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Product Listing & Content Guide
UK Video

This guide will help you to list your products effectively on Amazon.co.uk and maximise your sales.

Contents

The basics of listing on Amazon

To be successful selling DVD & Blu-ray titles, accurate data is crucial to ensuring that customers will be able to find and purchase your products. Providing a clear and concise listing that follows a consistent format will better inform customers and enhance the discoverability of your products. This can result in increased traffic to your product listings.

Before going any further into how to maximize your business, let's first identify which products should be listed in the DVD & Blu-ray Store:

- All products where the main content of the title is included on a DVD or Blu-ray disc
- Related products that are listed in other categories (not in DVD) include:
  - Music titles that include a CD as the main content and a DVD as a bonus disc
  - Exercise kits that include DVD workouts, listed in Sports
  - Digital Video titles, listed in Amazon Video

Note: Related products should not be listed in DVD using the Clothing Accessories template. Please download the appropriate inventory file template for each category.

<u>**In summary:**</u>
- Provide as much information as possible.
- Don't include offer-specific or time sensitive information on the product detail page.
- Sellers are not permitted to list items for pre-order.

Remember that the product detail page and all information on it will be used by all sellers. Any information that is specific to your offers, such as price, quantity, shipping info or condition can be added during the offer listing process. Adding offer-specific information to a product detail page contravenes the Amazon product listing guidelines and will negatively affect the standing of your account.

All products should be listed to site using manufacturer EAN/UPC barcode or Amazon ASIN. Do not list a product with a different barcode against an existing listing which does not contain that barcode. Products sourced from different countries have different barcodes as they feature variable content from variable manufacturers – it is important customers are clear on the product they are getting. Do not over-sticker barcodes to pass them off as a different item.

Please note that Amazon can't give you any legal advice. As a seller you are solely responsible for your offers and must ensure that all product information is correct and complete and in line with legal requirements. If you are unsure which information needs to be displayed when listing on Amazon.co.uk or whether your offers are in accordance with the law please seek independent legal advice. As far as this document contains references to regulations or legal requirements, Amazon does not assume any liability for their accuracy and completeness.

Sellers can be permanently suspended from listing on Amazon if they repeatedly divert from Amazon listing guidelines.

A. Detail page content

To be successful selling DVD & Blu-ray titles, accurate data is crucial to ensuring that customers will be able to find and purchase your products. Providing a clear and concise listing that follows a consistent format will better inform customers and enhance the discoverability of your products. This can result in increased traffic to your product listings.

Good detail page content also helps with search. Most customers use search – either within Amazon's own site or on external search engines such as Google, Bing and Yahoo! – to find products. All detail page content feeds into both Amazon's search and external search results. Good content and categorisation are therefore crucial to customer discovery as well as decision-making and conversion.
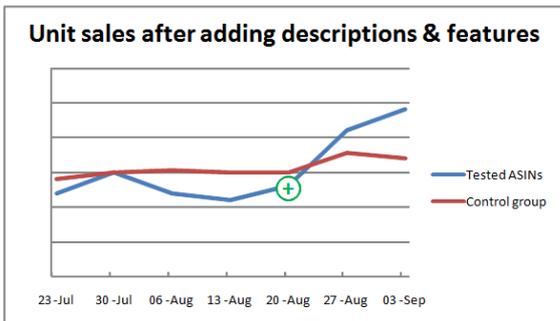
Amazon test. + shows when descriptions & features were added.

Product descriptions and features also have a direct impact on sales. Good detail page content is key to customer purchase decisions. Would you buy an item that didn't have an image, a description, or clearly defined features?

We also know that customers care about product detail. An Amazon usability study for Hardlines products found that when researching products online, customers place most value on product details – particularly specifications, features, and descriptions. Next were reviews, followed by price and then alternate images.
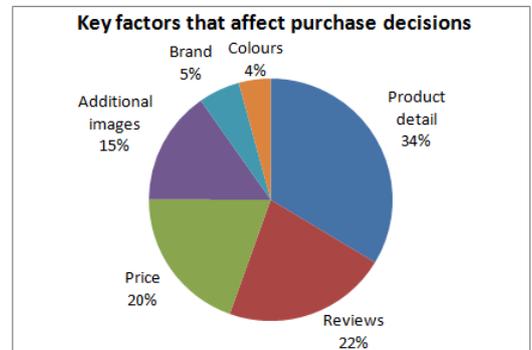
Amazon Customer Experience Study

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1. Product title (Item Name)

