As a retailer, we've teamed up with **DemoUp Cliplister GmbH** to display product-related videoclips in our galleries. These videos are automatically served to galleries, to make it a fast, efficient and brand-conform process.

To achieve this, your brand needs to first register with DemoUp Cliplister by sending an email to **contact@demoup-cliplister.com**.

To ensure that visual content displays properly and meets **EAA standards**, you will need to provide DemoUp Cliplister with a full set of video files including the all required meta data, such as

- **product identifiers (e.g. EAN/GTIN)**
- **titles and descriptions**
- **language information**
- **mandatory files ensuring web accessibility**
    - audio description
    - spoken audio description
    - transcript

Videos that lack one of the above will not display on our product detail pages. Alternatively, you may use the fee-charging EAA data enrichment services offered by DemoUp Cliplister.

If you have any questions about how videos are displayed on our pages, or about the type of files you need to provide, please get in touch with the support team at DemoUp Cliplister who are happy to help.