Guidelines for the Provision of Digital Media Files on Conrad Marketplace

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CONRAD

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This document outlines the quality requirements for media files (images, documents, videos) used in master data creation across the product range supplied by the Conrad Group.

Contents

Information about media usage rights

The transfer of all rights of use and exploitation of the provided media files shall be governed by the provisions of the relevant Framework Agreement, if applicable. Otherwise, Conrad's General Terms and Conditions of Purchase shall apply. The latest version thereof is available at
https://support.conrad.de/hc/de/articles/360002203538-Allgemeine-Einkaufsbedingungen-AEB
After the rights to use certain media content (this also applies to individual award badges, videoclips etc) have expired, the respective content must be reported/deleted immediately.

Technical information about media processing

- All URLs need to point directly to the media file (i.e. images, video clips, PDFs etc). Links to files stored in the cloud (e.g. on Google Drive, Dropbox, Apple iDrive, YouTube, Vimeo etc) won't work for media to be displayed on our Marketplace.

- Some systems limit access to deep links. Make sure you whitelist accordingly, to prevent these access requests from being perceived and blocked as crawler or bot attacks.

Quality guidelines

Image files

Technical requirements

- Width/height: at least 500 pixels, 3000 pixels max
- Format: JPG / PNG
- Colour mode: RGB
- Resolution: 72 dpi

Content requirements

Main product image (primary image)

Mirakl ID	Product image 1 URL (Product.PrimaryImageURL_MP)
Requirements	- Provide URL pointing to the **primary image** - Uploading a primary image strongly recommended as it boosts product sellability **Not permitted: uploading logos, image space holders, images that contain logos or text** - Provides the first impression - Depiction of the product only, centred, on a pure white background - Recommended: Clipping path (no automatic paths assigned)
Example	

Additional product images

Mirakl ID	Product image 2 - 5 URL (Product.Image02-05URL_MP)
Requirements	- No more than five **additional product images** - Depiction of the product from different angles displayed on a pure white background - Close-ups permitted
Example	

Illustration images

Mirakl ID	Illustration 1-2 URL (Product.ImageIllustration01-02URL_MP)
Requirements	- No more than two **illustration images** - Depictions of the product being used
Example	

Symbols

Mirakl ID	Symbol 1-5 URL (Product.ImageSymbol01-05URL_MP)
Requirements	- No more than five **symbols** - Depiction of outstanding product features

Examples	

Consumer Awards

Mirakl ID	Awards 1-2 URL (Product.ImageAward01-02URL_MP)
Requirements	● No more than two **consumer awards** ● Depiction of the highest-ranking awards
Examples	

Not permitted

- Using images that are the intellectual property of other parties
- Images that not fully represent, or misrepresent, the product
- Image space holders (e.g. "Image to be uploaded later", "No image available", …)
- Company logos or brand symbols instead of the product on sale
- Main product images containing text and/or logos, b/w primary images
- Watermarks (not even for copyright disclaimers)
- Use of Conrad logos and Conrad own-brand symbols
- Product images that display marketing text elements (e.g. "Special Offer!", …)
- Nudity, war scenarios, any type of discriminatory content
- Images of dirty or used products (exception: refurbished items)
- Low-definition, blurred or pixelated images
- Comparing the product to other brands/manufacturers
- Animated GIFs

Examples

🚫 Brand logos	
🚫 Image space holders	
🚫 Logos on images	

🚫 Watermarks	
🚫 Low-resolution (< 500 pixel, blurred)	

Document files

Requirements

- PDF format
- Manufacturer-issued documents only, professional layout
- All new and existing documents need to comply with the Web Content Accessibility Guidelines (WCAG).

Not permitted

- Seller-generated PDFs
- No compromised or scanned files

- Seller logos / disclaimers (unless the seller is the brand owner/manufacturer)
- Any price-related information
- HTML, Word, Excel and PowerPoint files or any other MS Office formats

Videoclips

Requirements

- Resolution: at least 1280x720 px (HD), no more than 4096x2160 px (4K)
- Format: MP4, MOV, AVI
- Clip length: at least 5 secs, no more than 180 secs.
- Professionally-looking videography
- Excellent audio quality

Not permitted

- YouTube links, and links to other video content providers
- Naming salespoints and competitors, links pointing to other pages
- Any price-related information
- Files sized 1000 MB and above