REELS AND TIKTOK EXPORT SETTINGS

Resize a video to 1080×1920, 1080×1350 or 1080×1080 with a blurred background or a crop, pick a bitrate and get a smaller MP4 in your browser.

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HOW DO I COMPRESS A VIDEO FOR INSTAGRAM WITHOUT LOSING QUALITY?

Export at the size the app shows, 1080 by 1920 for Reels and TikTok, with H.264 in an MP4 at about 5 to 8 Mbps and 30 frames a second. The apps compress every upload again, so a clean 1080p file keeps more detail than a heavy 4K one. The resizer does this in your browser, fits other shapes with a blurred background and shows the file size before you start.

EXPORT SIZES

Format	Pixels	Use
Reels and TikTok	1080 × 1920	Full screen, 9:16
Feed portrait	1080 × 1350	Feed posts, 4:5
Square	1080 × 1080	Feed and ads, 1:1

H.264 in an MP4 at 30 frames a second is the safe default; the apps re-encode every upload.

BITRATE AND FILE SIZE FOR ONE MINUTE

Setting	Video	File for 60 s
High	8 Mbps	58.1 MB
Balanced	5 Mbps	36.7 MB
Small file	2.5 Mbps	18.8 MB

Audio adds 128 kbps in every setting.

KEEP THE QUALITY AFTER UPLOAD

- [ ] Turn on Upload at highest quality in the Instagram app's media settings.
- [ ] Upload on Wi-Fi; on mobile data the app can lower the quality.
- [ ] Avoid thin, small text; compression blurs it first.
- [ ] Do not export 4K for a phone screen; the app scales it to 1080 anyway.

USE THE FREE VIDEO RESIZER

1. **Choose the video.** It opens in your browser; the tool shows its size, length and the expected output.
2. **Pick size, fit and quality.** 9:16, 4:5 or square; fill and crop or fit with a blurred background; 8, 5 or 2.5 Mbps.
3. **Convert and download.** The video plays through once while it is recorded, then downloads as MP4.

QUESTIONS PEOPLE ASK

What bitrate should I use for Reels and TikTok?

Around 5 to 8 Mbps at 1080 by 1920 is a common choice. Higher numbers give the app more detail to work with; lower ones make smaller files that upload faster on mobile data.

Why does the conversion take as long as the video?

The browser records the video as it plays, so a one minute clip takes about a minute. Keep the tab open and in front until it finishes.

Which browsers save MP4?

Recent Chrome, Edge and Safari save MP4. A browser that can only write WebM is flagged before you start, because Instagram does not take WebM uploads.

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