



EccaNova



MEDIA SPECIFICATIONS

Facebook Video

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1. FACEBOOK VIDEO SPECS

DESIGN RECOMMENDATIONS

- Upload the highest resolution source video available without letter or pillar boxing (no black bars). Most file types are supported. However, we recommend H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128 kbps+.
- Shorter videos get more completed views. More people watch to the end of videos that are 15 seconds or less.
- Capture attention quickly by starting with the most compelling parts of your video.
- Use vertical or square video to make your mobile video ads more visual engaging. Instagram Stories are an easy to use, free vertical tool.
- Feature your product or brand message early.

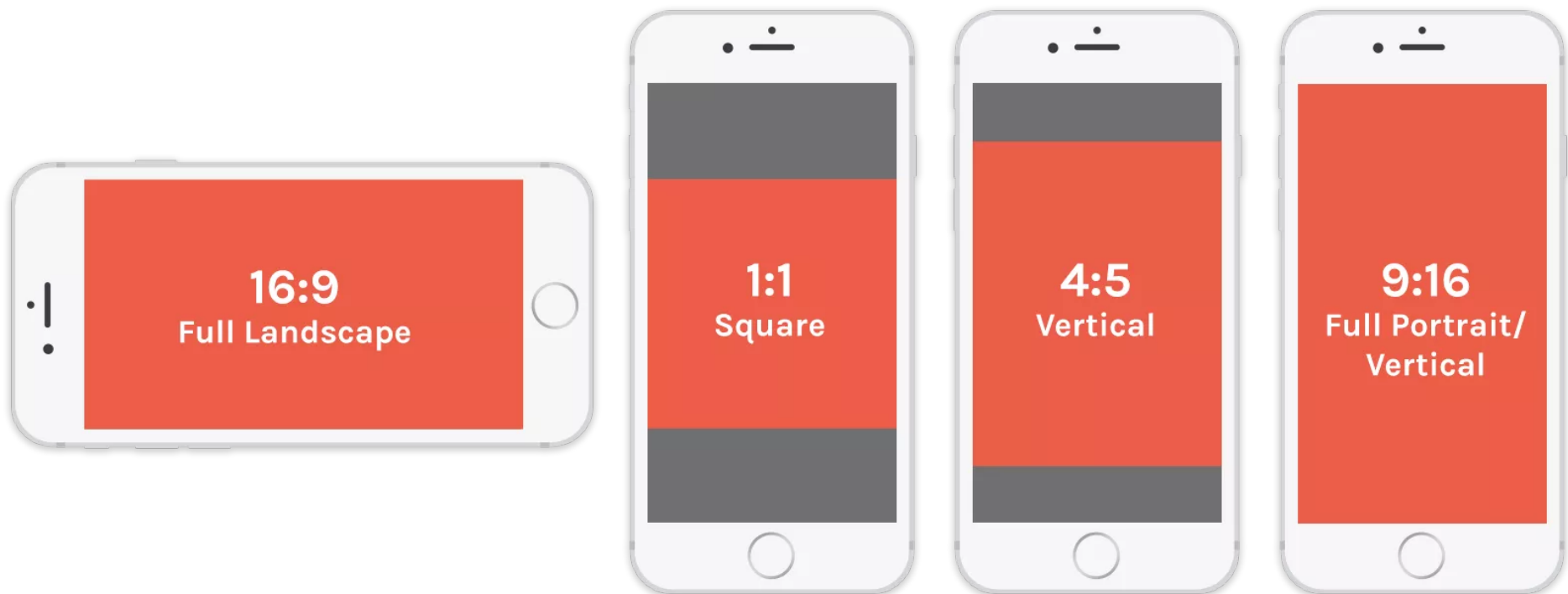
FACEBOOK GENERAL VIDEO SPECS			
Max Text Characters	Technical Requirements	Supported Objectives	Call to Action
<ul style="list-style-type: none"> ▶ Headline: 25 ▶ Main Post Text: 125 ▶ Link Description: 35 	<ul style="list-style-type: none"> ▶ Recommended Resolution: Upload the highest resolution video available that meets file size and ratio limits ▶ Video Captions: Optional but recommended ▶ Video Sound: Optional but recommended ▶ Video thumbnail images that consist of more than 20% text may experience reduced delivery. The video must have motions of the video where the text coverage is below. ▶ Bitrate: If your file is under 1 GB and uses 2-pass encoding, there is no bitrate limit. Otherwise, the limit is 8 megabits per second for 1080p and 4 megabits per second for 720p. 	<ul style="list-style-type: none"> ▶ Traffic ▶ Reach ▶ Brand Awareness ▶ Engagement ▶ Page Likes ▶ Event Response ▶ App Installs ▶ Lead Generation ▶ Conversions ▶ Catalog Sales ▶ Store Visits ▶ Messages 	<ul style="list-style-type: none"> ▶ Shop Now ▶ Book Now ▶ Learn More ▶ Get Showtimes ▶ Sign Up ▶ Download ▶ Watch More ▶ Contact Us ▶ Apply Now ▶ Donate Now ▶ Request Now ▶ See Menu
MIN & MAX TECHNICAL REQUIREMENTS			
Video Duration	Video Dimension	Video Size	Video Aspect Ratio
Minimum Video Duration: 1 second(s) Maximum Video Duration: 241 minute(s)	Minimum Width: 120 pixels Minimum Height: 120 pixels	Minimum Video File Size: 1 MB Maximum Video File Size: 26 GB	Minimum Aspect Ratio: 100 x 400 (9:16) Maximum Aspect Ratio: 400 x 100 (16:9)



