/// Moorfold

Usage plan · Stock media, music and tools

# Stock media, music and tools usage plan

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> All figures are planning estimates for running at the full capacity goal (at least 50 long videos and 50 Shorts a day). They are not measurements: we are pre-launch. The first quarterly report replaces them with measured numbers.

## The workload in one paragraph

A long video is a 8–10 minute narrated story film of about 1,300 words, cut into roughly 80–90 shots (median shot 6–7 seconds). Each shot gets one generated frame; part of the shots are animated with image-to-video, stock footage or motion graphics. Shorts are cut from the long video, so they add editing and rendering but no new script or narration. Every film passes automated quality gates (script, voice, visuals, edit, thumbnail) before a person sees it.

## Estimated usage

| Item | Estimate | Notes |
|---|---|---|
| Stock clips | about 5–10 per long film | motion between generated frames; YouTube-safe licences only |
| Music tracks | about 50 a day | one background track per film, chosen by mood and tempo |
| Language versions | Turkish, Spanish, Hindi | narration per language with pronunciation checks |
| Analytics and packaging | every upload | titles and thumbnails compared across videos after launch |
| Automated review | every frame and film | gates before a person sees a film |

## How we would measure and report it

We would report usage per film, licence coverage and how the tool changed our quality or packaging results. Reports go out every quarter in the format of our quarterly report template.

## Twelve months

We ask for twelve months because new channels take months to reach ad revenue; a shorter period ends before the project can pay its own way. Usage ramps up as channels launch, so the first quarter is lighter than the estimates above.

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