PING:
Artist Guide and Best Practices

Rules and Best Practices for Ping Artist Profiles

Once you have received an email approving your Ping artist profile, you're ready to create it and start posting. Follow the steps and guidelines in this document to get your profile up and running, and to ensure that your posts are error-free.

To get started, make sure you have iTunes 10 on your Mac or PC, then follow these steps:

1. Create an Apple ID to Use With Your Artist Profile
   a. Click the link that was included in the email approving your artist profile.
   b. Click Create New Apple ID.
   c. Follow the onscreen instructions to create a new Apple ID. If you will be creating multiple artist profiles, you should create a new Apple ID for each one.
   d. During that process, you'll be told that you've been sent an Account Verification email.
   e. Go to your email account and click the Verify Now link in the Account Verification email.
   f. Sign in with your new Apple ID and password. Once you see confirmation that your email address is verified, click Return to iTunes.

2. Create Your Artist Profile
   a. After clicking Return to iTunes in the previous step, follow the onscreen instructions to create your artist profile.

3. Start Posting Updates, Photos, and Videos

iTunes Content Policies:

- Videos, photos, audio, and text posts should not contain pornography, hate speech, racism, nudity, or any references to or depictions of drug use.
- Posts should not include advertisements or links to sites outside of iTunes.
- Posts should not contain links to other content providers.
- URLs should not be included in the About section of your artist profile. This includes official artist website URLs. URLs can only be posted in the Event feed.
- Only upload photos and videos that you have a legal right to share.
- For the Music I Like section of your artist profile, we recommend that you don't pick the same album multiple times, and that you don't pick only your own music. Fans are eager to find new music that their favorite artists are listening to and downloading.
- Do not create your artist profile until you are ready to make a post or two. Fans will be far more likely to follow you if they can tell that your profile is active.

Featured Artists and Featured People:

Every week iTunes looks for new profiles to include in featured sections throughout the store.
To be considered for inclusion, we recommend you follow these best practices:

- Strive for a minimum of three to five posts per week.
- In addition to text posts, create dynamic posts using videos, images, and audio. See the "Rules and Best Practices for Video, Image, and Audio Uploads" section of this document for more details.
- Where possible, include links to you iTunes content in your posts.
- Make sure your posts follow the iTunes Content Policies listed above.

iTunes Ping Points:

- Each profile can be associated with only one Apple ID.
- Ping is worldwide, there is no ownership of territory.
- Artists known by other names cannot combine all names into one Ping Profile.
- Video posts will not display in countries where the product is not available for sale.
- When uploading videos we strongly encourage high speed internet connections.
- If you do not see your video(s) posted within four hours after uploading, contact your Technical iTunes Rep.

Rules and Best Practices for Video, Image, and Audio Uploads

Supported video container formats:
QuickTime (.mov)
MPEG-4 Container (.m4v, .mp4)

Supported audio container formats:
Pulse-Code Modulation (PCM) (.wav)
Apple Lossless (ALAC) and AAC (.m4a)
Free Lossless Audio Codec (.flac)

NOT ALLOWED video container formats:
Flash Video (.flv)
Windows Media (.wmv)
Real Video (.rm)
3GP (.3gp)
DivX (.avi)
AVCHD/AVCHD Lite (.mts)

Video, Image, and Audio, files:	
Maximum **Video** File Size	2 GB
Maximum **Video** File Length	10 minutes
Maximum **Image** File Size	10 MB (RGB, JPG)
Maximum **Audio** File Size	2 GB
Maximum **Audio** File Length	120 minutes

Examples of video cameras that meet the specifications listed above:

- iPhone 4
- iPhone 3GS
- iPod nano
- Apple iSight (via PhotoBooth and QuickTime)
- Flip HD Cameras
- select Nikon cameras
- select Canon cameras

