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|-------------------------|--|
| Container               | MP4                                    |
| File extension          | .mp4                                   |
| Video codec             | H264 (Profil High, Level 4.2)          |
| Video resolution        | 1920x1080 (1080x1920 for 9:16 ratio)   |
| Video interlacing       | Progressive                            |
| Video frame rate        | 25 or 30 fps                           |
| Video bitrate           | 10 to 17 Mbps - Constant Bitrate (CBR) |
| Audio codec             | AAC                                    |
| Audio tracks / Channels | 1 track / 1 or 2 channels              |
| Audio sampling rate     | 44,1 - 48kHz                           |
| Audio bitrate           | 128 - 256 kbps                         |

These parameters are intentionally chosen to provide the **best balance between quality, compatibility and performance**:

**Excellent visual quality** for Full HD (1080p) content

**Maximum device compatibility** (desktop, mobile, tablets, smart TVs, set-top boxes)

**Predictable playback performance**, including hardware decoding

**Optimized storage, bandwidth usage and transfer times**

For video content with alpha channel a Apple ProRes 4444 encoding is required