Good titles help customers identify products. They're shown on the product detail page, in search results (both on Amazon and on external search engines) and browse pages, in our automated and personalisation features, and many other places. A concise (maximum length of 80 characters) and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

Do:

- ✓ Provide a short, descriptive title for the product that will help customers quickly identify its key features (for DVD products this is typically just the title of the release as displayed on the cover of the DVD or Blu-ray release – do not include elements such as director or actor in the title field, there are other areas on the detail page for this information)
- ✓ Keep it under 100 characters
- ✓ Include TV series or season information immediately following the show title separated by a dash
- ✓ Use "Complete" to describe a collection of TV series only when the show has ceased broadcasting
- ✓ Include edition information in rounded brackets after the title (for movies) or the series information (for TV)
- ✓ Include format information at the end of the title if the release contains multiple formats (e.g. Blu-ray 3D + Blu-ray). Always use "+" sign to separate format listings
- ✓ Write numbers as words (two instead of 2, up to and including ten)
- ✓ Use the Promotion Manager tool to include price messaging, rather than the product title

Don't:

- ✗ Include too much information. Titles should contain the minimum information needed to identify the item. More info makes it hard for customers to scan and identify the item, and may harm your search results
- ✗ Do not include format information for single format releases (our systems will add this automatically)
- ✗ Do not enter the year of release in the title. Year of publication can be added in a separate field
- ✗ Use all capitals, as it's hard to read
- ✗ Use subjective adjectives e.g. "awesome", "great" - keep it factual and descriptive
- ✗ Use HTML tags or special characters not on a standard keyboard (e.g. ®, ©, ™ or other Type 1 High ASCII characters)
- ✗ Include detail specific to your listings, e.g. price, your business name or "Free Shipping". Remember that the detail page, including the title, will be used by all sellers
- ✗ Do not call out pre-orders
- ✗ Do not call out release date or shipping date

Good product titles:

Deadpool [4K Blu-ray + Blu-ray + Digital HD UV Copy]

- ✓ Factual descriptions of items
- ✓ Correct formatting
- ✓ Include key features

Bad product titles:

Game of Thrones – Complete Season 1-5 DVD Collection + Special Features – HBO medieval fantasy drama based on the series "A Song of Ice and Fire" by George RR Martin

- ✗ Incorrect grammar
- ✗ Incorrect use of "Complete"
- ✗ Includes unnecessary information – should be in product description

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2. Product description

A clear, concise, factual product description will help customers decide whether the product meets their needs. Product descriptions are displayed on the product detail page but also feed into Amazon search and external search results. Well-written product descriptions help the customer imagine the experience of owning or handling your product. Put yourself in your customers' shoes: what would they want to feel, touch, ask, and want? This is as close as you can come to creating an in-store experience. Product Descriptions are limited to 2000 characters.

Do:
- ✓ Provide as much factual, descriptive information as possible
- ✓ Provide details on the release such as bonus features
- ✓ Keep it clear – avoid subjective language where possible (e.g. "this is their best release yet")
- ✓ Describe the product's key features, including size and contents (important for box sets)
- ✓ Use correct grammar in sentence case (only capitalise the first word of a sentence, or proper nouns, do not use all capitals)
- ✓ Double check spelling and grammar

Don't:
- ✗ Write about any other product for sale; this is your opportunity to tell the customer about the product so that they can decide whether to buy it, don't talk about previous releases
- ✗ Include detail specific to your listings, e.g. promotional or shipping information
- ✗ Call out pre-order incentives
- ✗ Use any HTML
- ✗ Include any web or email addresses
- ✗ Use special characters not on a standard keyboard (e.g. ®, ©, ™ or other Type 1 High ASCII characters)

A good product description:

"Contains all episodes of the six series of the ITV costume drama. This collection also includes the Christmas Day episodes from 2011, 2012, 2013 and 2014. Spanning the idyllic pre-war era through the storms of The Great War and beyond to the roaring 1920s, Downton Abbey tells the story of the aristocratic Crawley family and the servants who work for them.

The packaging includes an extra space for the Final 2015 Christmas episode to be placed.

