

Video Specifications

Filetype (Container):

Preferably: Quicktime .mov
2nd Choice: Windows Media Video .wmv

Video Codec:

Preferably: Sorensen Video 3
2nd Choice: H264

Audio:

Example:

Stereo Channels
44.100 KhZ
16bit

Framerate:

HAS TO BE CONSTANT - at **25fps** or **30fps!** Variable Framerates will in most cases result in poor quality or not work at all.

To check this after a video is compressed, open the file in Quicktime and while playing press: Ctrl+i - check that:

Movie FPS is constant at **25frames** or **30frames** per second.

Size and Aspect Ratio

The minimum video size is **400x300 px**. A higher resolution results in better quality of end product. Around **80mb** is the optimal size, except under special circumstances where the creative is very long.

Remember to output in the right aspect ratio (if the video is in a 16:9 aspect - this should also be the output), **we will letterbox the video to 4:3.**

If you have any questions about compressing a video, please contact:

The Implementation team at im@goviral.com

