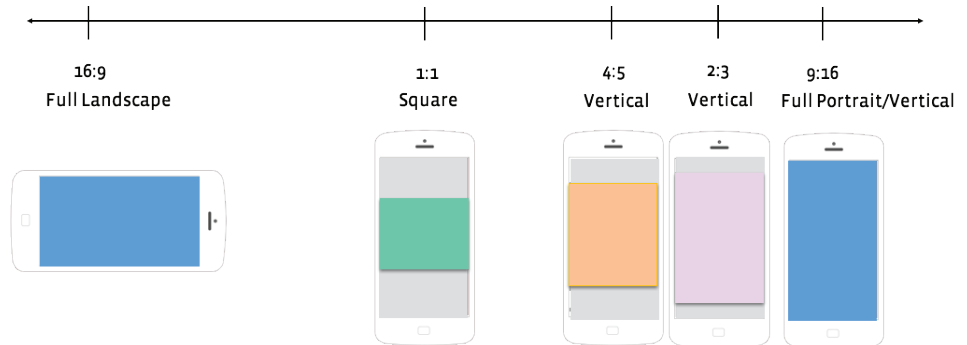


Video by Position

January 27, 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	10-15.5 seconds	60 seconds max	3-15 seconds	10-120 seconds
Objectives	All	Traffic, Video Views, Conversions	Video Views	All except Store Visits	Reach	Traffic, App Installs, Video Views, Conversions, Product Catalog
Captions Supported	Yes	No	Yes	Yes	No	No
Sound Required	No	No	Yes	No	No	No
Sound Default	Default On	Default On	Default On	Default Off	Default On	Video Views: On DR Objectives: Off
Horizontal 16:9	✓	✓	✓	✗	✗	✓
Square 1:1	✓	✓	✓	✓	✗	Video Views: No DR Objectives: Yes
Vertical 4:5	✓ ¹	✓ ³	✗	✓	✗	Video Views: No DR Objectives: Yes
Vertical 2:3	✓ ¹	✓ ³	✗	✗	✗	Video Views: No DR Objectives: Yes
Full Portrait 9:16	✓ ^{1,2}	✓ ³	✓ ²	✗	✓	Video Views: No DR Objectives: Yes



¹except carousel, link ads, or 360° video
²masked to 2:3
³masked to 1:1