

# HERO VIDEO PERFORMANCE

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## Video backgrounds suck Ban them from your website



26 November 2017 by [Michiel Heijmans](#) - 29 Comments

Tags: [User eXperience \(UX\)](#), [WordPress Themes](#)

**“I just love those video backgrounds and we need them on our new website.” No, you don’t. “They are so engaging and set a friendly mood.” No, they don’t. “It’s an**

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[Michiel Heijmans](#)



Michiel is a partner at Yoast and our COO. Internet veteran. His main

<https://yoast.com/video-backgrounds-suck/>

# AUTOPLAYING VIDEOS

```
<video autoplay loop muted playsinline>  
  <source src="video.mp4" type="video/mp4">  
</video>
```

muted: Chrome, iOS, Android

playsinline: iOS

# OHNE TON

```
ffmpeg -i input.mp4 -an -c:v copy output.mp4
```

Geht auch mit HandBrake

# MOOV-ATOM (MP4)

```
ffmpeg -i input.mp4 -an -c:v copy -movflags +faststart output.mp4
```

[https://www.adobe.com/devnet/video/articles/mp4\\_movie\\_atom.html](https://www.adobe.com/devnet/video/articles/mp4_movie_atom.html)

# ALL THE CODECS!

```
<video autoplay loop muted playsinline>  
  <source src="av1.webm" type='video/webm;codecs="av1"'>  
  <source src="av1.mp4" type='video/mp4;codecs="av1"'>  
  <source src="h265.mp4" type='video/mp4;codecs="hvc1.1.L0.0"'>  
  <source src="vp9.webm" type='video/webm;codecs="vp9"'>  
  <source src="h264.mp4" type='video/mp4'>  
</video>
```

**BEGRÜNDUNGEN  
KEIN VIDEO  
ZU LADEN**

# MOBIL (IN THEORIE)

```
<video autoplay loop muted playsinline>  
<source src="vid.mp4" media="(min-width: 1366px)" type="video/mp4">  
  
</video>
```



# MOBIL

```
<video autoplay loop muted playsinline>  
<source src="vid.mp4" media="(min-width: 1366px)" type="video/mp4">  
  
</video>
```

Problem: Video Media Query Support wurde aus  
Chrome + Firefox entfernt

# SVG-PLATZHALTER

```
<style>
#hero svg, #hero video, #hero img {
  height: auto; width: 100%;
}
</style>

<div id="hero">
<svg xmlns="http://www.w3.org/2000/svg" width="16" height="9"/>
</div>
```

# SVG-PLATZHALTER

```
<script>
var hero = document.getElementById('hero')
if (window.screen.width > 1365) {
  var video = document.createElement('video')
  video.src = 'video.mp4'
  video.setAttribute('muted', 'muted')
  video.setAttribute('loop', 'loop')
  hero.innerHTML = ''
  hero.appendChild(video)
  video.play()
} else {
  hero.innerHTML = ''
}

```

# SVG ALS POSTER-BILD

```
<video id="hero" preload="none" loop muted playsinline
  poster="data:image/svg+xml,%3Csvg%20xmlns%3D%22...">
</video>
<script>
var video = document.getElementById('hero')
if (window.screen.width > 1365) {
  video.setAttribute('src', 'large.mp4')
  video.play()
} else {
  video.setAttribute('poster', 'screenshot.jpg')
  video.setAttribute('controls', 'controls')
  video.setAttribute('src', 'small.mp4')
}
```

# IST MOBIL?

```
<script>
...
navigator.userAgent.match(/Mobi/)
window.screen.width > 1599
window.matchMedia('(min-width: 1366px)').matches
...
</script>
```

# IST SICHTBAR?

```
<video id="hero" preload="none" loop muted playsinline src="v.mp4"/>
<script>
if ("hidden" in document) {
  var hero = document.getElementById('hero')

  if (!document.hidden) hero.play()

  document.addEventListener('visibilitychange', function () {
    if (document.hidden) hero.pause()
    else hero.play()
  }, false)
}
</script>
```

# REDUCED MOTION

```
<script>
var autoplay = true
if (window.matchMedia('(prefers-reduced-motion: reduce)').matches) {
  autoplay = false
}
</script>
```

Safari, Firefox

# CHROME DATA SAVER

```
<script>
var autoplay = true
if ("connection" in navigator && navigator.connection.saveData) {
  autoplay = false
}
</script>
```

```
<?php
if (empty($_SERVER['HTTP_SAVE_DATA'])) {
  // Load video
}
```

<https://developer.chrome.com/multidevice/data-compression>



# DO NOT TRACK

```
<script>
var autoplay = true
if ("doNotTrack" in navigator && navigator.doNotTrack === "1") {
  autoplay = false
}
</script>
```

```
<?php
if (empty($_SERVER['HTTP_DNT']) ||
    $_SERVER['HTTP_DNT'] === 'unspecified') {
  // Video von Drittanbieter (YouTube, Vimeo, ...)
}
```

Relevant für DSGVO

<https://www.praetor.im/notizen/please-do-not-track/>

# MODERNES JAVASCRIPT

```
<script type="module">  
let autoplay = true  
</script>
```

```
<script nomodule>  
var autoplay = false  
</script>
```

# NETWORK INFORMATION API

```
<script>
var autoplay = false
if (
  "connection" in navigator &&
  (
    navigator.connection.type === 'ethernet' ||
    navigator.connection.type === 'wifi' ||
    navigator.connection.type === '4g'
  )
) {
  autoplay = true
}
</script>
```

#

# Network Information API - UNOFF

Usage

% of all users

Global

32.17% + 31.46% = 63.63%

The Network Information API enables web applications to access information about the network connection in use by the device.

Current aligned Usage relative Date relative Apply filters Show all ?

IE	Edge *	Firefox	Chrome	Safari	Opera	iOS Safari *	Opera Mini *	Android Browser *	Blackberry Browser	Opera
								2.1		
			4-60		10-47			<sup>1</sup> 2.2-4.3		
6-10	12-16	2-62	<sup>4</sup> 61-69	3.1-11.1	<sup>4</sup> 48-55	3.2-11.4		4.4-4.4.4	7	12
11	17	63	<sup>4</sup> 70	12	<sup>4</sup> 56	12	all	67	10	<sup>3</sup>
	18	64-65	<sup>4</sup> 71-73	TP						

Notes

Known issues (0)

Resources (3)

Feedback

<https://caniuse.com/#feat=netinfo>

# AUTOPLAY DEAKTIVIERT?

```
<script>
window.setTimeout(function () {
  var hero = document.getElementById('hero')
  if (hero.paused) {
    hero.setAttribute('controls', 'controls')
    hero.setAttribute('poster', 'screenshot.jpg')
  }
}, 2000)
</script>
```

<https://www.w3.org/2010/05/video/mediaevents.html>

# VIDEO ALS BILD

```
<picture>  
  <source srcset="video.mp4" type="video/mp4">  
  <source srcset="video.webp" type="image/webp">  
    
</picture>
```

<https://calendar.perfplanet.com/2017/animated-gif-without-the-gif/>

# FRAGEN?

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