

Madeon - Clipping

What You're Doing:

Edit and post clips from the approved assets folder across the approved social platforms to build awareness around Madeon's story and rise to fame at a young, positioning him for his new album released on June 26th, 2026.

Approved Content for Clipping:

- a. <https://www.dropbox.com/scl/fo/zanl317qlsqznws8i3czq/AFxbK9Dugfxdzs5TIRTzV3l?rlkey=5mibwlj0r8z6mgf9symlqh0p&st=dfeya31l&dl=0>

Context: Madeon made one of the most famous videos in electronic music history when he was 17 — the "Pop Culture" launchpad mashup, posted July 11, 2011. Fifteen years later, almost to the day, he's back with *Victory*, his first album in 7 years and his biggest reinvention yet.

On-screen text options: Use these to spark inspiration. Feel free to come up with your own.

- madeon is the godfather of mashups. the new era is here.
- he made this in his bedroom at 17 and now he's back.
- the most famous launchpad video ever turns 15 this week.
- if you remember watching this in 2011 you're an EDM veteran.
- POV: the video that got a whole generation into electronic music just turned 15
- I have a feeling madeon is going to top this video with his new album
- All i want in life is a pop culture v2 mashup.
- im so ready for this new era of madeon.

References:

- <https://www.instagram.com/reel/DZgVP2EGlyt/>
- <https://www.instagram.com/p/DaqJQmChZN4/>
- https://www.tiktok.com/@madeon/video/7661309793985924366?is_from_webapp=1&sender_device=pc&web_id=7511861046949774894

Content Requirements:

- **Length:** Videos must be at least 10 seconds long.
- **Comments:** Must keep comments and likes ON.
- **Hashtag:** #madeon #edm #dj
- **Platform:** TikTok, Instagram, YouTube

- **Audience:** Tier 1, Tier 2
- **Language:** English
- **Notes:** No NSFW, sexual, aggressive, weird, mean or rude content towards any person, no spamming the same clip across accounts, no collab posts.
- **Minimum Engagement by Platform:**

Platform	Views	Minimum Engagement
Youtube Shorts	Below 25K	0.8%
	25K to 100K	0.6%
	100K+	0.4%
Instagram	Below 25K	0.9%
	25K to 80K	0.8%
	100K+	0.5%
Tiktok	Below 25K	0.9%
	25K to 80K	0.8%
	100K+	0.5%

- **Posting:** You can only post a clip once per platform.
- **Max Clipper Payout:** 30% of budget
- **General:** No story boosting, no dedicated accounts, no cross posting

Approvals: Once your video passes minimum views (2,000 views), then please send a screen recording of your analytics to the analytics submission form channel which shows your watch times, all view graphs and locations. All pages of your analytics must be clearly shown. Account analytics will be rejected, please only provide video specific analytics.

P.S. Please only submit the analytics if your engagement meets the requirements table above and the audience tier meets the requirement because your submission will be rejected if it doesn't meet these requirements.