Posting Tips

You can post text, video, and photos directly from your iPhone 4 to your Ping artist profile:
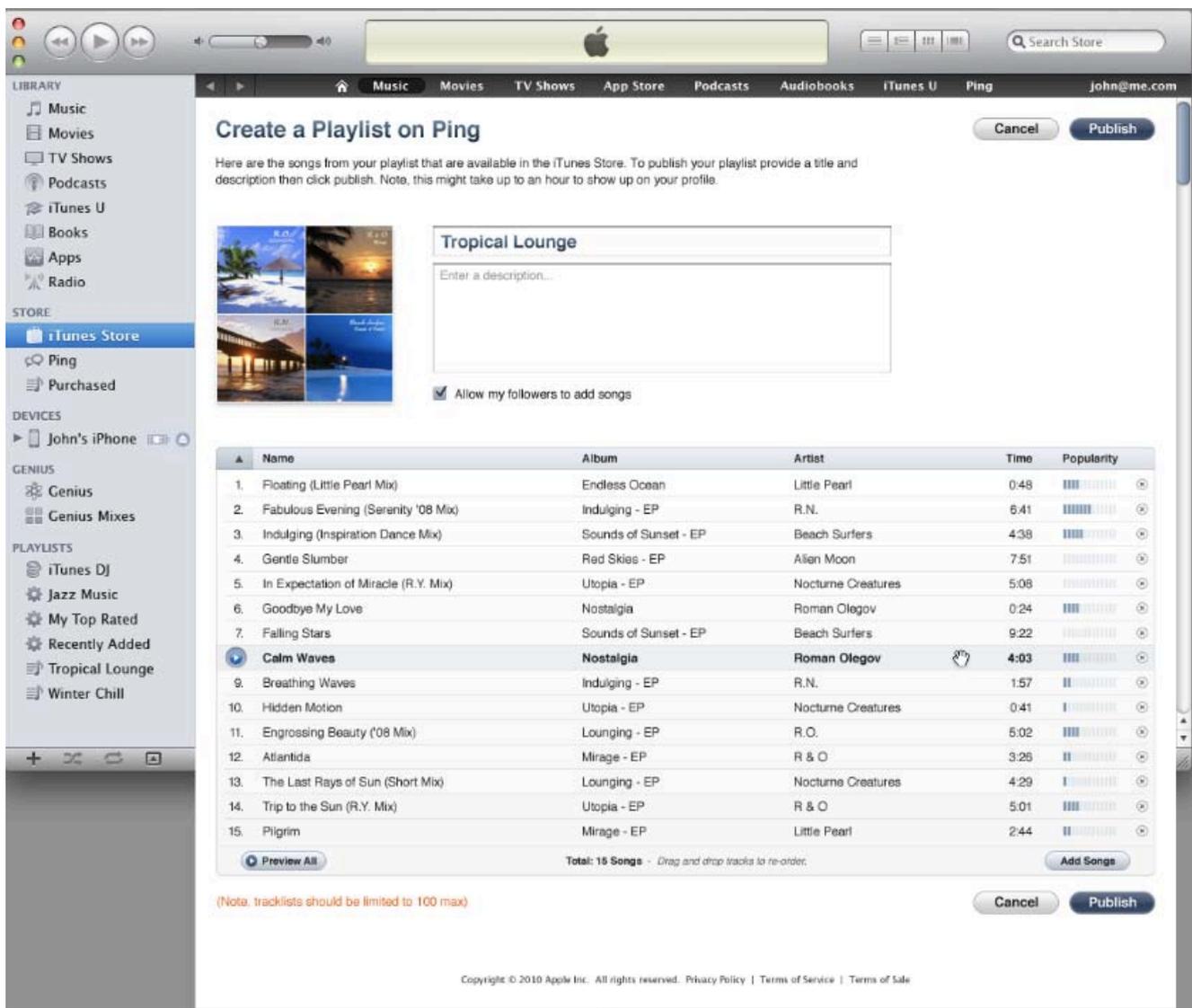
Make Playlists With Friends

Ping makes it easy to create or share playlists. Start a playlist for any occasion from your Ping profile and friends can add any song on iTunes to your mix. Then anyone can rate it, review it, or share it with their own friends on Ping.

Connect With Twitter

Share your music discoveries on Ping with your followers on Twitter. Connect Ping with Twitter to automatically tweet your posts, likes, reviews, and more. Easily see which of your Twitter friends are also on Ping.

