

BEST PRACTICES MASTER CHART

Formats

Desktop - MP4 (H264), VP8 (WebM)

iOS Mobile - MP4/M4V (H264)

Android - MP4

Assumptions

2 Pass VBR

Moov Atom At Beginning

TARGET DEVICE/USE	KALTURA FLAVOR NAME	A/V BITRATE	VIDEO BIT RATE	AUDIO BIT RATE	WIDTH	HEIGHT	TYPE	Key Frame Inter.	FPS
Mastering	HD-Master	8128	8000	128	Auto	1080	High	96	23.98
	hd-Master	8128	8000	128	Auto	720	High	96	23.98
	SD-Master	8128	8000	128	Auto	480	Main	96	23.98
DESKTOP	HD-High_6128	6128	6000	128	Auto	1080	High	96	23.98
	HD-High_5128	5128	5000	128	Auto	720	High	96	23.98
	hd-High_4628	3628	4500	128	Auto	720	High	96	23.98
	hd-High_3628	3628	3500	128	Auto	720	High	96	23.98
	SD-High_2612	2612	2484	128	Auto	480	Main	96	23.98
	SD-High_1616	1616	1488	128	Auto	480	Main	96	23.98
	SD-Med_1028	1028	900	128	Auto	480	Main	96	23.98
	SD-Med_816	816	688	128	Auto	480	Main	96	23.98
	SD-Low_552	552	488	64	Auto	352	Main	96	23.98
iOS	SD-Low_448	448	384	64	Auto	352	Main	96	23.98
	iOS_WiFi_hd_4540	4540	4500	40	1024	576	Main	72	23.98
	iOS_WiFi_hd_2540	2540	2500	40	1024	576	Main	72	23.98
	iOS_WiFi_SD_1840	1800	1800	40	960	544	Main	72	23.98
	iOS_WiFi_SD_1240	1240	1200	40	640	352	Base	72	23.98
	iOS_WiFi_SD_640	640	600	40	640	352	Base	72	23.98
	iOS_Cell_SD_440	440	400	40	416	234	Base	72	23.98
Mobile Android/Other_16	iOS_Cell_SD_240	240	200	40	416	234	Base	36	12
	iOS_Cell_SD_110	150	110	40	416	234	Base	24	8
	Low_Edge_80	80	56	24	128	72	Base	48	23.98
	Low_Edge_150	150	102	48	128	72	Base	48	23.98
	Low_Edge_250	250	202	48	256	144	Base	48	23.98
	Low_Edge_400	400	352	48	256	144	Base	48	23.98
	Low_3G4G_600	600	552	48	512	288	Base	48	23.98
	Med_3G4G_800	800	736	48	512	288	Base	48	23.98
	Med_4GWiFi_1000	1000	936	64	512	288	Base	48	23.98
	Med_4GWiFi_1300	1300	1236	64	512	288	Base	48	23.98
	Med_4GWiFi_1600	1600	1536	64	512	288	Base	48	23.98
	High_4GWiFi_1900	1900	1836	64	512	288	Base	48	23.98
	High_4GWiFi_2200	2200	2136	64	512	288	Base	48	23.98
	High_4GWiFi_2500	2500	2436	64	512	288	Base	48	23.98
TVApp	Adv_4GWiFi_1200	1200	1136	64	768	432	Main	48	23.98
	Adv_4GWiFi_1600	1600	1536	64	768	432	Main	48	23.98
	Adv_4GWiFi_1900	1900	1836	64	768	432	Main	48	23.98
	HD-High_5128	5128	5000	128	Auto	1080	High	96	23.98
	hd-High_3628	3628	3500	128	Auto	720	High	96	23.98
	SD-High_2612	2612	2484	128	Auto	480	Main	96	23.98
	SD-Med_1616	1616	1488	128	Auto	480	Main	96	23.98
	SD-Med_1028	1028	900	128	Auto	480	Main	96	23.98
	SD-Low_816	816	688	128	Auto	480	Main	96	23.98
	SD-Low_552	552	488	64	Auto	480	Main	96	23.98