



# QVC Italy\_Content Checklist

March 2025

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Dear Supplier

we are pleased to welcome you to the QVC family. In this small handbook, you will find instructions for providing us with materials that will help us achieve a seamless partnership and better promote your products on all our sales channels. For this purpose, we ask you to share any materials you have already created, such as photos, videos and graphics, according to the very simple guidelines below. To tell the story of your product, we would like to use your photos, graphics and video materials, as well as any useful assets or documents showing the uses or features of your product (see chapters 2, 3 and 4). The content must be sent to us promptly as soon as you have been assigned with a QVC item number (**SKN**) by the QVC operator responsible for the item setup. It is very important in order to work accurately and on time that each piece of content is uploaded directly via the **Elements platform** into the folder belonging to your brand, using the individual subfolders according to the type of material (product photos, lifestyle photos, videos) and that it is renamed by entering the specific **SKN code** in the **QVC Purchase Order** associated with each product. Example: **123456 AAA Product Name Front.jpg**. For this information please refer to the **"QVC ITA\_Elements Vendor Portal Guide \_2025\_ENGL"** which you will receive during the training session. For any queries regarding your brand image or any other content-related issues, please contact the Content Coordinator (see chapter 5). We ask you to carefully read and respect the requirements for the content you send us, so that we can best present and sell your product.



# 1. Photos & Graphics

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## Main photos

The main pictures should present the product to the customer as fully as possible. As main picture at least one cutout (product on a white or transparent background) is required. On the following page an example of the various categories that can be found in our **'QVC Photo Manual'**.

- Cropped image of the product and all included parts, on a white or transparent background (in the case of fashion or accessories, we prefer images of the product on a model)
- The product must be visible in a meaningful perspective: all included parts and relevant functions should be shown
- Close-ups of relevant product details are particularly useful
- Cropped images can also be provided for each relevant part included in the article – our retouchers will then assemble them into a main image
- In the case of different versions of the product, such as colour variants or different sizes (matrix article), we need at least one identical main image for each variant (please ensure that the file names include these features, so that we can clearly identify them)
- Do not send content or images in where products or their accessories not included in the QVC offer are visible.

# 1. Photos & Graphics

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# 1. Photos & Graphics

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## Mood, lifestyle and photo usage

To sell your product even more effectively, it is very useful to show additional images, in which the product itself is portrayed in an attractive manner or in real use and set (mood/lifestyle) or images containing additional information about the function of the product.

On the following page you will find examples from our “**QVC Photo Manual**” available online.

- Mood / lifestyle / product photos with decoration or models
- Usage photos / function graphics / explanation images
- Images must be specific to the product and correspond to the product offered (no generic brand images)
- For lifestyle, atmosphere and functionality images, there can be elements shown that do not belong to the product, but the focus must clearly be on the product offered.



# 1. Photos & Graphics

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# 1. Photos & Graphics

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## Technical information for photos

Where possible, we prefer photos in **JPG** and **PNG** file format.

The following standards must be met:

- Photos must be high resolution  
(the shortest side of the image must be a minimum of **2000 pixel**)\*
- Good quality (sharp, not too compressed)
- When possible, data with colour profile **RGB** or even better **sRGB**
- Cropped photos with transparency are an optimal contribution  
(preferably as transparent **PNG**)
- We prefer atmosphere & lifestyle photos to be sent to us in the original, unedited, without cuts on relevant objects
- Complex images with text or graphic elements should preferably be sent as open data files (**TIF** - **PSD** is also possible)
- The text must be in Italian
- Please do not send scanned images
- Animated GIFs or other animated image files are technically compatible with the QVC website
- In order to correctly identify the content of the product, please ensure that each file or folder name contains the QVC article number (**SKN**) and variant (**SKU**). E.g. size or colour if present

*\* Please check the resolution of your material before sending it to QVC . Low-resolution images will not be accepted (instructions on the next page)*

