

SPECIFIC GUIDELINES PACK



This document acts as a guide to the specific considerations and undertakings for your potential record attempt and is to be used in conjunction with the **Guide to Your Evidence**, which outlines the evidence we require to verify the success of your record attempt. These guidelines should be read and understood by all concerned with the record attempt prior to the attempt – this includes every participant, organiser and witness.

These guidelines are specific to your record attempt and **must** be followed. Should any part of these guidelines be contravened, your record attempt will be disqualified, without any right of appeal.

Additionally, these guidelines in no way provide any kind of safety advice and cannot be construed as providing any comfort that the record attempt is free from risk.

Guinness World Records (“GWR”) accepts no responsibility for the safety of participants or bystanders in any record attempt. It is your sole responsibility to ensure that (a) all necessary safety precautions are in place and that all equipment used is suitable and thoroughly checked prior to the record attempt taking place and (b) you are in compliance with all applicable health and safety laws and regulations.

If you are attempting a record online using a non-GWR website, GWR is not responsible for the content of that platform or anything that may happen, including technical issues, during your attempt.

If you are organising a record attempt in association with an alcoholic brand you must seek explicit written permission in advance from GWR, otherwise your record may not be approved. Please send your requests to GWR using the Correspondence section in your online application.

If you are organising an online record attempt which may involve the consumption of alcohol, the following additional requirements must be met:

- The platform where the record attempt is to take place must include a responsible drinking message.
- Age restriction, targeting or affirmation technologies should be used, where available, to restrict access to users of legal purchase age or over.
- The record attempt must not be advertised in a manner which appeals to minors, encourages irresponsible drinking or offensive behaviour, or challenges participants to consume an alcoholic beverage.

The above guidance does not constitute legal advice and does not extinguish or dilute your contractual obligations to GWR.

If upon reviewing your evidence it becomes clear that any one of the above measures has not been adhered to, GWR reserves the right to disqualify the record attempt.

Finally, the provision of these guidelines in no way constitutes GWR's consent for you to undertake a record attempt. Any record attempt will only be considered to be authorised by us where you have signed our standard agreement in relation to record attempts.

Largest online video chain of people passing and wearing a self-adhesive badge / sticker

Record definition

- This record is for the most people to feature in an online video chain passing and wearing a self-adhesive badge / sticker.
- This record is to be attempted by a sole organizing entity.
- This record is measured by the number of videos which constitute the video chain.
- For the purpose of this record, a 'video chain' is a collection of video clips, depicting an action that is passed from one side of the video frame, to the other, edited together to form a chain that is a continuation of the action. A 'self-adhesive badge' / 'sticker' is a small accessory, often containing a logo or phrase, which is stuck onto and displayed over clothing.

Rules for Largest online video chain of people passing and wearing a self-adhesive badge / sticker

1. The same badge / sticker design must be used by all participants in the chain. This should be submitted for pre-approval prior to the attempt.
2. The videos in the chain must be of a single individual receiving the badge/sticker from out of shot on one side of the screen, sticking it onto their clothing in the chest area, before peeling it off and passing it out of shot on the opposite side of the screen.
3. The first person in the chain must begin with the item in their possession and then pass it out of the frame.
4. The last person in the chain must receive the item, stick it into their clothing, and not continue passing.
5. All of the individuals must receive and pass the item in the same direction (i.e. all receiving from the right and passed left or **vice versa**).
6. A video clip can only be used once. Any duplicate videos will not be counted towards the final total.
7. Only one video can be supplied per person.

Rules for 'Largest online video chain' records

Please make sure you follow ALL these rules:

1. Each video clip must have a minimum of 5 seconds (unless specified above) of unedited footage.
2. The video chain must be dedicated solely to the specified action.
3. The subject must appear to be receiving the action from the edge of the frame camera left and then pass it on to the edge of the frame camera right, or vice versa. Except for at the beginning and end of the chain, where there must be a starting or finishing action.

4. In order to count as a video of the specified action, the participant must be the most prominent subject within the video.
5. Each video must frame a unique person in order to qualify towards the final total. It is not permitted for an individual to participate in more than one video.
6. Each video must have the same framing as all other videos in the chain. E.g. If, in the starting video the participant is framed in a medium shot (waist high shot), all subsequent videos must also be medium shots. This must be pre-approved by Guinness World Records.
7. Each video must be filmed in the same aspect ratio (the ratio of the width to the height of the video) and the same camera orientation (landscape or portrait).
8. Videos may be contributed by different individuals and must be edited together by a sole entity into a single video containing all unique submissions.
9. Videos cannot be cut from any pre-existing film or video clip.
10. For the purpose of this record, heavily edited videos will not be counted. For example, the use of programs such as Adobe Premiere Pro to insert the subject into existing videos would not be permitted; any videos created using such programs must not count towards the final record.
11. Green screen can be used for this record, as long as the subject of the video is the most prominent part of the video.
12. Videos cannot be a recording of a screen displaying another video.
13. Edited or altered versions of the same video will not be permitted.
14. The final video must be available to view online; either posted on a social media platform or on a website visible to any search engine.
15. Two independent witnesses who are suitably qualified to comment on online video chains must confirm the exact number of videos in the chain, attest to the quality and successful passing of the action from one video to the next and confirm that no participant has been counted twice.
16. Participants can only appear in one video to be counted towards the final total. Any participant that appears in multiple videos can only be counted once.
17. A log book containing the given name and details of the submitted video (length, action performed and position in the video chain) for each participant who supplied a video must be provided as evidence.
18. The video library of individual videos that feature in the final video chain must be run through a program that finds duplicates, with the results submitted with the evidence. Evidence of this can come in the form of a screen capture video recording of the scan taking place and screenshots of the results of the scan.
19. If any duplicates are found within the video library and appear in the video chain, the chain will be deemed interrupted at the point where the duplicate appears, and the record total will be taken from the previous video in the chain.

Please make sure you supply ALL the following evidence:

- One **cover letter** explaining the context of the record attempt. Please indicate the dates between which the record attempt submissions took place, the total number of unique videos/individuals in the video chain, your chosen witnesses and full details of the website where the video chain is publicly available. Please also provide full details of the

person(s)/organization attempting the record including details on background and preparation for the attempt.

- **Two independent witness statements** must be provided confirming that the rules above have been adhered to and must explicitly state the exact and final figure of the total number of unique videos in the online video chain. Proof of at least one of the independent witness' qualification in the area of online videography must also be included.
- The final, edited together, video chain must be submitted as **video evidence**.
- A **Log book** containing the given name and details of the submitted video (length, action performed and position in the video chain) for each participant who supplied a video must be provided as evidence.
- A **Duplicate Search Report**. The report must include details of the methodology used to review the videos and a complete list of all duplicate videos.
- **Photographic evidence** of the attempt should be provided in the form of screenshots from the online video chain.
- **Website** links directing to the individual video library and the final video chain.
- **Media articles** (newspaper, online, TV or radio) should be submitted as part of the evidence requirements. This is not compulsory evidence.

Please read the Guide to Your Evidence document, where you will find further information about the evidence requirements and evidence templates. It is paramount this document is read before you submit your evidence.

Evidence checklist

- Cover letter
- Log book
- Witness statement 1
- Witness statement 2
- Proof of witnesses' expertise
- Photographic evidence
- Pre-approval of the design
- Media articles
- Video of the counting process
- Video evidence
- Witness statements