Find Friends from Your Webmail Address Book
Now you can easily see which of your contacts from your MobileMe, Yahoo! Mail, Hotmail, or AOL address books are already on Ping and follow them with a single click.
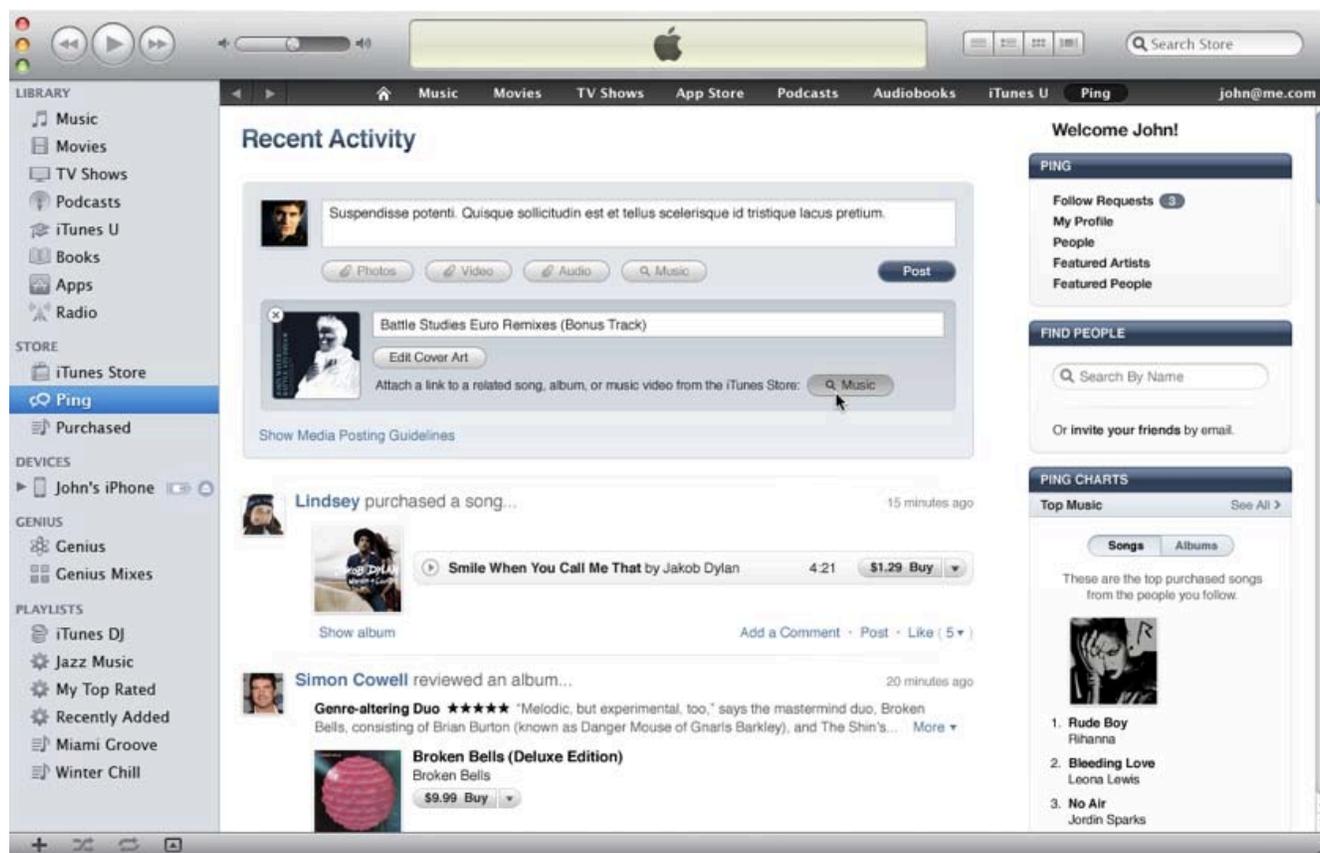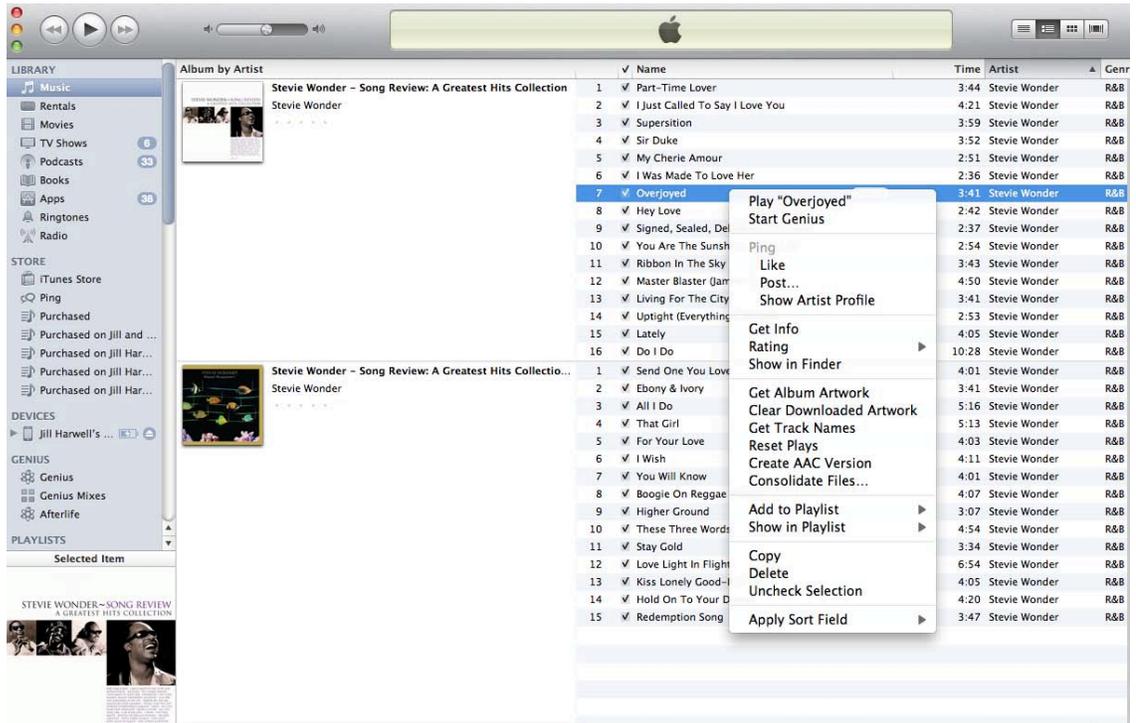
