

Video transcoding rules



I. Purpose of Transcoding

1. The purpose of uploading and transcoding is to uniformly adapt videos to the mainstream video sizes and formats compatible with online playback on most mobile devices.
2. Transcoded videos can be opened and played faster and more smoothly on the user - end.
3. It also saves network bandwidth costs and user data costs.

II. Transcoding Rules

All uploaded videos will be transcoded by Tencent Cloud. The transcoding rule is to transcode downwards in stages:

Greater than 1080P(Resolution reaches 1920*1080): Transcode to 1080p;

Less than 1080p but greater than 720P: Transcode to 720p;

Less than 720P but greater than 480P: Transcode to 480p;

Less than 480P but greater than 360P: Transcode to 360p;

Considering the domestic network bandwidth, reduce the bit - rate while maintaining the clarity as much as possible to minimize the bandwidth requirements. For videos with fast -

changing frames and rich colors, reducing the bit - rate will significantly affect the clarity.

III. Transcoding Instructions

1080p ultra - high - definition transcoding is currently only supported for flagship - edition online stores. Basic - edition and professional - edition online stores can support up to 720p high - definition transcoding;

[What should I do if the video cannot be played or the transcoding takes too long to complete?](#)

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