

FACEBOOK

In-Stream Video

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

⚠ Last verified 2026-03-27, 187 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