Bonus Features
Series 1 - Commentaries, Deleted Scenes, House in History-Downton Abbey, The Making of Downton Abbey
Series 2 - Episode 1 commentary, Deleted Scenes, House to Hospital, Fashion and Uniforms, Romance in a Time of Warfare
Series 3 - Downton Abbey in 1920, Lady Mary's Wedding Day, Lady Edith's Wedding Day, The men of Downton Abbey, An interview with Shirley Maclaine, Behind the scenes - The Cricket Match
Series 4 -The Making of, The Downton Diaries, New Arrivals
Series 5 - The Roaring Twenties, A Day With Lady Rose, Mrs Pattmore's London Kitchen"

- ✓ Factual description of item
- ✓ Describes key features

A bad product description:

"BRAND NEW DVD THIS SUMMER!!! Check out this awesome DVD –FREE SHIPPING!! YOU CANNOT FIND A BETTER PRICE. More DVDs available at www.dvds4cheap.com. Call us to ask about our other DVDs. We are the top online seller of DVDs. Check out our feedback!!!"

- ✗ Doesn't describe key features
- ✗ Highly subjective language
- ✗ Too short, doesn't provide enough detail to make a purchase choice
- ✗ Features content all in capitals
- ✗ Include time-sensitive content that will be inaccurate as time passes
- ✗ Includes seller details and an external URL
- ✗ Doesn't include any detail on the content

3. Product details

Media Type / Binding

It is mandatory to include information about whether the product is a DVD or Blu-ray in the binding field. For Blu-ray 3D products, the binding should be listed as Blu-ray and the 3D technology field should be set to "active". This will place the ASIN in the Blu-ray 3D Store.

For 4K Blu-ray ASINs, the binding should also be set to Blu-ray and the format should be set to "4K" to place the ASIN in the 4K Blu-ray Store.

Original Publication Date

The original publication date refers to the content on the disc, i.e. date in which a movie was first released in cinemas, or the date in which a TV season was first broadcast on television. It does not refer to the date of release of the DVD or Blu-ray product. For box sets with multiple movies or TV seasons, released in different years, the earliest date should be entered, e.g. the Friends Complete Series, which broadcast from 1994 to 2004, should have an original publication date of 1994.

4. Offer information

Number of Items

Number of items refers to the number of physical discs contained within a DVD or Blu-ray product. It does not include digital copies unless these are contained on a separate physical disc.
Examples: For a 6-DVD box set, the number of items should be set to 6. An item that contains 1 x Blu-ray 3D plus 1 x Blu-ray plus 1 x digital copy should have number of items set to 2.
Item Discovery Information

Department

All video content is classified in one of two departments: TV and Movies. TV contains all content whose first broadcast medium was TV. All other content should be classified as Movies.

Genre and Sub-Genre

Amazon uses genre keywords to classify your products under the correct browse nodes. This allows customers to refine searches by genre. In order for your products to continue to appear when customers refine their category options, they must be classified correctly to the deepest level. This means adding both a genre, such as "Thriller" and a sub-genre such as "Psychological". Multiple genres and sub-genres can be selected. Please see the content on Search & Browse later in this guide for more detail.

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5. Images

Good product images directly increase sales. This is your opportunity to show your product to your customer, so quality matters. Images are shown on the product detail page, in search results (both on Amazon and on external search engines) and browse pages, in our automated and personalisation features, and many other places.

Do:
- ✓ Provide at a front of pack shot of your release (this is mandatory)
- ✓ Provide additional images such as a back of pack shot or an exploded pack shot image for box-sets to detail exactly what customers will receive if they purchase
- ✓ Choose images that clearly and accurately represent the product (including displaying the rating sticker)
- ✓ Show additional product image against a white background without a drop-shadow
- ✓ Use pack shot graphics if possible instead of the actual packs photographed

Don't:
- ✗ Include text, logos, watermarks, price tags or other images
- ✗ Include a background, border or any whitespace on the main image (this is OK on support images and with box sets when a exploded pack shot image is included)
- ✗ Localised imagery such as stickers
- ✗ Include images of compatible products (e.g. only picture what the customer will actually purchase from this detail page)
- ✗ Display time sensitive information (e.g. pre-order incentive messaging, price drops etc.)
- ✗ Allow scratches or reflections on the plastic casing be visible in the pack shot. Use the pack shot graphic instead

Images - technical specifications:

- • Minimum resolution 72 pixels per inch; minimum size 1000 pixels on the longest side but ideally at least 1500 pixels on the longest side (this allows for automatic zoom)
- • Preferred file format: JPEG (.jpg)
- • RGB colour mode
- • The URL (web address) must be fully-formed and valid (i.e. include http://)
- • The URL must not start with https: or ftp: and it must not contain any redirects
- • There must not be any spaces or non-standard characters in the image URL

