

### How do I compress a video file for the web?

`$(function(){ $(".Box").css("display","none"); });` Video Compression Uncompressed video files are too large to be used on the web. For example, standard uncompressed NTSC video (720 x 480) has a data rate of about 27 Mb / second. At this rate, 46 seconds of video would fill an entire Advanced Hosting account, and if we viewed about one time per day, use your entire monthly data transfer. A T1 offers a data transfer rate of 1.5 Mb / second and the fastest broadband providers offer downstream speeds of up to 8 Mb / second, neither of which come close to the 27 Mb / second transfer rate required for uncompressed video.

**Video Compression vs. Video Encoding** In order to deploy video on the web, we need to compress it. To make it readable by our browsers, it will also be encoded into a format that a browser plugin can read. The algorithm used to compress the video (or audio) is provided by a CODEC, or COMPRESSOR/DECOMPRESSOR. Most high-quality CODECS available today will produce high-quality video while cutting the file-size by more than 1/10th its original size. Usually we will also reduce the width / height of the video file to further reduce its file size (for example from 720 X 480 to 320 x 240 pixels). Bear in mind that the CODEC (used for compression) and encoding (defines which types of players can play the media file) are separate. For example, a media file can be compressed using the Sorenson Video 3 in either Quicktime or Flash format. If I encode the file using Quicktime, a user without the Quicktime application will be unable to play the media file, even if they have the Sorenson Video 3 CODEC installed on their computer.

**Proprietary CODECS** In addition to encryption, CODECS can also provide protection and encryption. For example, MPEG-2 (used to compress DVDs) also provides encryption and write-protection. The viewer has an MPEG-2 CODEC installed that allows them to view the video, but not to edit it. The Sorenson Video 3 CODEC adds a Media Key feature that can protect the file from being viewed without access to a media key.

**Compressing your Video Files** If you are using a video editing program, you will have several options of encodings and CODECS to use when you render the video. If you are looking for a wider variety of options in terms of video compression and encoding, you could look at some of the following stand-alone applications:

1. Sorenson Squeeze - Video Compression / Encoding software with support for multiple CODECS and Flash (.swf and .flv), Quicktime, Windows Media, and Real encodings

<http://www.sorensonmedia.com/>

2. Flash Video Encoder - Support for Flash-based video encoding only (.swf and .flv).

<http://www.adobe.com/products/flash/flashpro/productinfo/encoder/>

3. Quicktime Pro - Support for Quicktime encoding only. You must purchase the Pro version to encode / compress video. The free Quicktime download is only a player.

<http://www.apple.com/quicktime/>

4. Windows Media Encoder - Support for Windows Media encoding only (but free for licensed Windows users).

<http://www.microsoft.com/windows/windowsmedia/forpros/encoder/default.msp>

5. Real Media Producer - Support for Real Media encoding only.

<http://www.realnetworks.com/products/producer/>

<https://support.lexiconn.com/kb/questions/284/>