Progressive Technology Project
Community Organizing and Technology Institute
Tips for Good YouTube Video

1. **Start with the best quality possible**

   This means starting from the video codec you shot your video on. The rest of the steps tell how to encode your original video in the best way for youtube. If you start with something that has already been compressed you will see bad results

2. **Use H.264**

   H.264 is a high quality compression codec. With the right settings it will be indistinguishable from the original, which is good. You want Youtube's compressor to work with with the best quality possible. If you can see compression artifacts when you encode, you will see twice as many on Youtube. The bitrate I used was 2000kbps — more about this a little later.

3. **Resize the video to 320×240**

   It is important that you resize the video to Youtube's native resolution when you encode. Basically the philosophy behind this is that you want Youtube doing as little to mess up the video as possible. This removes one step for Youtube. This is also where the bit rate comes back in. 320×240 video running at 2000kbps is practically lossless in image quality. H.264 is made to look good at much lower bit rates. By oversampling your video to 320×240 and using such a high bitrate you will get very nice results.

4. **Deinterlace your video**

   Be sure to deinterlace your video when you encode. Interlacing is an artifact of television and has no place on the internet. It is another thing youtube will do for you if you don't. And like I said before, you want youtube to do as little to mess up your video as possible.

5. **Use Letterbox for 16×9 video**

   If you shot your video in widescreen use letterboxing to make it fit 320×240's 4×3 aspect ratio. Youtube only has support for one aspect ratio, if you upload wide video it will be squeezed.

6. **Use as much of your 100MB limit as possible**

   If you are posting a long video that is over 100MB when using the 2000kbps h.264 codec, adjust the bitrate until you get something that is as close to 100MB as possible.