Good images:
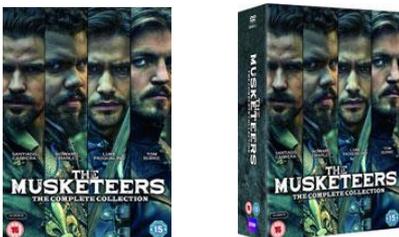
- ✓ Clear images of main item only
- ✓ No white space
- ✓ High quality images in high resolution
- ✓ 3D pack shot supplied to show size of box set
- ✓ Official images used

Bad images:

- ✗ Poor quality and low res image
- ✗ Image on left: background is not white
- ✗ Image on left: Reflections on package wrap are showing
- ✗ Image on left: features full packaging shot, not just the artwork
- ✗ Image on right: exploded box set shot appears very small for main image and has lots of white space all around – would be better as a secondary image

Holding Images
A holding or temporary image is a placeholder image that is used as a substitute when the DVD or Blu-ray final cover hasn't been released yet. It depicts what the product is and allows the ASIN to be merchandised across the site.
Holding images must NOT be generic images. They must be unique to the title they are being placed on and should be relevant to the product. They should give the customer useful information. Theatrical posters or concept artwork make good temporary images. It should be clearly visible that that image is not the final cover. There are a variety of ways this can be done. The following text is accepted on holding images: "Not final artwork", "Artwork TBC", "Not the final cover".

Image Requirements for Adult Content Titles

Images of products listed in the adult store must comply with the following rules:

NOT Permitted
   • Frontal pelvic nudity
   • Prurient nudity (i.e. fondling, implied masturbation)
   • Blatant prurient activity

Permitted
   • Partial nudity (i.e. breasts)
   • Tasteful adult bottoms
   • Non-prurient child nudity
   • Sexually suggestive, but non-nude

If the nudity is artistic, and is tasteful, we will post it. By not posting any prurient nudity, we can ensure that what nudity we do have is non-objectionable.

6. Compliance information

Country of Origin
This is the country marketplace that the product is released in. It is not the country of manufacture of the product, nor is it the country in which the movie or TV show is produced. For example, a DVD of Downton Abbey that is manufactured in Poland for release in the German marketplace, should have the country of origin set to DE – Germany.

7. Technical details

These are additional technical pieces of information which the customer needs to know. This information should answer all questions that customers may have about the technical aspects of the product. For example, DVD or Blu-ray region information, original, dubbed and subtitled language information and number of discs. This is relevant for most products and should be completed wherever possible.

Is Adult Content
The 'is adult content' field is used to ensure that items that are unsuitable for non-adult audiences do not appear in searches inappropriately. This content will still be searchable but will be hidden behind a filter for customers who have chosen to exclude adult content from their searches. Titles that are pornographic in content should have the 'is adult content' field set to "Yes".

BBFC Rating
The British Board of Film Classification (BBFC) rating is the standard age rating system for DVD and Blu-ray releases in the UK. Supplying a video recording (i.e. a DVD) which does not carry a BBFC rating is a criminal offence in the UK as per the Video Recordings Act 1984. Even where a film has been rated by the BBFC, if the DVD which Amazon.co.uk is supplying does not carry a BBFC rating (e.g. because it is a non-UK release of the same film) then this may not be sold and fulfilled to customers from the UK.

Therefore all products that are sold or fulfilled by Amazon.co.uk must be BBFC rated products. The following BBFC ratings may be selected:
- Universal
- Parental Guidance
- 12
- 15
- 18

If a UK-released DVD or Blu-ray is set up ahead of the BBFC publishing a rating for it, then the value "to_be_announced" can be entered. Please note that R18 certificated titles can only be sold by licensed physical retail outlets in the UK so these may not be listed for sale on Amazon.co.uk.

If a DVD or Blu-ray product is not a UK release but is an import from another marketplace then the BBFC rating should be left empty or marked as "Not BBFC rated". In such cases, the rating given by the equivalent body in the marketplace where the product was released should be added* (e.g. the Italian Age Rating, FSK rating for German DVDs, CNC rating for France, MPAA rating for US titles, ICAA for Spanish titles)

*Note: DVDs from other marketplaces can be sold but may not be offered as FBA.

DVD / Blu-ray Region
Items cannot be listed for sale as FBA or as retail items if they do not have a DVD or Blu-ray region listed. DVDs that can legally be sold in the UK must be region 0 or 2. For Blu-ray they must be Region B or Region Free. Items from other regions can be sold if they are fulfilled from outside the UK.

