



vFRINGE 2020 QUICK GUIDE

Follow these steps if you would like to present your work or event on the Virtual National Arts Festival vFringe platform

1. Fill in the **details** on the [vFringe Submissions Form](#) – you'll need to provide everything on one form so make sure you have all your advertising info together – description, age recommendation, credits list etc.
2. You must provide a minimum of two images that we can use to advertise your show - images must be square ideally 600 x 600 pixels. Make sure they're good, clear images – think of them as your poster!
3. If you are submitting recorded content, you'll need to think carefully about the **ticket price** you want to charge. We recommend a price of between R25 and R50.
 - Remember, online tickets aren't quite the same as tickets to a theatre show, so try and be reasonable in determining what to charge.
 - If it's a 10 minute piece, you can't really charge more than say R25.
 - Also – audiences need to get used to this new way of experiencing art, and are more likely to part with their buck if it's less of a risk for them.
 - Finally, remember that there is no limit to the number of tickets you can sell – your 'venue' capacity is unlimited.
4. **Get your video ready to send to us**
 - Video or audio files will be uploaded to a FTP server - we will send you the link for that once we have your completed form.

Video Requirements:

- File Container: MP4
- Video Codec: H.264
- Video Bitrate: 50 to 80Mbps
- Audio Codec: AAC
- Minimum Audio Bitrate: 128kbps or higher
- Resolution: 1280 x 720p (16:9) or 640 x 480p (4:3) please do not add an pillar boxing
- Files may not exceed 4GB

Audio Only content

- MP3 Audio in MP3 or WAV container
- AAC in MOV container
- Minimum Audio Bitrate: 65kbps

5. For **live streamed events**, you need to provide us with a link to the event. Only once a working link is received, will the event be advertised on the vFringe platform.

NB: If you are using a social media platform then the link may only be generated once the event goes live. In this case please provide a link to your YouTube channel, Facebook page etc. that the event will go live on.

PLEASE NOTE

All recorded content will be moderated by the Virtual National Arts Festival team. Content deemed unacceptable for presentation on the vFringe and vNAF platforms will be disallowed and the artist / contributor will be notified that the submission has not been successful. Content that may be disallowed could include, but is not limited to:

- Explicit nudity, pornography or unacceptable sexual behaviour
- Harmful or dangerous content
- Hateful, inciteful or prejudicial content
- Gratuitous violence or graphic content

Work presented online is subject to the usual copyright laws and it is your responsibility to ensure that you have secured the appropriate licences and permissions to present the production. Visit the appropriate organisation for full details:

- [SAMRO music user portal](#)
- [DALRO licences portal](#)

Once we have received your content, we will check your video and make sure that:

- the **file format** and **overall production** quality works with our platform;
- your **classification** is appropriate for online viewing (we'll discuss changing it or adding any warnings that we feel might be necessary with you); and
- that the content and other aspects of the video are **appropriate** material for the vFringe platform.

Once **approved**, we'll send you a link to your vFringe page and you can start **marketing** your show!

We will try and get your work online within 48 hours of receiving the video and/or completed form but it will help if you ensure that all images, videos etc. are submitted and are at the correct specs.

BOX OFFICE PAYMENTS

Payment of Box Office earnings will be made within 10 days of the end of the month provided that the production has earned a minimum of R200. If less than R200 has been earned, the amount will be carried over to the end of the following month. You will be sent a statement of income for your records.

- Contact the vFringe team if you need any assistance: fringe@nationalartsfestival.co.za
- [Subscribe](#) to the Festival newsletter for general news and articles on the Festival as well as details on upcoming webinars and video guides for artists.