This document describes current thinking around how we define “good enough” for our output at various stages of the workflow.

1. Stock information, on which we base our autogenerated script
   1. Must contain as much of a causal explanation as possible for stock movement that day. It is OK for us to be factually incorrect; however, we should only report what other sources have identified as the cause rather than draw our own conclusions.
   2. If there are technical signals, it’s worth pointing those out as well. However, avoid saying things that are blatantly obvious conclusions that any viewer could draw themselves (such as: the reduced market cap is due to the reduced stock price)
2. Script
   1. Should feel authentically like a financial news report on cable TV
   2. Should avoid making reference to pointless information unrelated to the movement of the stock price that might signal to an astute viewer that the script is AI-generated
   3. Should assume that most viewers have a general understanding of each company, so it is unnecessary to explain in granular detail what Nvidia does; it is sufficient to say something like it’s the world’s leading chipmaker (if that’s accurate)
   4. Should include nothing factually and provably incorrect
   5. Should assume the audience has an education level of a college graduate or MBA student
   6. Should avoid repeating phrases
   7. Our “hosts,” Marcus and Suzanne, should seem like regular media professionals, which means it is OK if they pause during their speaking from time to time, as long as it sounds natural
3. Video
   1. Minimum 10 minutes in length
   2. Maximum 25 minutes in length
   3. Tonally, should be a mix of professional and exciting
   4. Should use a mix of video and graphics to keep things visually interesting, but not overpowering. Fun and professional.
   5. Should avoid repeating video clips, phrases, sound effects, etc.
   6. Should use our consistent intro and outro music
   7. Should use pleasant sound effects that are professional and not childish.
   8. Speaking should move along at a professional clip. Viewers can always rewind if they missed something, but they don’t want to be bored by the pace of our delivery, nor alarmed by its rapidity.
   9. Speakers should slightly vary their speaking cadence from time to time to give the impression that they are not AI generated.

Additional criteria

Stock Information Requirements:

* Data Completeness
  + Must include: current price, % change, $ change, volume vs average
  + At least one news source from the current trading day
  + If technical indicators are extreme (RSI > 70 or < 30, MACD crossover), these must be included
  + For moves > 5%, at least two independent news sources should confirm the reason
* Time Sensitivity
  + News must be from either:
    - Current trading day for normal market hours moves
    - After previous day's close for pre-market moves
    - No older than 24 hours unless explicitly relevant (e.g., "continuing reaction to yesterday's earnings")
  + Technical data must be from latest market close
* Technical Indicator Thresholds
  + RSI: Only mention if > 70 or < 30
  + MACD: Only mention if crossing signal line
  + Volume: Only mention if > 2x average daily volume
  + Moving Averages: Only mention crosses of 50-day or 200-day

Script Requirements:

* Repetition Control
  + No exact phrase > 3 words should appear more than twice per episode
  + Stock-specific terminology (e.g., "earnings per share") should not appear more than 3 times per episode
  + Transition phrases should not repeat within the same episode
* Host Balance
  + Speaking time should be 45-55% split between hosts
  + Each host should discuss at least 4 stocks per episode
  + No host should discuss more than 3 consecutive stocks
* Transitions
  + Must include a logical connection between stocks when possible (e.g., same sector, opposing moves)
  + Maximum 2 seconds of silence between segments
  + Natural handoffs between hosts (no abrupt switches)
* Context Requirements
  + Sector/industry context required when:
    - Multiple stocks in same sector are moving
    - Stock move is contrary to sector trend
    - Sector-wide news is driving movement
* Conflicting News
  + Must acknowledge both sides of conflicting reports
  + Prefer official sources (company statements, SEC filings) over speculation
  + Use phrases like "while some analysts suggest... others point to..."

Video Requirements:

* B-roll Selection
  + Company footage: Maximum 15 seconds per clip
  + Generic industry footage: Maximum 10 seconds per clip
  + Charts/graphics: 5-20 seconds depending on complexity
  + Must match current topic (no tech company footage during retail stock discussion)
* Transition Timing
  + Minimum 2 seconds between major visual changes
  + Maximum 30 seconds on any single visual
  + Smooth crossfades (0.5-1 second) between related content
  + Quick cuts (0.2-0.3 seconds) for emphasis points
* Audio Standards
  + Background music: -20dB below voice
  + Voice levels: -12dB to -6dB
  + Sound effects: -15dB to -10dB
  + No music during critical number announcements
* Caption Standards
  + Display duration: Minimum 3 seconds or 1 second per 7 words
  + Position: Lower third, not obscuring important visuals
  + Font size: Readable on mobile devices
  + Must include all numerical data mentioned
* Chart Display
  + Minimum 5 seconds for simple price charts
  + Minimum 8 seconds for technical analysis
  + Must include clear labels and time periods
  + Price and volume shown together when volume is significant
* Market Context
  + Show S&P 500 comparison when:
    - Stock moves contrary to market
    - Sector-wide movements occur
    - Market conditions are driving individual stock moves
  + Maximum 15 seconds for market context unless explicitly relevant