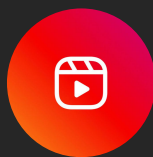


Cheat Sheet: What You Need to Know About Short Form Video Platforms



**Instagram
Reels**



TikTok



**YouTube
Shorts**

Length:	30 seconds	60 seconds	15 seconds
Key Features:	Augmented reality effects, transitions, speed up or slow down videos	Sounds, duets, stickers, filters, effects	Multi-segment camera, speed controls, a timer, countdown, hundreds of thousands of songs
Music:	Access to songs from Instagram music library, but not for business accounts	Partnerships w/Universal Music Group, Warner Music Group, Sony Music, Merlin	All the music covered by YouTube's extensive existing music licensing agreements
Ideal for:	Beauty/fashion videos, shorter content targeting your Instagram audience	Video challenges, duets, Cosplay, Tutorials (e.g., makeup)	Shorter content that appeals to your existing YouTube audience



Triller



Dubsmash



Byte

Length:	16-30 seconds	10 seconds	6-8 seconds
Key Features:	Unique auto-editing algorithm, 100+ filters, add text, drawings and emojis to videos, add top tracks or music from your own library, group video	Add filters, stickers, text, duets	Floaties, beats that can be shortened or lengthened, create sounds from popular music, moderated channels
Music:	Partnerships w/Universal Music Group, Warner Music Group, Sony Music	N/A	"Create sounds from popular music" is listed as coming soon
Ideal for:	Music videos, any content relating to professional musicians	Dance challenge videos and comedy	Not yet embraced by brands, but one joke comedy videos work best