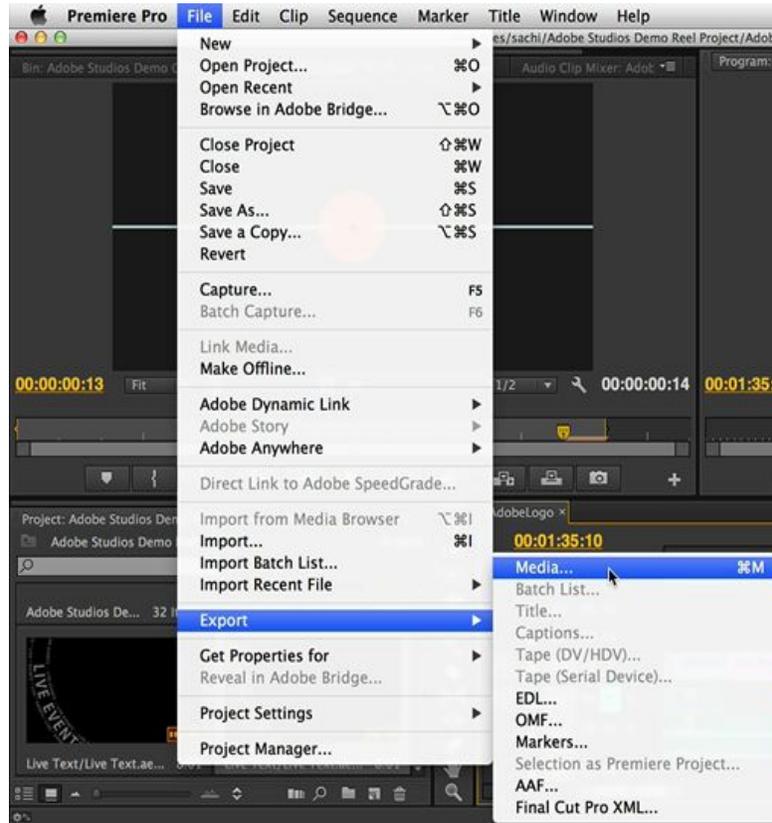# Premiere Pro Export Settings

Premiere has many export settings for your content and it can be confusing to figure out which one is right for your project. The most important thing to know before exporting is where your file is going to be played.


Matching Source Settings

- First make sure that your export settings and your sequence settings are the same. Premiere will show you in the summary box both the source settings and the codec export settings so that you can change it if there are any mistakes. Make sure to check frame rate, aspect ratio and field order to make sure they match. There is a box in the upper left corner titled "match sequence settings" that you can check if you are confused but this will limit your export options.

Basic Video Settings

- Frame Rate - Should be the same as your footage, usually either 23.976 or 29.97.
- Field Order - Will almost always be progressive. Check the source settings if you are unsure.
- Aspect - Will almost always be square pixels (1.0).
- TV Standard - NTSC (unless you live in Europe).
- Profile - High
- Level - The higher the number the higher quality your video will be and the larger the file will be.
- Clicking render at maximum depth will also increase quality but it will take longer to export.
- With custom presets, you can usually bump the quality bar from 90 to 100.

