage

**DON’T**

- Use Amazon trademarks for self-promotion outside of social media and your websites
- Use Amazon trademarks as verbs (e.g. “Just Prime it”) or as a pun (e.g. Fire up your content selection with *Prime Video*)
- Use Amazon trademarks in possessive or plural (e.g. “Fire TV’s capabilities”; instead, use “Capabilities of Fire TV”)
- Position third-party logos directly alongside Amazon logos or trademarks unless explicitly authorized by Amazon
- Refer to Prime Video Direct as the destination to view your content. Remember, Prime Video Direct is the business-facing distribution service and is **not** a viewing destination
Part 2. Marketing & Merchandising

B. Social media
Social media is an effective tool to reach your fans and drive traffic to your content on Prime Video. To access specific audiences and influence new viewership, leverage targeted-paid social ads. Your participation will help create engagement to better surface your titles within Prime Video.

**DO**

- Include calls to action in your copy, like “Now on Prime Video,” “Watch on Prime Video,” “Now available on Prime Video,” “Included with Prime,” or—if applicable—“Exclusively on Prime Video,” “Only on Prime Video.”
- Request that talent, director(s), and/or your network posts on social media channels—remember, they must follow the same guidelines if using the Amazon logo or brand.
- Use a direct link to your detail page. Instructions [here](#). 
- Tag [@PrimeVideo](#) and use #PrimeVideo or #PrimeVideo.
Part 2. Marketing & Merchandising

B. Social media

DON’T

• Use the brand or logo other than as provided in the Prime Video Logos & Usage Guide

• Refer to Prime Video as any of the following: “Instant Video” “Prime Instant Video” “Amazon Video Direct” “Video Direct.” Remember, Prime Video Direct is the business-facing distribution service and is not a viewing destination

• Use Amazon trademarks as verbs (e.g. “Just Prime it”) or as a pun (e.g. Fire up your content selection with Prime Video)

• Use Amazon trademarks in possessive or plural (e.g. “Fire TV’s capabilities”; instead, use “Capabilities of Fire TV”)

• Position third-party logos directly alongside Amazon logos or trademarks
### A few apps that help create strong mobile content:

- **Bitly**: Shortens, measures, and optimized your links
- **HYPERLAPSE**: Turns your phone into a steady cam and allows you to speed up video
- **Boomerang**: Takes a burst of photos and animates them in a looping video, creating some fun moments
- **Phhhoto**: Similar to Boomerang, but creates a GIF instead of a video—great for use on Twitter
- **Hipstamatic**: Creates fun, heavily filtered photos
Part 2. Marketing & Merchandising

B. Social media

Tips for Effective Use of Social Networks

You know your audience best, but here are a few best practices to keep in mind:

**Facebook**

- Share videos – Utilize native video uploader to optimize surfacing
- Be visual – If you’re posting a link, always post it with a photo
- Keep it square – Keep photos squared, similar to Instagram, most users are viewing via mobile
- Use tags – Include #PrimeVideo and @PrimeVideo when possible

**Twitter**

- Be brief – Leave some space, try to keep tweets to 100 characters
- Include photos – Photos shared directly to Twitter can drive up to 59% more retweets
- Share videos – Upload videos 30 seconds or less directly from your Camera Roll
- Be conversational – Engage with fans, cast members and Prime Video by retweeting, replying, and tagging other @handles
- Build community – Include the films’ official #hashtag and tag the films’ official handle to centralize conversation
- Use tags – Include #PrimeVideo and @PrimeVideo when possible

**Instagram**

- Quality matters – Use photos that stand out
- Share short videos or gifs – Instagram users prefer a short, captivating video experience
- Use #hashtags – Consider posting multiple hashtags in the first comment, not the caption. This will keep your caption text from being “collapsed” while still using them for search
- Use tags – Include #PrimeVideo and @PrimeVideo when possible

Amazon Confidential
To optimize visibility on IMDb, make sure that the cast, director, and title details are accurate and up to date. Also upload photos, trailer(s), and any other bonus content you have available. To do so, sign into your IMDb account and click “Edit page” at the bottom of the title’s IMDb page.

To create a new IMDb page, follow the instructions here.
Part 3. Press & Public Relations
PR activities, including press releases, media pitches and materials for screenings/red carpet events which include the Amazon Marks **must be shared in advance** with the PVD PR team. You may not engage in any PR activities using the Amazon brand or logo before you have received approval from Amazon.

To obtain approval, send an email with the subject “TITLE NAME, PR Outreach for Approval by MM/DD” along with your PR plans (attaching any media pitches or press releases) to PVD-PR@amazon.com. Please allow 10 business days for approval.
Below are some guidelines and tips as you develop the draft of your press release.

**DO**
- Have the release/pitch highlight a clear call to action and the customer benefit
- Indicate that the title is available on Prime Video through the Prime Video Direct self-publishing service

**DON’T**
- Use language that refers to the title as an “Amazon Original” and/or Amazon-licensed title
- Use the terms “partners” or “partnership” to describe the Amazon relationship. We prefer the terms “teamed,” “in cooperation with,” or “relationship”
- Include a quote from an Amazon executive unless previously agreed upon and approved
- Include any sales projections
- Disclose proprietary information about Amazon
Part 3. Press & Public Relations

- Refer to our stock ticker symbol
- Use the "About Amazon" boilerplate. These are reserved for Amazon releases only
- Use the Prime Video logo
- Make unsubstantiated claims about someone or something being “the best,” “the first,” “the only,” etc.
- Use Amazon trademarks as verbs (e.g. “Just Prime it”) or as a pun (e.g. Fire up your content selection with Prime Video)
- Use Amazon trademarks in possessive or plural (e.g. “Fire TV’s capabilities”; instead, use “Capabilities of Fire TV”)
- Use third-party logos directly alongside Amazon logos or trademarks
- Refer to Prime Video Direct as the destination to view your content. Remember, Prime Video Direct is the business-facing distribution service and is not a viewing destination
Part 4. Resource quick links
Part 4. Support

Resource Quick Links

General Support
- Overview
- Customer Service

Publishing
- Setting Availabilities (Offers and Windows)
- Publishing FAQs
- Troubleshooting Tips
- Changing Art Assets
- Content Policy Guidelines

Dashboard
- Metrics & Reports

Marketing
- Prime Video Logos & Usage Guide
- Trademark Guidelines

Technical Specifications
- Mezzanine (Video)
- Audio
- Caption (timed text) Information

Graphics
- Graphic Assets
- Downloadable Graphic Guide