Link to iTunes Content In Your Posts
Now when you post, you can include links directly to content on the iTunes Store.
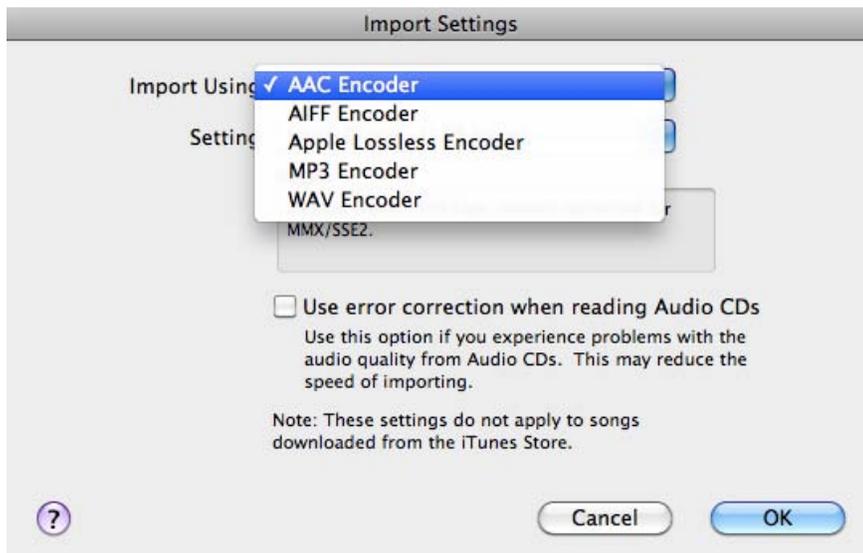
You can copy audio from an iPhone or iTunes to your desktop for posting:

