

Media | Developer Documentation

Media

Updated: Dec 11, 2025

You use 4 different endpoints to manage your media:

See [Supported Media Types](#) for supported types and size limits.

Get media ID

Some of the API requests described in this document require a media ID. Media IDs are returned by the API when [uploading media](#), and are included in incoming media messages webhooks ([image messages](#), [video messages](#), etc.)

Media IDs returned by the API expire after 30 days. Media IDs in webhooks expire after 7 days.

Delete media

Download media

To download media, make a `GET` request on the media URL and include your access token. **If you omit your token, the request will fail.**

Note that when retrieving a media from a media ID received via webhook, the media ID will only be available to download for 7 days.

Supported media types

Audio

Audio Type	Extension	MIME Type	Max Size
AAC	.aac	audio/aac	16 MB
AMR	.amr	audio/amr	16 MB

Audio Type	Extension	MIME Type	Max Size
MP3	.mp3	audio/mpeg	16 MB
MP4 Audio	.m4a	audio/mp4	16 MB
OGG Audio	.ogg	audio/ogg (OPUS codecs only; base audio/ogg not supported; mono input only)	16 MB

Document

Document Type	Extension	MIME Type	Max Size
Text	.txt	text/plain	100 MB
Microsoft Excel	.xls	application/vnd.ms-excel	100 MB
Microsoft Excel	.xlsx	application/vnd.openxmlformats-officedocument.spreadsheetml.sheet	100 MB
Microsoft Word	.doc	application/msword	100 MB
Microsoft Word	.docx	application/vnd.openxmlformats-officedocument.wordprocessingml.document	100 MB
Microsoft PowerPoint	.ppt	application/vnd.ms-powerpoint	100 MB
Microsoft PowerPoint	.pptx	application/vnd.openxmlformats-officedocument.presentationml.presentation	100 MB
PDF	.pdf	application/pdf	100 MB

Image

Images must be 8-bit, RGB or RGBA.

Image Type	Extension	MIME Type	Max Size
JPEG	.jpeg	image/jpeg	5 MB
PNG	.png	image/png	5 MB

Sticker

WebP images can only be sent in [sticker messages](#).

Sticker Type	Extension	MIME Type	Max Size
Animated sticker	.webp	image/webp	500 KB
Static sticker	.webp	image/webp	100 KB

Video

Only H.264 video codec and AAC audio codec supported. Single audio stream or no audio stream only.

Note that videos encoded with the H.264 “High” profile and B-frames are not supported by Android WhatsApp clients. We recommend that you use H.264 “Main” profile without B-frames, or the H.264 “Baseline” profile when encoding (or re-encoding with a tool like ffmpeg), and place moov boxes before mdat boxes, for broader compatibility. If you are using ffmpeg, you can use the -movflags faststart flag to place moov boxes before mdata boxes.

Video Type	Extension	MIME Type	Max Size
3GPP	.3gp	video/3gpp	16 MB
MP4 Video	.mp4	video/mp4	16 MB

Note that mismatched MIME type (`131053`) is a common error. Inspect your media files to verify their MIME type. Make sure that your file name extensions reflect their types. For example, if you are using UNIX, you can inspect a file via the command line to determine its MIME type:

```
file -I your-image-asset.png
```

Media message download constraints

The maximum supported file size for media messages on Cloud API is 100MB. In the event the customer sends a file that is greater than 100MB, you will receive a webhook with error code

`131052` and `title`:

“Media file size too big. Max file size we currently support: 100MB. Please communicate with your customer to send a media file that is smaller than 100MB”.

Send customers a warning message that their media file exceeds the maximum file size when this webhook event is triggered.

Learn more

WhatsApp Business Blog – [Sending WhatsApp media messages from an app](#)

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