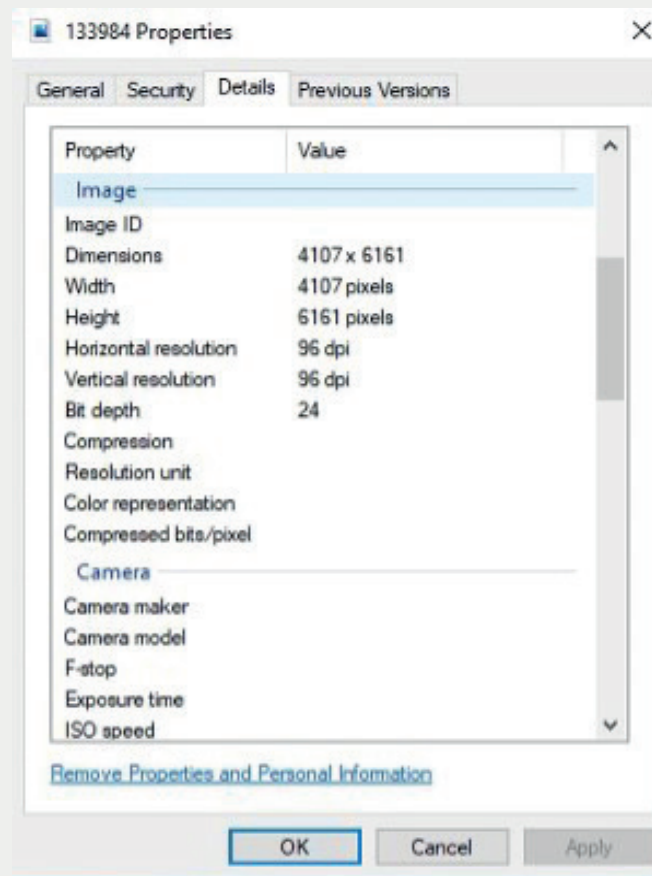




## Checking Image Files

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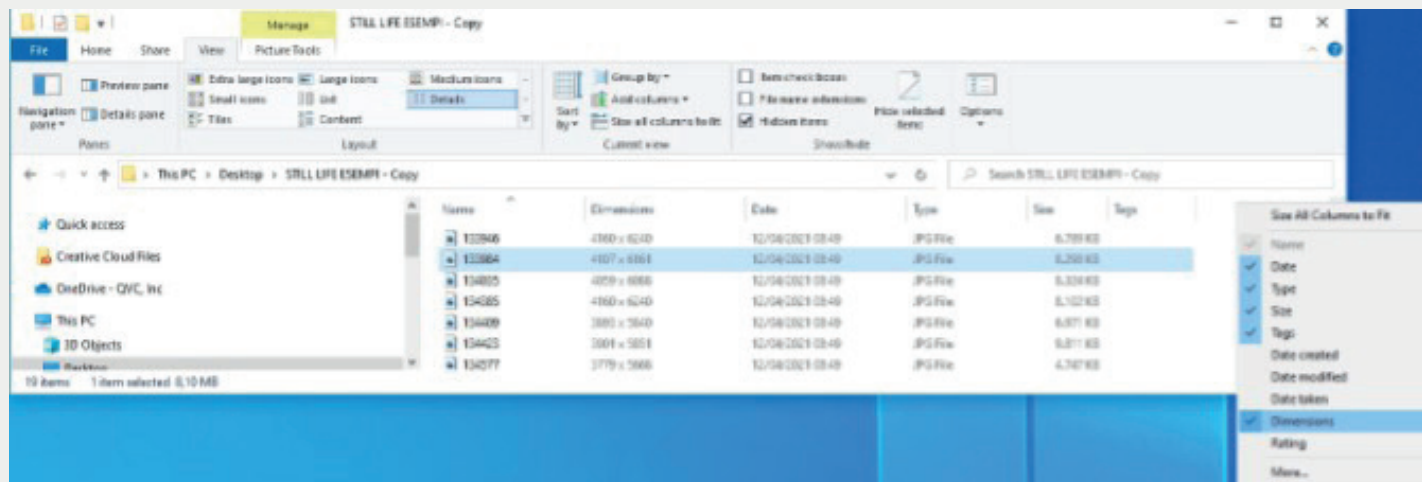
Checking the image quality can easily be done in your Data Explorer (Windows): right-click on the file > properties > details > size



## Controlling Image Files

For even quicker and easier control, we recommend that you set your Explorer to show the “dimensions” column for all image files (right-click on the column bar attributes > more > select dimensions).

You will then see the size in pixels of all image files as “dimensions” in a simple overview.



*\*Si prega di verificare accuratamente la risoluzione delle foto prima di inviarle a QVC.  
Risoluzioni inferiori non possono essere accettate.*

### Possible Content

All videos must be:

- Atmospheric / lifestyle / product video with decoration or models
- Usage / tutorial
- Animation (e.g. for functional details)

