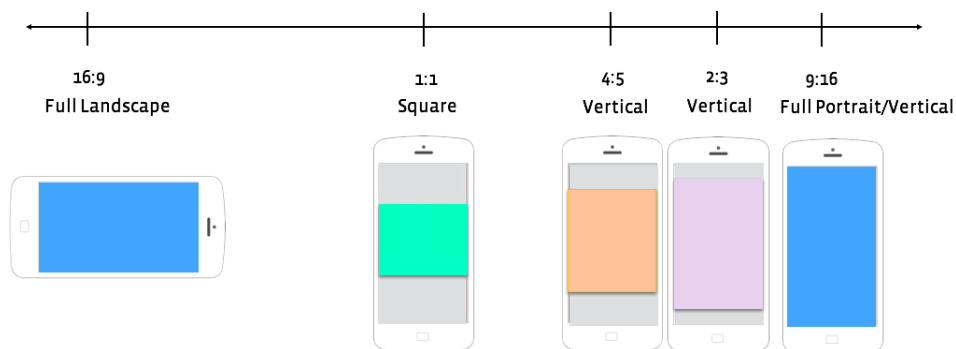




Video Requirements

February, 2017



	Facebook Feed	Instant Articles	In-Stream	Instagram Feed	Instagram Stories	Audience Network
Source Ratio	16:9 to 9:16	16:9 to 9:16	16:9 to 9:16	1.91:1 to 4:5	9:16	Video Views: 16:9 DR Objectives: 16:9 to 9:16
Video Length	120 minutes max	120 minutes max	10-15 seconds	60 seconds max	3-15 seconds	Video Views: 10-120 seconds DR Objectives: 120 minutes max
Objectives	All	Traffic, Video Views, Conversions	Video Views, Brand Awareness	All except Store Visits	Reach	Traffic, App Installs, Video Views, Conversions, Product Catalog Sales
Captions Supported	Yes	No	Yes	Yes	No	No
Sound Required	No	No	Yes	No	No	No
Horizontal 16:9	✓	✓	✓	✓	✗	✓
Square 1:1	✓	✓	✓	✓	✗	✓ ⁴
Vertical 4:5	✓ ¹	✓ ³	✓	✓	✗	✓ ⁴
Vertical 2:3	✓ ¹	✓ ³	✓	✗	✗	✓ ⁴
Full Portrait 9:16	✓ ^{1,2}	✓ ³	✓ ²	✗	✓	✓ ⁴



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Recommended ratios for brand objectives:

- i. Feed: 9:16
- ii. Feed and Instagram: 4:5
- iii. Feed, Instagram, and Audience Network: 16:9

Recommended ratios for DR objectives:

- i. All placements: 1:1

¹ except carousel, link ads. ² masked to 2:3. ³ masked to 1:1. ⁴ not a valid ratio for video views objective.