1. Right-click on any DRM-free music in your library.
2. Select Create AAC Version.
3. Show the AAC version (.m4a) in the Finder.
4. Upload the .m4a file to Ping.

Note: Make sure you import using AAC Encoder. You can change this in the Import Settings found in iTunes Preferences.
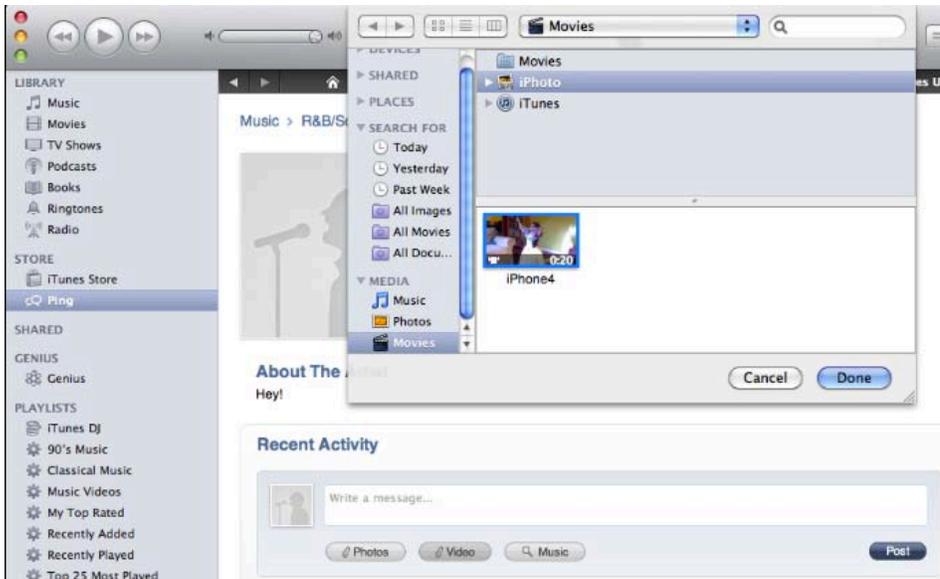
You can copy HD video from an iPhone to your desktop for posting

1.   Connect the iPhone to iTunes using a USB cable.

2.   Sync the iPhone's Camera Roll to iPhoto via the sync options on the Photos tab in iTunes.

3.   Post a video. Once signed with the Apple ID used for your artist profile, go to Recent Activity on your profile. Navigate the file browser to the Media section in the sidebar and then, Movies>iPhoto to select the video you want to post.

Exceptions

Dialogs will prompt you when issues are encountered. Remember to upload videos that meet the specifications listed earlier in this document. Also, when uploading large HD videos, a fast network connection is strongly suggested.

Exporting HD Video from iMovie for iPhone

1. Tap the Projects View button and scroll through the Projects window until the one you want to export is centered on the screen.

2. Tap the Export button.

3. Select a resolution and the video will begin exporting. Note: for highest quality resolution, select HD - 720p.
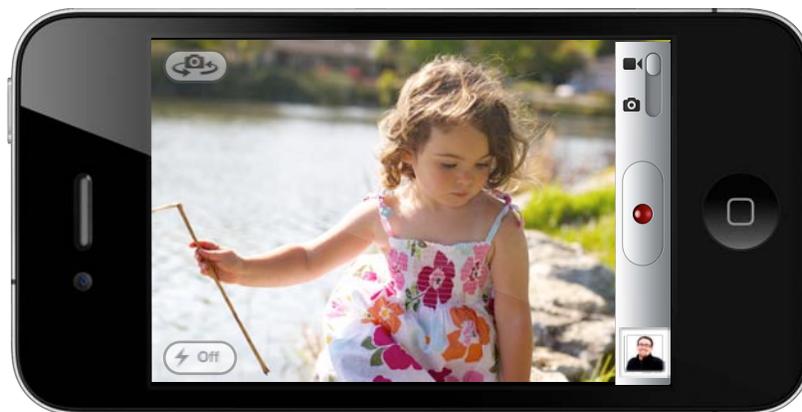
4. Once the export is complete, a message confirms that the video has been exported to your Camera Roll. Then, to access the videos on your Camera Roll, you can sync your iPhone to iPhoto using iTunes (see section above).

iPhone 4 Video Tips

- Photos and videos can be shot in portrait or landscape rotations. Shooting video in landscape rotation is recommended to create widescreen HD encodes:

- iPhone 4 records the orientation information at the start of the video. Starting a video recording in one orientation and then turning the phone while recording will result in an encode that will display in the original orientation.

- Videos recorded from within the iMovie app are stored in iMovie and won't sync back to iPhoto by default. For greater versatility, record videos using the iPhone's Camera app, which stores them in your Camera Roll. They will automatically sync and can be used in iMovie projects.

- If you want to export your videos at the highest possible quality, do not use the Share > Email Video feature in your Camera Roll. This feature causes iPhone 4 to resize the file before sharing, with a maximum resolution of 568 x 320. For higher quality video, sync your movie to iPhoto using iTunes.