



Video contest: **Standards make cities smarter**

### **Specifications**

Format: standard YouTube format (16:9 aspect ratio)

**Rule 1 – 15 seconds max please.**

Keep it short! Focus on just *one* short example of how International Standards help make cities smarter.

**Rule 2 – Add the clip. Don't forget to add [this clip](#) on the end of your video.**

All videos in the World Standards Day (WSD for short) competition should include [this clip](#) which shows the WSD message and the logos of the 3 organizations that are participating. The total running time of your video, *including the clip*, should no more than 15 seconds.

**Rule 3 – Upload your video on YouTube, and tweet, instapost, facemessage us with the hashtag #WorldStandardsDay2017**

All video submissions must be uploaded on YouTube (make sure it's not set to private), and the link shared on social media with the hashtag #WorldStandardsDay2017. You can either [tweet](#) the link to the video, message us on our [Facebook page](#) or [Instagram](#) it, just don't forget to tag your message or we won't find it.