

\$ cal release-week

Release week video checklist: nine formats, T-5 to launch

One line per format, on the day it happens. Everything is recorded on the release build with the version in frame.
From [any2.video/resources/release-week-video-formats/](#).

T-5 TO T-3: RECORD

- ☐ The changelog is frozen and every user-facing line is written as a task with a finish line
- ☐ An instance of the previous version is up for the old-versus-new comparison
- ☐ Changelog task clips recorded, one per item, start to result
- ☐ Upgrade walkthrough recorded: backup, upgrade path, first login, failure kept
- ☐ Feature deep-dive recorded on the headline change, terminal or logs on screen

T-2 TO T-1: CUT AND RE-RUN

- ☐ The changelog has been read against the library and the invalidated videos are listed
- ☐ Those videos are re-run on the release build
- ☐ Release overview cut from the task clips, version tag on every screen
- ☐ Vertical cuts made: finish line first, result last, version in frame
- ☐ Partner cut made and queued for the channel

RELEASE DAY ONWARD

- ☐ Overview published with the announcement and linked from the changelog
- ☐ Shorts posted from personal accounts first
- ☐ Partner cut sent to resellers and integrators the same day
- ☐ Translations started from the log and captions, overview and upgrade guide first