

HERO VIDEO PERFORMANCE

Walter Ebert

walterebert.com



DRUPALCAMP RUHR

Essen, Germany, May 12-13, 2023

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

[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>
```

AUTOPLAYING VIDEOS

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

muted: Chrome, iOS, Android

playsinline: iOS

REMOVE AUDIO TRACK

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


REMOVE AUDIO TRACK

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

Also possible with 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

ALL THE CODECS!

```
<video autoplay loop muted playsinline>
  <source src="av1.webm" type='video/webm;codecs="av01.0.05M.08"'>
  <source src="av1.mp4" type='video/mp4;codecs="av01.0.05M.08"'>
  <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>
```


REASONS NOT TO LOAD VIDEO

MOBILE (IN THEORY)

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

MOBILE

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

Problem: Video Media Query support was removed from Chrome + Firefox

SVG PLACEHOLDER

```
<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 PLACEHOLDER

```
<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 AS POSTER IMAGE

```
<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')
}
```

IS MOBILE?

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

IS VISIBLE?

```
<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>
```

<https://caniuse.com/prefers-reduced-motion>

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 for GDPR

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

MODERN 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

43.26% + 30.77% = 74.03%



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

Current aligned

Usage relative

Date relative

Filtered

All



Chrome	Edge *	Safari	Firefox	Opera	IE	Chrome for Android	Safari on iOS *	Samsung Internet	Opera Mini *	Opera Mobile *	UC Browser for Android	Android Browser *	Firefox for Android	C Bro
								¹ 4				2.1		
								³ 5-7.4				¹ 2.2-4.3		
⁴ 4-60	⁴ 12-18			10-47				8.2-19.0		12-12.1		4.4-4.4.4		
⁴ 61-112	⁴ 79-112	3.1-16.3	2-112	⁴ 48-97	6-10		3.2-16.3							
⁴ 113	⁴ 113	16.4	113	⁴ 98	11	113	16.4	20	all	73	13.4	113	113	1
⁴ 114-116		16.5-TP	114-115				16.5							

Notes

Test on a real browser

Known issues (0)

Resources (3)

Feedback

¹ Supports only the `navigator.connection.type` value which doesn't match the latest spec. [see details](#)

² Only supports the `type` value.

³ Only supports the `type` and `downlinkMax` values.

⁴ Only supports the `downlink`, `effectiveType` & `rtt` values.

<https://caniuse.com/netinfo>

AUTOPLAY ACTIVE?

```
<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 AS AN IMAGE

```
<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/>

QUESTIONS?

social.walterebert.com/@walterebert
walterebert.com