

	iOS App Previews (Apple App Store)	Promo video (Google Play Store)				
SEARCH RESULTS	<ul style="list-style-type: none"> - Autoplay in mute - If portrait orientation, iOS App Preview #1 displays along screenshots #1 and #2 - If landscape orientation, iOS App Preview #1 displays alone 	<ul style="list-style-type: none"> - Does not display besides brand searches 				
PRODUCT PAGE	<ul style="list-style-type: none"> - Autoplay in mute - Up to 3 videos 	<ul style="list-style-type: none"> - Play button 				
RESOLUTION	<p>Device specific -> Full iOS and tvOS App Previews properties</p> <table border="0"> <tr> <td style="text-align: center;"><u>Accepted portrait resolution</u></td> <td style="text-align: center;"><u>Accepted landscape resolution</u></td> </tr> <tr> <td> iPhones - 1080x1920 (iPhone 6/7/8 Plus) - 750x1334 (iPhone 6/7) - 640x1136 (iPhone 5 series) iPhone X - 886x1920 iPads - 900x1200 or 1200x1600 (iPad & iPad Pro) </td> <td> iPhones - 1920x1080 (iPhone 6/7/8 Plus) - 1334x750 (iPhone 6/7) - 1136x640 (iPhone 5 series) iPhone X - 1920x886 iPads - 1200x900 or 1600x1200 (iPad & iPad Pro) </td> </tr> </table>	<u>Accepted portrait resolution</u>	<u>Accepted landscape resolution</u>	iPhones - 1080x1920 (iPhone 6/7/8 Plus) - 750x1334 (iPhone 6/7) - 640x1136 (iPhone 5 series) iPhone X - 886x1920 iPads - 900x1200 or 1200x1600 (iPad & iPad Pro)	iPhones - 1920x1080 (iPhone 6/7/8 Plus) - 1334x750 (iPhone 6/7) - 1136x640 (iPhone 5 series) iPhone X - 1920x886 iPads - 1200x900 or 1600x1200 (iPad & iPad Pro)	<p>YouTube video</p> <p style="text-align: center;"><u>Accepted Landscape Resolution</u></p> <ul style="list-style-type: none"> - Any 16:9 video (1920x1080 recommended)
<u>Accepted portrait resolution</u>	<u>Accepted landscape resolution</u>					
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STORE GUIDELINES	<p>Apple approval needed -> Follow guidelines</p> <ul style="list-style-type: none"> - Device specific - Mostly based on captured footage - 15 to 30s - Must disclose in-app purchases - May contain no ads, no platform logos, no pricing, no timelines 	<p>No approval needed - guidelines leave freedom</p> <ul style="list-style-type: none"> - Android devices asked if Google wants to feature your app 				
CONTENT ADVICES	<ul style="list-style-type: none"> - Showcase compelling app footage or gameplay - Populate your app with most relevant content - Leverage copy (text), whether overlaid or using text screens - Do not violate any copyrights: people images, music, etc. - Use cool visual assets from your app (stay close from Apple's guidelines) - Optimize for sound off (videos autoplay in mute) 	<ul style="list-style-type: none"> - Showcase compelling gameplay - Populate your app with most relevant content - Do not violate any copyrights: people images, music, etc. - Use cool visual assets from your app - Leverage flexibility to get your point across the best way possible - Optimize for sound off (most users have the sound on low volume) 				
LENGTH	<ul style="list-style-type: none"> - Minimum length: 15 sec - Maximum length: 30 sec - Show essentials only - most unique features first - First 5 seconds critical - Do not go too fast yet keep it dynamic 	<ul style="list-style-type: none"> - 30-45s recommended - Show essentials only - most unique features first - First 5 seconds critical - Do not go too fast yet keep it dynamic 				
THUMBNAIL	<p>Important asset -> Uploading and choosing poster frame</p> <ul style="list-style-type: none"> - Called "Poster frame" - Is displayed before the video autoplays - 5 sec default will be set at upload time. The developer can change the poster frame until the app is in review. - Needs to be a frame of your video 	<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>Localization possible and recommended.</p>	<p>Localization possible and recommended Use YouTube transcripts if short on localization budget</p>				
SPLIT OR A/B TESTING	<table border="0"> <tr> <td> No built-in A/B or split testing in iTunes Connect: - Do pre-Post analysis - Use 3rd party tools like SplitMetrics, Testnest or Storemaven </td> <td> What to test: - Test video vs no video - Test different video versions - Test 1 video vs. several videos (up to 3 videos possible) </td> </tr> </table>	No built-in A/B or split testing in iTunes Connect: - Do pre-Post analysis - Use 3rd party tools like SplitMetrics, Testnest or Storemaven	What to test: - Test video vs no video - Test different video versions - Test 1 video vs. several videos (up to 3 videos possible)	<p>Built-in split testing with Google experiments</p> <ul style="list-style-type: none"> - Test video vs. no video - Test different video versions 		
No built-in A/B or split testing in iTunes Connect: - Do pre-Post analysis - Use 3rd party tools like SplitMetrics, Testnest or Storemaven	What to test: - Test video vs no video - Test different video versions - Test 1 video vs. several videos (up to 3 videos possible)					
VIDEO UPDATE	<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 				
VIDEO EXAMPLES	<p>Tandem Hopper Logic Immo Head Ball 2 Bubble Island 2 Tropicats</p>	<p>5 Miles Vivino Logic Immo Head Ball 2 Bubble Island 2 Clash Of Lords 2</p>				

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