Run Time
This is particularly helpful information if the content on the disc differs from that which was released theatrically or was broadcast on TV. The runtime should be listed in minutes and should refer only to the running time of the main feature or features. It should not include the running time of bonus or additional features.
Languages & Subtitles

Original language
The original language is the language that the movie or TV show was made in. This should not be used for languages available on the DVD or Blu-ray as dubbed languages.

Dubbed or subtitled languages
Please list all subtitles and dubbed languages that all common to all discs within the product. Where the available languages and subtitles differ across different discs, then only list the languages that are on every disc and give the detailed breakdown as part of the product description.

3D Technology
For Blu-ray 3D releases, Amazon requires that the type of 3D technology used is entered to allow the product to be displayed in the Blu-ray 3D store. Please select from the following options;
- Active
- Passive
- Anaglyphic
- Auto-Stereoscopic

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B. Product discoverability

Once you've set your product up, you'll need to help customers find it. They can do this one of two ways: **search** – either within Amazon's own site search bar or on external search engines such as Google and Bing; or **browse** – which customers use to navigate through the website. Most customers use a combination of both search and browse. To ensure that customers can find your product, it's very important to ensure that your products are optimised for search and correctly categorised in browse, and have the right attributes (content) to help customers filter the results.

Products should be easy to find

This means that your product should appear prominently in search and browse results when the customer **wants** to find a your product or similar. Obviously, if your item does not appear when a customer is looking for it, you're not going to make a sale.

But "easy to find" also means that your item does not show up when the customer **does not** want it. If search and browse results are cluttered with unwanted items, whether from you or from other sellers, customers will not be able to find the product they want. That could be your lost sale, too. If this happens consistently, customers can become discouraged and stop shopping on Amazon altogether. Accurate search information is therefore important.

Correct categorisation aids discovery

Products which are correctly categorised in browse, get more glance views than those which don't. Correct categorisation drives browse refinements – these are the additional filters in the left column when you navigate through the Amazon website. In Music these are genres and sub-genres, e.g. reggae and dub.

Miscategorisation can cause halt discoverablity of your product and lead to poor customer experince, it can also affect your product being pulled in dynamic merchandising, and will directly result in lower sales for your product.

Titles that are pornographic should select the genre "Adult" so that they are visible in the Adult DVDs store. These titles can have other genre information added so that they also appear in other stores.

Please take great care to categorise your items correctly to both genre and sub-genre level – it really matters.

Source: Amazon test

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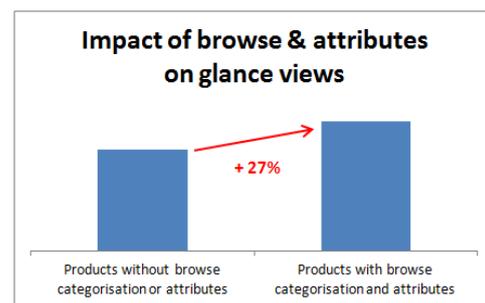
8. Search terms

These are additional terms that can be added to help customers find your product when they search **on Amazon.co.uk**. They do not affect searches on external search engines, e.g. Google. Note that much of the content you provide in the title and brand fields already counts towards search, so there is no need to add this information again, but you could add additional words or phrases that customers are likely to search for. Search terms can include attributes of the product, and different ways of describing the product, if relevant.

Do:
- ✓ Use different types of common terminology for your product
- ✓ Includes phrases as well as words
- ✓ Include your label name if this is relevant for your customers

Don't:
- ✗ Add words already in the product title or brand name – we will pick these up automatically
- ✗ Include common misspellings of the product name, or variants of spacing, punctuation, capitalisation or pluralisation – our search engine already allows for these variants
- ✗ Include subjective terms, e.g. "best", or time-sensitive statements e.g. on sale, "available now"
- ✗ Include generic terms that is true of most of the items in the category (e.g. music, CD, vinyl)
- ✗ Worry about case – our search engine is case-insensitive, which means it doesn't matter if the customer searches for upper case or lower case letters
- ✗ Include information that misrepresents the product, such as a competing release/label. This type of information is fraudulent and violates Amazon's conditions for sellers
- ✗ List competitor releases as search terms
- ✗ Include more than 5-10 keywords per product

9. Browse

Browse is the term Amazon uses to refer to the department list in the left column when you either search for a keyword or navigate through the Amazon website. In DVD this is referenced as department (Movies or TV), genres and sub-genres, and we also have browse refinements for formatting.

