The Media Vault

The Real Footage Standard

If it's in our video, it's in the house.

A buyer is going to walk through the front door and compare. This is the standard every video under the Verified Real mark is held to.

What we do

We go to the home and film it with a camera. Then we finish the footage the way film has always been finished.

- Color and exposure
- Stabilization
- Music
- Titles and captions
- Speed ramps
- Standard transitions

What we never do under the mark

None of these appear in a video that carries the Verified Real mark.

- Generated or extended footage
- AI camera moves built from still photos
- Sky replacement
- Objects added or removed
- Virtual staging

Where AI video belongs

We like AI video. It has a place in the creative process. We use it the way a good film uses effects: for the shot a camera cannot get, and with taste. If a shot can be filmed, we film it.

- AI video can carry a moment. It does not carry the whole piece.
- When we use it, we say so.
- A video that uses it does not carry the Verified Real mark.

Where AI helps behind the camera

Under the mark, AI stays in the workflow and never touches the frame. A person reviews all of it.

- Transcripts
- Captions
- Rough cuts
- Clip selection
- Scheduling
- Drafts of written copy

How to check us

Do not take our word for it.

- Every home in the Vault lists where it was filmed and when.
- A person watched each video and signed for it by name and date before it got the mark.
- A home that fails the check is hidden until it is recut. The count drops. The standard does not.

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