

Mobile Video Optimization

This playbook outlines the steps necessary to edit and optimize videos for mobile viewing. It covers choosing the right format, aspect ratio, and compression techniques to enhance the viewing experience on mobile devices.

Step 1: **Select Format**

Choose a video format that is widely supported across mobile devices. MP4 with H.264 compression is commonly recommended due to its compatibility and balance between quality and file size.

Step 2: **Aspect Ratio**

Select an aspect ratio that matches common mobile device screens. The 16:9 aspect ratio is standard for most mobile devices, but 1:1 or 4:5 may be used for platforms favoring square or vertical formats, like Instagram.

Step 3: **Resolution**

Opt for a resolution that provides clear video quality without unnecessary file size. 1080p is typically sufficient for mobile viewing, but 720p can be used for smaller file sizes.

Step 4: **Bitrate**

Set the bitrate to balance video quality with file size. A lower bitrate helps in faster streaming and download on mobile networks, but too low may affect video clarity.

Step 5: **Test Playback**

After editing and compression, test the video playback on different mobile devices to ensure compatibility and quality. Check for any issues like lag, pixelation, or audio sync problems.

General Notes

Accessibility

Consider adding subtitles or closed captions to make videos accessible to a wider audience, including those with hearing impairments or watching without audio.

Engagement

For social media platforms, ensure the first few seconds of the video are engaging to capture the viewer's attention as they scroll through their feed.