



VIDEO AND LIVE STREAMING DISCLOSURES

DO	DON'T
<ul style="list-style-type: none"> • Make a verbal disclosure within the first 30 seconds of the video or sponsored segment. 	<ul style="list-style-type: none"> • Make your first verbal disclosure at the end of the video.
<ul style="list-style-type: none"> • Make another verbal disclosure in the last 30 seconds of the video if it is over 5 minutes in length (or if a live stream). 	<ul style="list-style-type: none"> • Make only one verbal disclosure for videos over 5 minutes long (or for live streams).
<ul style="list-style-type: none"> • For long videos, make an on-screen written disclosure every 10 minutes. 	<ul style="list-style-type: none"> • Make on-screen written disclosures at intervals longer than 10 minutes.
<ul style="list-style-type: none"> • Say “This video is sponsored by...” or “This video was paid for by...” 	<ul style="list-style-type: none"> • Say variations of “Thanks to...” or “Made possible by...” or “In collaboration with...”
<ul style="list-style-type: none"> • Say “This product was given to me by...” (If no money was given in addition to the product). 	<ul style="list-style-type: none"> • Say “In partnership with...”
<ul style="list-style-type: none"> • Speak verbal disclosures at a normal speed that is easy to follow. 	<ul style="list-style-type: none"> • Speed up portions of video containing your disclosures.

On-screen written disclosures must remain on screen long enough to be read and understood (at least 10 seconds) and in a font and color that stands out against the background. Also, include written disclosures in the first three lines of the video description / caption above “show more” button.

Disclosures are required when an influencer has a “material connection” with the brand. A material connection to the brand includes a personal, family or employment relationship, or a financial relationship—such as the brand paying you or giving you free or discounted products or services.

If you have any questions, call Pfeiffer Law Corp at (310) 451-5800.

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