1. **Webm** (with VP8 video codec and Vorbis audio codec) is the preferred format for Chrome, Opera and Firefox 4+ as it provides the best compression to quality ratio of the available formats.
2. **Ogg** (with Theora video codec and Vorbis audio codec) is also fully supported in Chrome but has even earlier support in Firefox (supported since v3.5).
3. **Mp4** (with H.264 video codec and AAC audio codec) is supported by most other browsers. Including the Mp4 format adds support for Internet Explorer 9+, Safari, iOS Safari, Android Browser, Opera and Chrome for Android.

Use to convert between these: https://html5backgroundvideos.com/converter/?job=TO8LN2