

Video Resolution Guide

Complete breakdown of resolutions from 720p to 8K with platform and use-case recommendations

RESOLUTION COMPARISON

Resolution	Pixels	Common Name	Best For
720p	1280 x 720	HD	Mobile, older displays, small file size
1080p	1920 x 1080	Full HD (FHD)	YouTube, social media, most monitors
1440p	2560 x 1440	2K / QHD	YouTube, gaming monitors, sharp detail
2160p	3840 x 2160	4K UHD	YouTube, streaming, modern TVs, future-proof
4320p	7680 x 4320	8K UHD	High-end production, crop flexibility

PLATFORM RESOLUTION SUPPORT

Platform	Max Upload	Recommended	Aspect Ratios
YouTube	8K (4320p)	1080p or 4K	16:9, 9:16, 1:1, 4:3
Instagram Feed	1080p	1080p	1:1, 4:5, 16:9
Instagram Reels	1080p	1080p	9:16
TikTok	1080p	1080p	9:16
Twitter/X	1080p	720p or 1080p	16:9, 1:1
Facebook	4K	1080p	16:9, 1:1, 4:5
LinkedIn	4K	1080p	16:9, 1:1

FILE SIZE COMPARISON (5 min video, H.264)

Resolution	Bitrate (Mbps)	Approx Size (5 min)	Relative Size
720p	5-8 Mbps	200-350 MB	1x (baseline)
1080p	8-15 Mbps	350-650 MB	~2x
1440p	15-25 Mbps	650-1.1 GB	~3.5x
2160p (4K)	35-68 Mbps	1.5-3.0 GB	~8x
4320p (8K)	100-200 Mbps	4.5-9.0 GB	~25x

WHEN TO USE EACH

720p	When file size matters most. Mobile-only audiences. Quick social uploads.
1080p	The sweet spot for most content. YouTube default. Good balance of quality and size.
1440p	When you want sharper than 1080p without 4K overhead. Great for text-heavy content.
4K	Future-proofing. Allows reframing/cropping in post. Cinematic production quality.
8K	Maximum quality. Allows extreme cropping. Mainly for high-end production and archival.

