

KICKSTARTER

CREATOR GUIDE

Discovery Mode

Everything you need to know about uploading vertical videos and getting your project discovered on our mobile apps.

Q: What is 'Discovery Mode'?

A: As part of our ongoing efforts to help backers discover projects they love, we've introduced a new vertical video feed on our iOS and Android apps. Creators can now upload a vertical (9:16) project video that may appear in "Discovery Mode" — a dedicated feed, accessible from the Discover and Search pages.

Try our new discovery mode

Swipe through a video feed, tuning your recommendations along the way.

Try it now



Q: Why should I upload a vertical video?

A: Uploading a vertical video gives your project another opportunity to be discovered by backers across Kickstarter's mobile apps. Your video will appear in Discovery Mode, helping introduce your project to backers who may not otherwise come across it. A vertical video is also a great way to showcase your project in a format designed for mobile viewing. You can repurpose content you've already created for social media or create something new specifically for Kickstarter.

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Q: What are best practices for this video format?

A: Keep it short, clear, and easy to follow. Aim for 60–90 seconds with clear audio, and consider adding captions so it works with or without sound. If you're adapting from your horizontal video, make sure faces, products, and any on-screen text aren't cut off. Avoid placing key visuals or text along the edges, where UI elements can overlap.

Simplicity shines here. Think of this video as a one-on-one moment with your audience. We suggest using real people holding and/or talking about your project instead of a highly produced edit or voiceover.

Q: Can I use existing videos from social media?

A: Yes! Repurposing content from social media is encouraged. When you submit your project for review, your vertical video will be moderated as part of that process. You're welcome to share videos that explain your project, show it being made, or highlight anything else relevant. As a general guideline, aim for under a minute in length with clear audio and captions. We'll share more detailed guidance as the beta progresses.

Q: How do I upload a video?

A: In Project Build's Basics tab, you'll find a dedicated section to upload a vertical video alongside your standard horizontal project video. Look for the vertical video upload option next to the regular video field. Your video must be a MOV, MPEG, AVI, MP4, 3GP, WMV, or FLV, in 9:16 aspect ratio, and no larger than 5120 MB.