

	APPLE APP STORE	GOOGLE PLAY STORE
Format	<p>iOS and tvOS App Previews properties</p> <ul style="list-style-type: none"> - 640x1136 .mp4 video file (iPhone 5 series) - 750x1334 .mp4 video file (iPhone 6/7) - 1080x1920 .mp4 video file (iPhone 6/7 Plus) - 900x1200 or 1200x1600 .mp4 video file (iPad & iPad Pro) - 1920x1080 .mp4 video file (Apple TV) 	<p>YouTube video</p> <ul style="list-style-type: none"> - 1920x1080 (1080p) or 1280x720 (720p)
Store guidelines	<p>Apple approval needed - Follow guidelines</p> <ul style="list-style-type: none"> - Device specific - 15 to 30s - Mostly based on captured footage - Not too salesy 	<p>No approval needed - guidelines leave freedom</p> <ul style="list-style-type: none"> - Android devices only if Google wants to feature your app - Leverage being able to showcase your app as you wish - Make sure video reads well on mobile
Content displayed	<ul style="list-style-type: none"> - Make sure to populate your app with most relevant content - Make sure to showcase compelling gameplay - Do not violate any copyrights: people images, music, etc. - Use cool visual assets from your app (stay within Apple's guidelines) 	<ul style="list-style-type: none"> - Make sure to populate your app with most relevant content - Make sure to showcase compelling gameplay - Do not violate any copyrights: people images, music, etc. - Use cool visual assets from your app
Length	<p>30s recommended</p> <ul style="list-style-type: none"> - Show essentials only - most unique features first - First 5 seconds critical - Do not go to fast yet keep it dynamic 	<p>30-45s recommended</p> <ul style="list-style-type: none"> - Show essentials only - most unique features first - First 5 seconds critical - Do not go to fast yet keep it dynamic
Thumbnail	<p>Critical asset</p> <ul style="list-style-type: none"> - Called "Poster frame" - Replaces 1st screenshot on App Store - Needs to be a frame of your video - Anticipate play button placement on the poster frame 	<p>Critical asset</p> <ul style="list-style-type: none"> - Play button appears on top of "Feature graphic" - Custom graphic - 1024px by 500px - Anticipate play button placement
Localization	<p>No localization possible: all potential users get the same language</p>	<p>Localization possible and recommended</p> <p>Use YouTube transcripts if short on localization budget</p>
Split or A/B Testing	<p>No built-in A/B or split testing in iTunes Connect: use 3rd party tools like TestNest, SplitMetrics or Storemaven</p> <ul style="list-style-type: none"> - Test video - Test different poster frames 	<p>Built-in split testing with Google experiments</p> <ul style="list-style-type: none"> - Test video vs. no video - Test different video versions
Update of video	<ul style="list-style-type: none"> - Update your App Preview with any major updates - Can only update video when updating the app 	<ul style="list-style-type: none"> - Update your Google Play Store video with any major updates - Can update video at any time
Call to action	<ul style="list-style-type: none"> - Clear call to action (Download now, Download today) - Logo rather than app store icon (already on app store page) - No website address - No download badge 	<ul style="list-style-type: none"> - Clear call to action (Download now, Download today) - Logo or app store icon - Website address recommended - Google Play Store badge only
Additional uses	<ul style="list-style-type: none"> - If app in portrait mode, no other usage recommended: if used on YouTube, "big black bars" will appear on each side + pace too slow for a vertical video ad. - If app in landscape mode, can be used on website/social media/video ads - with minor tweaks 	<p>Can be used on website/social media/video ads - with minor tweaks and/or shortened versions.</p>
Video examples	<p>Jurassic World SongPop (tvOS) Mint Tripwolf Lark</p>	<p>Clash Of Lords 2 Brave Trials Vivino TripWolf Seamless</p>

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