COACHING CONTENT PRODUCTION GUIDE
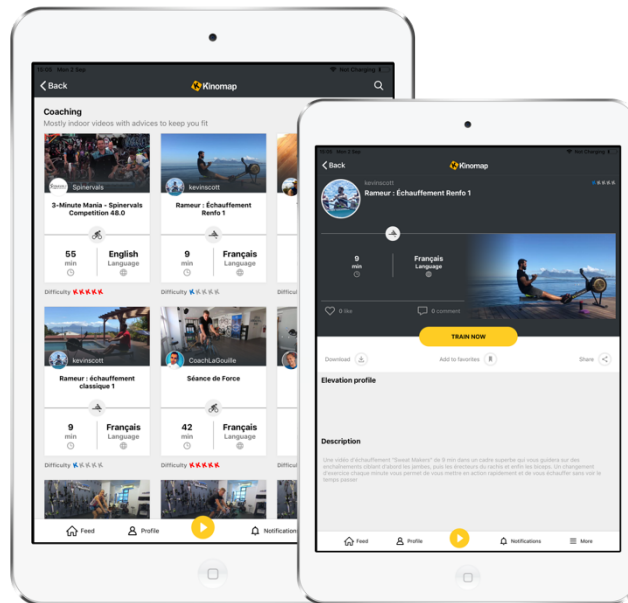

I. The concept

II. The video
The environment
The video capture
The audio capture
The music
The final video file

III. The workout
The structure

IV. Uploading your coaching content
The workout data instructions

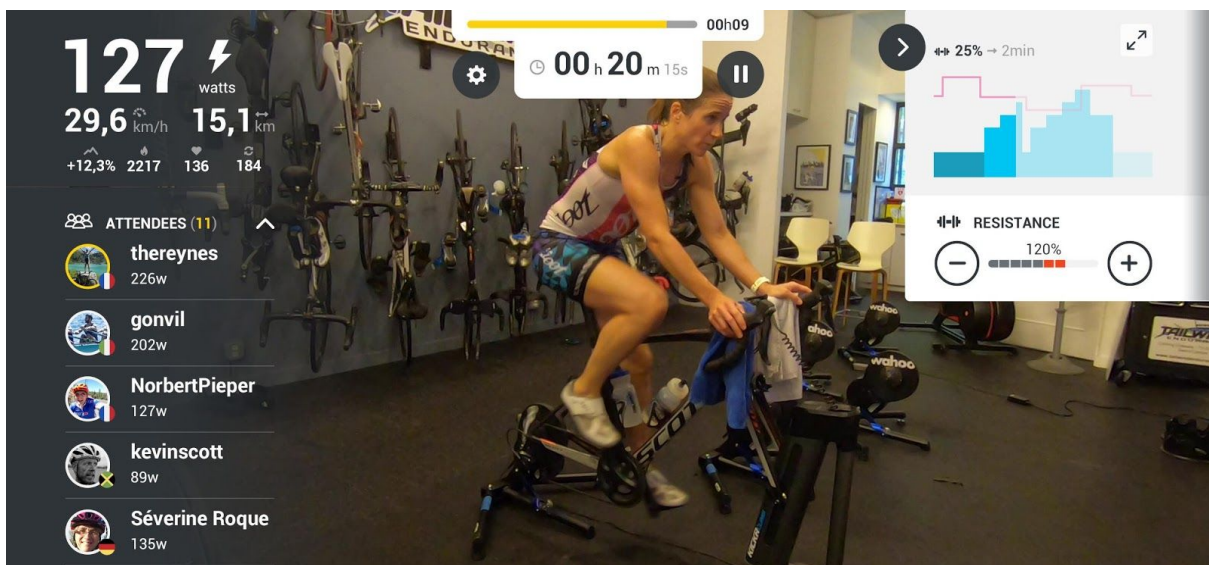**V. Sample coaching content**

The goal of this document is to give some hints about the production of coaching content for the Kinomap platform.

I. The concept

The idea behind coaching content is to leverage the Kinomap platform to provide user-generated coaching videos that work on a large variety of fitness equipment.

Instead of a GPS track to follow during the workout, the end user will get resistance information decided by the video maker, along with instructions on cadence or speed.

All these videos are played at the original framerate: they are time-based, allowing non-altered audio and video playback.

II. The video

Any video can work: the only limit is your creativity!
To improve your coaching videos here are some helpful tips:

The environment

The location where the capture is done is very important because it will give an instant identity to your content. If you found a nice spot: keep it, as any Youtuber would do.
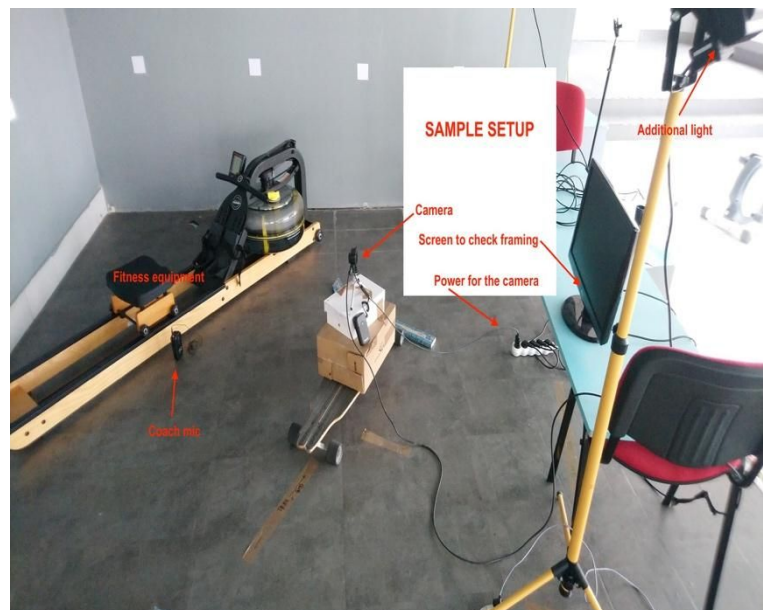
Also:
- this location can most probably be indoor, but can also be outside
- luminosity is the key to produce nice videos
- make sure the shadows are not important
- avoid having direct light/sun in your eyes to have better eye contact with the camera

The video capture

One camera should be enough. Even a smartphone.

