FACEBOOK

In-Stream Video

10 specs · 16:9 or 1:1 · Source: facebook.com/business/ads-guide/update/video

⚠ Last verified 2026-03-27, 240 days before export. Check the live sheet before delivery.

VIDEO
16:9 · 1:1
≥ 1080×1080 · ≤ 30 fps

AUDIO
AAC
128kbps+

FILE
MP4 · MOV · GIF
4GB

TIMING
5 seconds to 15 seconds
5 seconds to 10 minutes

VIDEO

Aspect ratio	**16:9 or 1:1** ratios from 16:9 or 9:16 are supported
Resolution	**at least 1080 x 1080**
Frame rate	**≤ 30 fps** fixed frame rate · Same for every Facebook format
Codec	**H.264** Same for every Facebook format

AUDIO

Audio codec	**AAC** stereo · Same for every Facebook format
Audio bitrate	**128kbps+** Same for every Facebook format

FILE

File format	**MP4, MOV, GIF**
Max file size	**4GB** Same for every Facebook format

TIMING

Duration (desktop)	**5 seconds to 15 seconds**
Duration (mobile)	**5 seconds to 10 minutes**