Video specs cheat sheet

Upload settings for TikTok, Reels, YouTube and LinkedIn, checked against the platforms' own help pages.

Checked 5 November 2026. Reviewed quarterly. Only figures we could check on an official page today are given. Where we could not, the row says so and the figure is left out. Limits change, so check the platform's help page on upload day.

What holds across platforms

- [ ] Deliver an MP4 file, with the frame rate matching what you recorded.
- [ ] Use AAC audio at 48 kHz. YouTube's help page recommends AAC-LC with a 48 kHz sample rate.
- [ ] Keep one master at the highest quality you shot, and export each platform version from it.
- [ ] Export a vertical version at 1080 by 1920 pixels. This is an export size we use, not a platform rule.

Platform figures

Platform	Shape	Figures checked on 5 November 2026
YouTube Recommended upload settings	Not checked on this page	Container: MP4. 1080p SDR: 8 Mbps at 24, 25 or 30 frames per second; 12 Mbps at 48, 50 or 60. 4K SDR: 35 to 45 Mbps at standard frame rates. Audio: AAC-LC or Opus, sample rate 48 kHz. The page does not state a maximum file size or length.
TikTok ads In-feed (not Spark)	9:16 recommended. 16:9 and 1:1 also accepted.	Minimum resolution: 540 by 960 px (vertical), 960 by 540 px (horizontal), 640 by 640 px (square). Bitrate: at least 516 kbps. Maximum file size: 500 MB. Length: up to 10 minutes. Formats: .mp4, .mov, .mpeg, .3gp, .avi. Frame rate is not specified.
TikTok ads Spark Ads	Not checked on this page	Formats: .mp4 or .mov. The page gives no duration limit. Resolution, file size, bitrate and frame rate are not specified.
TikTok organic, **Instagram Reels**, **Facebook**, **LinkedIn**	Not checked	Not checked on an official platform page on 5 November 2026, so no figures are given here. Check each platform's own help page before you upload.
CTV	Not covered	Take the delivery spec from the broadcaster or the platform. Buyers set it, not us.

Before you export

- [ ] The export frame rate matches the recording, for example 25 frames per second for a film shot at 25.
- [ ] The file size is under the platform's limit. TikTok ads: 500 MB.
- [ ] The length is within the limit. TikTok ads: 10 minutes.

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- [ ] The bitrate meets the minimum. TikTok ads: at least 516 kbps. YouTube 1080p: 8 Mbps at standard frame rates.
- [ ] The aspect ratio matches each placement, and the vertical cut is 1080 by 1920 pixels.
- [ ] Every figure that matters to a deadline has been checked on the platform's help page on upload day.

A worked example

A 60-second film is shot at 25 frames per second. Export a 16:9 master at 25 frames per second for YouTube. For a vertical cut, export 1080 by 1920 pixels from the same edit, and check the file against the platform's limits before upload. For a TikTok ad, that means checking it is well under 500 MB and no longer than 10 minutes.

Sources: YouTube Help, Recommended upload encoding settings, https://support.google.com/youtube/answer/1722171?hl=en (checked 5 November 2026).
TikTok for Business Help Centre, Auction in-feed ads, https://ads.tiktok.com/help/article/tiktok-auction-in-feed-ads (checked 5 November 2026).

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