/// Moorfold

Usage plan · Image and video generation

Image and video model 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
Frames per long film	about 80–90	one per shot; one reference sheet per channel keeps characters consistent
Frames per day	about 4,500	plus about 10% retries after relevance and quality checks
Image-to-video clips	about 1,000–1,500 a day	4–6 seconds each, the strongest shots

Item	Estimate	Notes
Thumbnails and channel art	about 50 thumbnails a day; covers per new channel	text is set by our own renderer, not by the model
Quality checks	every frame	relevance to the narration, brightness, artifacts; failed frames are redrawn at most twice

How we would measure and report it

We would report pass rates of our frame checks by model, redraw rates, motion quality findings and cost per finished minute. 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.