Also:
- use a tripod to have a steady video, without requiring assistance
- it can be very convenient to get a video feedback screen while recording, to check that everything is ok

- you can add a 2nd camera, use travelling and more. But bear in mind that you'll need to mix them later on, creating additional work
- locate the camera at a location where the movements you describe can be seen by the viewer: complete front facing is not always the best location. The three-quarter view is most of the time a good compromise
- make sure that your camera is fully charged, or plugged to a power outlet
- make sure the memory can handle the length of your footage
- make a few tests with the settings of your camera, testing the different view angles, especially no need to activate the stabilization settings

- make sure that you leave enough space on the edges so that the coach is always visible when integrated in the app interface

The audio capture

- On a bike or elliptical, the audio from the camera could work – but will not be great.
- On a treadmill or rowing machine, you have to use a dedicated microphone to record your voice close to your mouth.

Many setups can be used for this, but from our experience we recommend:

- The RodeLink wireless system from RODE Plug it directly to a GoPro camera with this adapter and you have a perfect setup with crystal clear video and sound (use 0db for TX -> -20db for RX to get the most clear sound).
- Another option is the most cost-effective Rodelink Go. Either with the embedded mic or with this particularly good lavalier.

The Music

On top of the instructions you gave during the workout, you can add music over the workout to improve the experience. Make sure you use free to use in commercial projects music, or that you have the rights to use it.

Kinomap settled an agreement with the platform JAMENDO, allowing anyone willing to create exclusive content for Kinomap, either coaching or gps videos, to integrate WAV/MP3 files available on this platform. 200 000 tracks as of today.
Please fill-in the form available here and send it to content@kinomap.com to receive the credentials for the platform.

The final video file

The final video file can be any classic video file: MP4, MOV, AVI, etc.

III. The workout

The structure

Kinomap handles resistance-based workouts for all kind of machine, with possible indications on cadence (exercise bike, home-trainer, elliptical, rowing machine) or speed (treadmill).

During the exercise, it is recommended to have at least 3 phases:
- warm-up
- active
- cool-down

And you can also alternate with sections of:
- recovery
- muscle strengthening
- stretching

You can give information to end-users about the level of resistance they will feel during the workout. Try to express it in a generic way, like "Ok, let's train now at 25% of the resistance".

Of course, end users can alter the value of resistance received by their machine, up or down, using the + and - button on the top right corner of the training screen.

You can also decide to keep the resistance constant during the workout and give other instructions like "Increase your cadence": those won't be automatically checked by the app though.

IV. Uploading your coaching content

- Visit https://videos.kinomap.com/en/upload
- Drag and drop your video file and skip to the description fields
- Fill in the fields:
  - Name of your coaching video
  - Machine on which it should be used
  - Description – including where you got the audio rights to avoid any copyrights issues
  - the recommended mode is always **Discovery** for coaching videos
  - the audio should most probably be forced
  - the language used if the coach is speaking or if there are captions in the videos
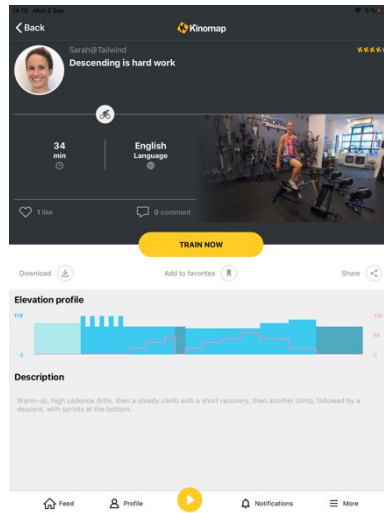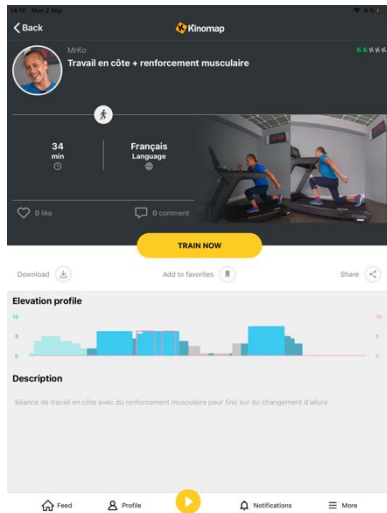- Start the upload

A few minutes or hours later – depending on your internet bandwidth – your video will be available to add workout data.

The workout data instructions

Once the video is integrated, you will receive an email: it's time to add your workout data. Just play the video and add cue points at each change of resistance, or cadence (speed on treadmill), or phase. You should add a first point at 00:00. the last point is already there. Don't forget to SAVE with the button. You can also update the thumbnail of the video on this screen.

V. Sample coaching content