



## Preparing Videos for PennBid

There are support specialists on the PennBid team who can upload videos on the PennBid website. To optimize the process and prevent potential delays, please follow the recommended guidelines below.

### **Encoding**

All videos must be encoded with the following settings:

- The MP4 container format
- The H.264 video codec
- The AAC audio codec

### **Dimensions & Bitrates**

In terms of dimensions, bigger is better. Video in 720p is today's standard. There is also an increase in 1080p uploads. If your original video is full HD, we suggest you upload 1080p as well. If your source footage is standard definition (NTSC, PAL) we suggest using 360p as the dimension. Anything smaller than 360p is not recommended.

### **File Size**

All videos should be kept at a minimum file size that maintains video quality. Video file sizes must not exceed 100 MB.

### **Video Count**

Video play on websites requires data to load and play. To maintain an efficient site for our Users and visitors, we recommend combining videos into 5 or less files. This highlights the important videos and improves video engagement. Additionally, many visitors are viewing websites on mobile phones and mobile data plans that are not robust enough to handle mass data loading needed for numerous videos.

### **Delivery**

PennBid requires a folder containing all the following when receiving videos:

- Details about the project, including Project Title, Organization Name & Organization Address
- A CSV file (typically created in Microsoft Excel, but any word processing program can be used) containing two columns; the first column is the filename of each video; the second column is the corresponding video title that will be displayed on the website.
  - File extensions can be .csv, .xls, .xlsx
- All videos in correct format (See "Encoding" above)

Folder and files will be accepted by any of the following:

- Regular mail on CDs or USB drives (Contact PennBid for address)
- DropBox Account (client account required)
- Private FTP account (an FTP program required on client's machine)

**Fulfillment**

PennBid ensures complete video posting of all submitted videos in a timely manner. The following timeline can be expected (from time of receipt):

1 - 10 Videos	Up to 48 hours
11 - 40 Videos	Up to 72 hours
41+ Videos	Up to 96 hours