### Technical information for videos

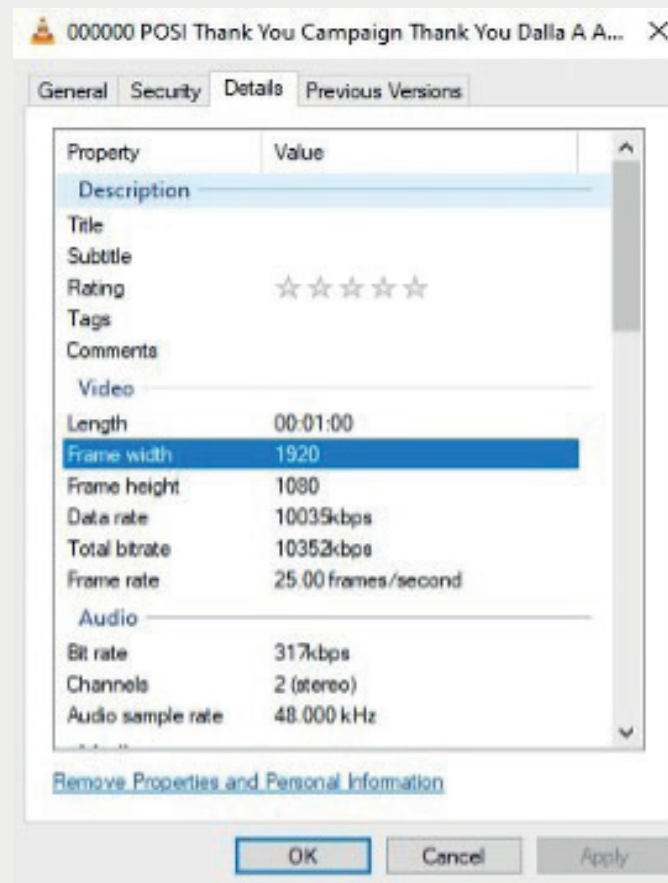
Please refer to the file “Standard digital files Release ITA 2.0 FEB16”

- High resolution 16:9 video material  
(Full HD 1080 = 1920x1080 px or higher)
- MPEG-4, H.264 profile 4.0 or higher, 25Mbit/s or higher
- Audio format 44.1Hz or 48 Hz
- Preferably in Clean version (without titles, text or graphics)  
or alternatively with language and graphic text in Italian
- In order to correctly identify the content of the product, please ensure that each file or folder name contains the QVC article number (SKN) and variant (SKU). E.g. size or colour if present.

## Checking Video Data

Right-click on file-> Properties -> Details ->  
Image width and height

In the file properties shown below you can see that the video file has a resolution of only 1280x720 pixels (HD), which is too low. Such videos cannot in general be implemented.



### 3. Product Description (1 of 2)

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We utilize the information provided in QVC's product management system and validated by QVC's QA department to develop a comprehensive product description that enhances sales. This description consists of a promotional section for your product and a section that addresses legal requirements, including ingredient lists and nutritional information for food items. This is why we request that you accurately complete the specific form provided by the Quality Department (PSC – Product Technical sheet).

#### Here are the important highlights for us:

- Detailed description of the product, kit contents and component specifications.
- Description of colours and patterns, particularly for beauty products and apparel.
- Product quantity indicated in measurement units (ml/grams/kg/cm)
- Measurements
- Textile garment composition
- Energy performance for electric devices
- "Made in" label
- Supplier product code (especially for electronic products)
- EAN Code
- How to use it

#### Nice to have

3 key reasons to buy – particularly when the benefits aren't immediately clear, as with smartphones



### 3. Product Description (2 of 2)

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**Mandatory information that the vendor is required to share and display on the website:**

**For each item:**

- **Beauty products:** a PDF file containing the artwork sheet (flat packaging design) for all products associated with the unique QVC item code (SKN). If multiple products are involved, a single file is preferred.
- **Food and supplements:** a PDF file containing the artwork sheet (flat packaging design) for all products associated with the unique QVC item code (SKN). If multiple products are involved, a single file is preferred.
- **Electrical appliances:** energy label in PDF or JPG format; energy data sheet in PDF or JPG format
- **Liquid mixture, hazardous products, fertilizers, cleaning liquids, or solid mixtures:** product label in PDF or JPG format.
- **Electrical and electronic products, beauty tools, and all items with user warnings:**
  - 1 – User manual in PDF format
  - 2 – If deemed necessary, indicate any additional “Important Warnings” in the PSC (Product Technical Sheet) beyond those included in the user manual

**For each Brand:**

- **Apparel:** size chart for the brand’s body measurements (size guide).

Documents should be shared with the QVC Quality Department always quoting QVC’s unique article number (SKN). For further details, please refer to the quality manuals of the product category and address your contact person in the quality department.





## 4. Rights of Use

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The supply and use of the content is based on the purchase agreement between QVC and the vendor of the product.

By providing the content, the vendor consents to its corresponding use by QVC and warrants that it owns all necessary rights to the content.

Otherwise, the vendor releases QVC from any liability, in accordance with the purchase agreement.

## 5. Transfer of content/contact data

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### Product content

Please send the product content in the formats indicated in this document by uploading to the Elements transfer portal.

See file “QVC ITA\_Elements Vendor Portal Guide \_2025\_ENGL”

### For more detailed information, please contact QVC by department:

- THRON ACCOUNT ACTIVATION + MATERIALS MANAGEMENT:  
Eusebio Russotto - Content Coordinator - [eusebio.russotto@qvc.com](mailto:eusebio.russotto@qvc.com)
- TECHNICAL REQUIREMENTS FOR MATERIAL SUBMISSION  
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