Think of browse nodes as being like a tree with branches and leaves. Branches are the wider genres such as Drama or Comedy. Selecting these allows multiple further choices deeper within the category. The leaf (sub-genre) is the furthest point in refinements (e.g. period drama,). An example of how the customer can navigate by browsing is shown below:

| Media branch | Department branch | Genre branch | Sub-genre leaf | Format refinement |
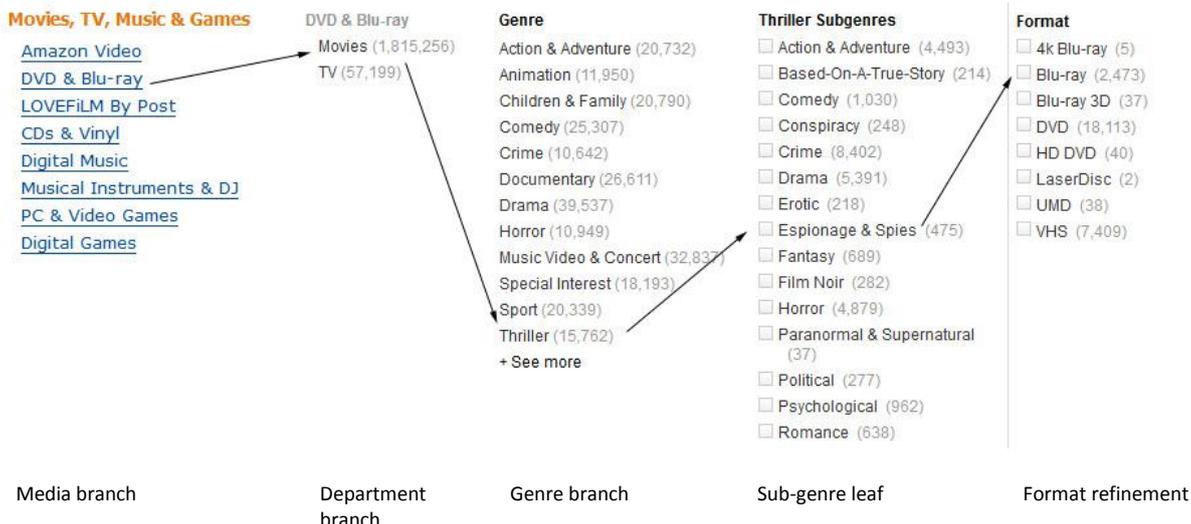
The more specific the node you choose, the more easily customers will be able to find your product by filtering. Note that products assigned to a leaf will be included in the branches above it by default. In the example above, a cool jazz LP will also be assigned to the branch node Jazz, and will also be included in the Vinyl and CD and Vinyl branches.

Do:	Don't:
✓ Choose the most specific leaf node possible for the product. Remember, it will automatically be included in all branches that leaf is attached to, and in other relevant branches	✗ Choose a branch node unless there is no appropriate leaf node
	✗ Be tempted to assign products to a variety of applicable leaf nodes (sub-genres) pick the most relevant one possible and select only that

C. Customer images and reviews

Customer input is one of the most important parts of the Amazon detail page. Customer images and reviews allow the customer to feedback and has also been proven to aid the purchasing decisions of other customers.

9. Customer reviews

The customer reviews section is one of the most trusted and highly trafficked areas of the detail page. It is good for customers to be able to give feedback and it is good for you to see what people like and dislike about your products (as well as those of your competitors).

✗ We will only remove a review in **extreme circumstances**. If your product gets lots of bad reviews, it may be because users have genuine problems with it, it is therefore in customer best interest that we keep the reviews on site.

10. Customer images

Customers may submit images for a variety of reasons. They may want to show the results of the product, to show it in use, to show additional detail not in the main images or to show the packaging it comes in. We want to encourage customers to upload images which are helpful and which contribute to the community of Amazon and facilitate discussion.

✗ **Please note that if an image does not violate our guidelines, we will not remove it.**

D. Seller Central

Seller Central is a portal designed specifically for seller use. Inside you'll find everything you need to operate smoothly and efficiently with Amazon. Please familiarise yourself with Seller Central and ensure that you are using it as a reference tool for any questions you may have. If you are unable to find the answer to your question please use the 'Contact Us' tab at the bottom of every page to ask your question to the relevant person.

To contact us over any element of the product detail page submit a 'Contact Us' within Seller Central.

Seller Central Quick Start Guide

Notes