

ABC Film Factory – Content Guidelines Policy

Effective Date: November 1st 2025

Purpose

ABC Film Factory exists to empower independent filmmakers to release and grow their work on their own terms - with the right structure, visibility, and monetization.

To maintain a fair, professional, and safe ecosystem for creators and audiences, all films submitted to **ABC Talkies via ABC Film Factory** must follow these content and technical guidelines.

1. Eligibility

- Content must be **original** and the filmmaker must own all **intellectual property rights** (or have full legal distribution rights).
- Films can be **short films, documentaries, micro dramas, web series, cineplays, feature films or experimental formats**.
- The minimum runtime is **3 minutes**
- Films may ideally be in **any Indian language** (with English subtitles strongly recommended).

2. Content Standards

ABC Film Factory encourages creative freedom but does not allow content that violates law, public decency or ethical standards.

The following **categories are not permitted**:

- Hate speech or content that promotes violence, discrimination or communal disharmony.
- Pornographic or sexually explicit material.

- Plagiarized or pirated content.
- Misleading information or impersonation.
- Defamatory or invasive material.
- Promotion of illegal activities, drugs or weapons.
- Graphic violence or disturbing visuals without contextual or artistic justification.
- Content that violates government, platform or copyright regulations.

Note: ABC Film Factory reserves the right to remove or restrict any film that violates these policies or receives valid legal complaints.

3. Technical Requirements

To ensure your film looks and performs its best on the platform:

- **Format:** MP4 / MOV / MPEG-4
- **Resolution:** Minimum Full HD (1920x1080)
- **Aspect Ratio:** 16:9 preferred
- **Audio:** Stereo or higher (AAC preferred)
- **File Size:** Up to 4 GB per film
- **Subtitles:** English subtitles recommended (mandatory for non-English content)
- **Thumbnail:** 16:9 image, high-resolution (minimum 1280x720 px)
- **Poster:** Vertical key art (1080x1350 px)
- **Synopsis:** 50–150 words describing your film
- **Metadata:** Include tags, genre, language, year, cast and crew

4. Metadata & Artwork Standards

Good presentation improves discoverability and viewer engagement.

- Titles must be clean, relevant and free from slang or clickbait.
- Descriptions should clearly communicate the film's premise or theme.
- Thumbnails and posters must be visually appealing, relevant and non-explicit.
- Avoid text-heavy or misleading artwork.
- Ensure credits, cast and crew details are accurate.

5. Review & Approval Process

- Every film undergoes a **basic compliance check** (not a content selection process).
- Curators review submissions for:
 - Legal and policy compliance.
 - Metadata accuracy.
 - Artwork and presentation standards.
- Once approved, your film can **go live within 72 hours**.

6. Pricing & Monetization

- Films are published under the **ABC Talkies dynamic pricing framework**.
- Filmmakers can set an initial price within the given range.
- Earnings are **per valid view** with **quarterly payouts**.
- Performance-based price upgrades are available based on **curator ratings, audience ratings and view milestones**.
- Filmmakers are eligible for **referral and rewards programs** to earn additional incentives.

7. Platform Conduct

We expect every filmmaker to engage with respect, professionalism and integrity.

- Do not spam, manipulate views or misrepresent your content.
- Respect feedback from curators and the community.
- Maintain accurate and up-to-date contact information in your filmmaker profile.
- Collaborate constructively - ABC Film Factory thrives on shared growth.

8. Updates & Revisions

These guidelines may be updated periodically based on platform evolution, new features or legal requirements.
Filmmakers will be notified of major changes through email and dashboard announcements.

9. Contact & Support

For questions, clarifications, or help with submissions, contact:

support@abctalkies.com

www.abctalkies.com

10. Content Availability & Platform Policy

ABC Film Factory is designed as a **premium, filmmaker-first platform**, and we encourage all films to come **exclusively** to ABC Film Factory to maximize visibility, revenue potential and long-term value.

To maintain fairness, consistency and protect content value, the following rules apply:

1. Exclusivity (Preferred Policy)

- All films are encouraged to be released **exclusively on ABC Film Factory**.
- Exclusive films receive **better visibility, higher monetization opportunities, and promotional support** on the platform.

2. Films Available on YouTube (Free)

- If a film is already on YouTube for free, it must remain **free on ABC Film Factory** until it crosses **1,000 views on ABC Film Factory**.
- After this milestone, the producer may **revise the pricing** on ABC Film Factory basis the dynamic film pricing.

3. Films Available on Other OTT Platforms (Paid)

- If a film is already listed on another OTT platform at a paid price, it **cannot be priced higher on ABC Film Factory**.
- The price on ABC must be **equal to or lower than** the OTT listing.

4. Older Films (12+ Months) Not Monetized Elsewhere

- Films that are **older than 12 months and not monetized elsewhere** must be brought **exclusively to ABC Film Factory**.
- If exclusivity is not possible, then such films must be offered at a **lower price point on ABC Film Factory** than on any other platform where they may later appear.

5. Incentives for Exclusivity

- Exclusive films on ABC Film Factory will be given:
 - **Featured placement** on the platform.
 - **Priority in marketing and promotions**.

- **Access to higher dynamic pricing brackets and special campaigns.**
 - This ensures that filmmakers who commit to exclusivity are rewarded with greater visibility and revenue potential.

External Status	Allowed ABC Film Factory Pricing	Conditions
Free on YouTube	Free	Until 1000 views on ABC Film Factory
Other OTT (TVOD)	Same or lower	Price must match or priced lower
Other OTT (SVOD/AVOD)		As per pricing table
Freemium (AVOD) on other platforms	₹3-₹5	Allowed with clear content positioning
Exclusive on ABC Film Factory	+15%	Above pricing table cap