2. VIDEO REQUIREMENTS ACROSS AD PLACEMENTS

Surfaces support video ratios from 16:9 to 9:16.

These images reflect how some of these ratios may look.





FACEBOOK					
	Facebook Feed	Facebook Marketplace	Facebook In-Stream	Facebook Stories	Facebook Search Results
Source Ratio	16:9 to 9:16	16:9 to 9:16	16:9 to 9:16	1.91:1 to 9:16	1:1
Video Length	240 minutes max	240 minutes max	5-15 seconds	1-120 seconds	240 minutes max
Objectives Supported	All	All except App Installs, Engagement, Page Likes	Engagement, Reach, Video Views, Brand Awareness, App Installs	All	Traffic, conversions, and catalog sales objectives
Captions	Optional, but recommended	Not Supported	Optional	Optional	Not Supported
Sound	Optional, but recommended	Optional, but recommended	Optional, but recommended	Optional	Optional, but recommended
Horizontal 16:9	●	●	●	●	●
Square 1:1	●	●	●	●	●
Vertical 4:5	●	●	●	●	●
Full Portrait 9:16	●	●	●	●	●



INSTANT ARTICLES, INSTAGRAM				
	Instant Articles	Instagram Feed	Instagram Stories	Instagram Explore
Source Ratio	16:9 to 9:16	1.91:1 to 4:5	16:9 to 4:5 and 9:16	1.91:1 to 4:5
Video Length	240 minutes max	1-120 seconds	1-120 seconds	1-120 seconds
Objectives Supported	All except Store Traffic, Messages	All	All	All
Captions	Not Supported	Optional	Optional	Optional
Sound	Optional	Optional	Optional	Optional
Horizontal 16:9	●	●	●	●
Square 1:1	●	●	●	●
Vertical 4:5	●	●	●	●
Full Portrait 9:16	●	●	●	●



AUDIENCE NETWORK, MESSENGER STORIES				
	Audience Network: Native, Banner, Interstitial	Audience Network: In-Stream	Audience Network: Rewarded Video	Messenger Stories
Source Ratio	16:9 to 9:16	4:3 to 16:9	16:9 to 9:16	1.91:1 to 9:16
Video Length	1-120 seconds	5-30 seconds	3-60 seconds	15 seconds
Objectives Supported	Reach, Traffic, App Installs, Video Views, Conversions	Reach, Brand Awareness, Engagement, Video Views, Conversions	Traffic, App Installs, Video Views, Conversions	App Installs, Conversions, Traffic, Reach, Brand Awareness
Captions	Not Supported	Not Supported	Not Supported	Not Supported
Sound	Optional	Required	Optional	Optional
Horizontal 16:9	●	●	●	●
Square 1:1	●	●	●	●
Vertical 4:5	●	●	●	●
Full Portrait 9:16	●	●	●	●