Web Export

- In most cases, you will be exporting your project with the intent of uploading it to Vimeo or Youtube. Luckily Premiere has presets for each of these, located under the presets window for the H.264 format.
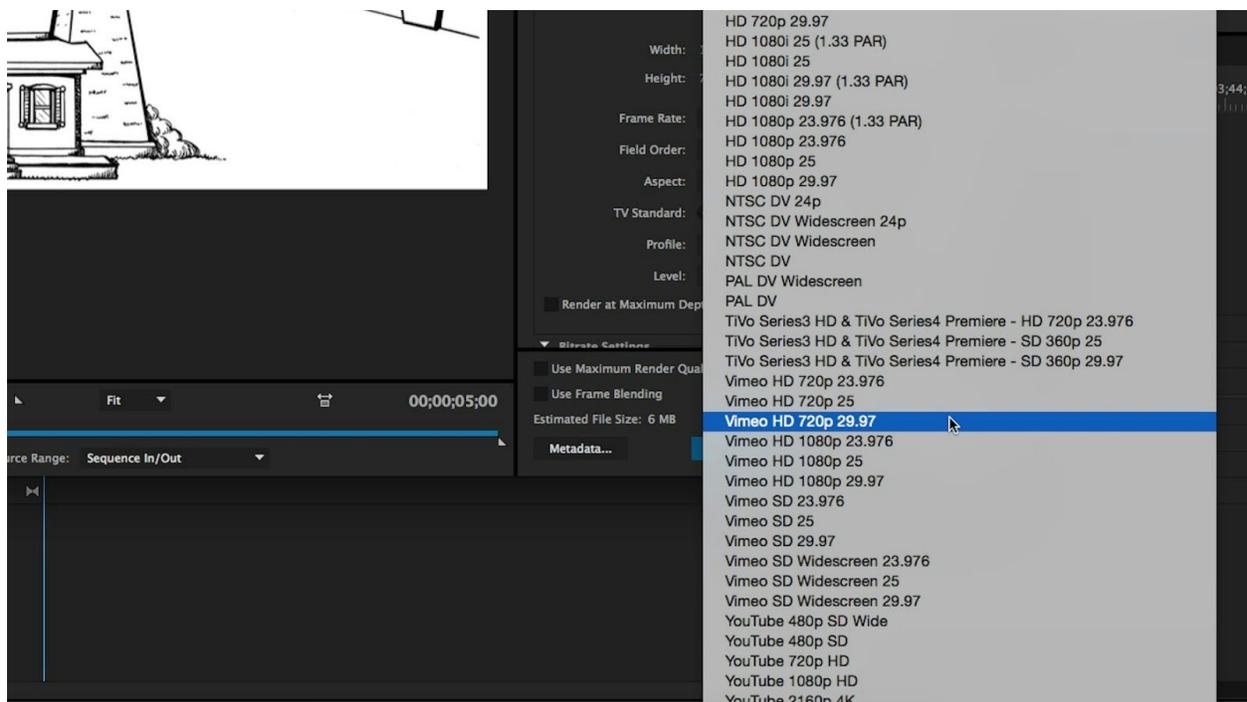
- Remember that if you have a free vimeo account you will only be able to upload projects at 720P. Vimeo will let you upload a 1080P clip but it will downsize the

quality to 720P during the upload. Therefore, it is recommended that you choose Vimeo HD 720P (desired frame rate) for Vimeo exports and Youtube 1080P HD for Youtube exports.
● Another option is to choose one of the non specified 1080P HD export settings settings if you would like to export to both without creating two files.

Festival/Home Viewing Export

● It is always smart to also export a larger quality file if you are submitting to a festival or if you plan on watching the file again on a home monitor. The web export settings will give you smaller file sizes and shorter export times, but they are not the highest quality. It is always a trade off between quality and file size/export time.
● While there are countless options for this type of export, the highest quality option is likely a ProRes codec. Choose Quicktime format and then go down to video codec and select Apple ProRes 422. This will be a rather large file size and therefore is best suited for viewing on projectors/large monitors.

● A good option for a smaller file size than ProRes would be to select Quicktime under format, custom under preset, H.264 under the video codec box and enter the rest of the settings manually. This would be similar to the generic 1080P HD export under the H.264 format but would give you a MOV file instead of a MP4.

Codec vs. Container

- A codec is a method of compression and decompression. Since raw video data is too large for most cameras to write onto SD cards, the data must be compressed according to a specific codec (the codec decides what information to throw away). Similarly, if someone sends you a compressed file over the internet and you have to download the content, there is also a specific codec at work. Think of H.264 or JPEG files. Simply put, codecs decide how files are compressed or decompressed for viewing and sharing.
- A container is the packaging, storage and delivery method of your file. Imagine a Quicktime file having to tell a Windows computer that it is unable to play the file because the software is not supported. Think of Quicktime, AVCHD or Flash Video. They are called containers because they contain the video codec along with audio files and text.
- A codec will determine how the video will be compressed whereas a container will determine how it will be stored and where it will play when it is opened.
- H.264 is both a container and a codec. However, in most cases it is being referred to as a codec.

MOV vs. MP4

- Extremely similar, almost no noticeable difference. Especially if you use a H.264 codec within each format.
- A Quicktime preset will give you a MOV file whereas a H.264 preset will give you a MP4 file.
- MOV is Apple standard and is meant to be played out of Quicktime player, Itunes or some similar Apple video playback software. This means that you may have problems working with the file outside of a Mac. There are softwares that can be downloaded that allow MOV files to be played on Windows computers.
- MP4 is considered industry standard because it is not specific to a software and can be played back everywhere. The quality is slightly lower due to the fact that it groups multiple frames together during compression as opposed to MOV, which compresses each frame individually. However, it may be difficult for people to notice a difference.

Bitrate Settings

- Under the H.264 container (format), you will have options for Bitrate settings. While you do not necessarily need to change any of these, doing so may improve export quality.
- Bitrate Encoding - Choose VBR, 2 Pass for best results.
- Target Bitrate - Bumping this up will increase both export quality and file size. However, you should check to see the maximum Bitrate possible if you are uploading to Vimeo or Youtube. Different export types will necessitate different target Bitrates, test out different values.
- Maximum Bitrate - Just keep this higher than your target Bitrate.