

Video Marketing Success Looks Like This

1 message

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### Complete Video Aspect Ratio Guide for Social Media & OTT

The right aspect ratio can make your video content look its best. But every platform has slightly different display sizes, requiring different ratios. This complete video aspect ratio guide includes all the recommended ratios for everything from an OTT commercial to your favorite social media platform.

Make sure the video you worked so hard to create looks the way you intended. This guide will show you how. Plus, we'll explain a little bit about why these video tech specs matter so much.

#### Aspect Ratio Explained

Simply put, aspect ratio is the relation between the width of an image and its height. You'll see this written as two numbers separated by a colon, like this: 16:9. If the first number is the largest, you're dealing with a horizontal image. If the second number is larger, your image is vertical.

Don't confuse aspect ratio with image size. Image size is the width and height of an image, but aspect ratio is the relationship between those numbers.

#### Why Are There So Many Aspect Ratios?

Back in the days before flat-screen televisions, 4:3 was the most common aspect ratio. This was based on the shape of a standard strip of 35mm film.

In the 1950s, widescreen travel films showed audiences a panoramic view in 2:35 for the first time. Soon, 20th Century Fox developed a special lens, called a Cinemascope to deliver ultra widescreen. It stretched the image to achieve an even wider view. Widescreen aspect ratios were spectacular, but the resolution wasn't great.



#### Make Your Brand Stand Out on Social Media With Videos That Blend In

Every brand wants to stand out on social media. You want to be seen. You want to get your message in front of the right people so they'll become life-long customers. And video marketing with paid social media ads is an endless battle for audience attention.

You may have tried flashy graphics, celebrity spokespeople, and funny storylines with mixed results. It seems like you're always chasing the next big trend. But the real secret of how to stand out on social media is actually pretty simple — make videos that blend in.

It sounds counterintuitive but hear us out.

**I'm Listening...**



## Aspect Ratio and Resolution

When you stretch a 4:3 image, the grain of the film gets bigger. It's just like blowing up a photo to hang on your wall, you'll start to see pixels. So unless you're okay with distortion, you need to increase resolution to make up for the broader ratio. The switch to digital media and HD mostly solved this problem in the late 1980's.

Starting around 1997, television transitioned from the 4:3 NTSC standard to a new 16:9 high resolution ATSC standard. The [last NTSC transmitters shut down](#) in 2018.

## Standard Aspect Ratios for Broadcast, Cable and OTT

A [commercial](#) for airing on broadcast, cable, or OTT uses a 1920 x 1080 pixel format. That's a 16:9 aspect ratio. The same is true if you're uploading video to YouTube, Vimeo, or another online video sharing site.

But why is 16:9 video the standard aspect ratio for so many platforms?

It turns out 16:9 is the mathematical middle ground between traditional 4:3 and the 2.35 cinematic widescreen format. Modern TV screens are optimized for 16:9 and so are most computer monitors. Today, 16:9 is considered HD aspect ratio. That's why YouTube and other video sites use it as their baseline. They want their content to look good whether it's on your computer screen or streamed to your television.

But people don't just watch videos on their televisions anymore. In fact, about [70% of viewers who watch digital video](#) do so on mobile devices.

## Common Aspect Ratios For Social Media Videos

Most people hold their phone vertically, so the 16:9 screen becomes a 9:16 screen. Social media platforms and other sites that rely on mobile users generally prefer this new aspect ratio. Some also accept a 1:1 ratio. This square format fits whether viewers hold the screen vertically or horizontally.

## Best Video Aspect Ratios for Facebook

[Facebook accepts aspect ratios of 16:9 to 9:16](#) however, certain ratios look better in certain placements.

- In-Feed - 9:16, 1:1
- Stories - 9:16
- In-Stream (ads during other videos) - 9:16
- Facebook Search - 1:1
- Audience Network - 16:9

## Common Video Aspect Ratios for Instagram

Hootsuite, the social media post scheduling company, has a handy [guide to Instagram video](#). Instagram allows several aspect ratios, but these will give you the best results.

- In-Feed - 4:5 (or 1:1)
- In-Feed Ads - 4:5
- Stories - 9:16
- Reels - 9:16
- Live - 9:16

## Aspect Ratios for Video on X (formerly Twitter)

X recommends just one standard aspect ratio for all of its different ad types. sticks to three basic aspect ratios although the way they list them [on their site](#) can get a little confusing.

- Video Ads - 16:9

In most settings, you can use 1:1 as well, but those videos may sometimes be trimmed on mobile. It's worth sticking to 16:9 if you can.

## Aspect Ratios on Pinterest

Pinterest accepts [an unusual aspect ratio](#) 2:3 in many places on its site.

- Standard width video ads - 1:1, 2:3 or 9:16
- Max Width Ads - 1:1



## How the Hero's Journey Can Make Marketing Videos Memorable

When it comes to video marketing, nothing beats storytelling. And when it comes to storytelling, the hero's journey story structure has a long and proven history. Storytellers have been using this framework to craft compelling stories since the days of ancient Greece. Using this classic 3-act format can help you keep viewer attention and make your marketing story memorable.

Show me how



## Find the Best Animation Production Companies At Each Pricing Tier

Choosing between animation production companies for your business depends on your budget. You can find off-shore solutions that will create a minute of animation for a couple of thousand dollars, or you can pay seven-figure fees for a 30-second television spot with an elite commercial animation studio.

In between those extremes there is a world of options.

That's why we've divided our recommendations for animation production companies by price categories below. Business models vary from category to category and we've tried to capture the nuances there as well, so you know what to expect.

Let me see



- Video Hero Creative - 1:1, 2:3 or 9:16
- Idea Ads - 9:16
- Showcase Ads - 2:3 (but feature is 1:1)
- Quiz Ads - 2:3

## Choosing Aspect Ratios for TikTok

TikTok is the newest platform to include [ad options](#). They keep things simple with three basic aspect ratios

- News Feed App - 1:1 or 16:9
- TikTok Feed: 9:16, 1:1, or 16:9

## One Standard Aspect Ratio for Snapchat

Snapchat has the [simplest guidelines](#) of all, with 9:16 across all ad and organic placements.

As you may have noticed, vertical video is increasingly popular on social media platforms. Dig deeper into how to use vertical video on social media with our [Vertical Video Guide](#).

## How Video Sizes Might Change in the Future

Aspect ratio standards take their cues from technology. They change when the technology does. New display and recording technology leads to new aspect ratios to fit those formats. Right now 16:9 and 9:16 are the most common aspect ratios. They seem like the obvious solution in a world full of smartphones. But if virtual reality becomes commonplace, aspect ratios may change to fit that format.

In the future people may experiment with wrap-around screens or vertical format televisions. Folding screens could become commonplace. Basically, anything could happen. To stay prepared, keep an eye on the latest display technology and create videos to fit it.

## How To Get The Right Size Every Time

To make sure your video is perfectly sized every time, first, think about where you'll be placing it. Then, create your video in that aspect ratio. This is easier, and more professional-looking, than making a video and modifying it to fit.

For help planning videos that fit any platform, work with the experts at IdeaRocket. We create videos in [2d](#) and [3d animation](#), [whiteboard](#) animation, and [live action](#). Our clients use their videos [to explain](#) tech products and services, to support [healthcare](#), to communicate with [employees](#) or to [advertise on television](#), and more. [Contact us today](#) to learn more.



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