To install FFmpeg on you machine, you can follow these steps:

Extract the downloaded archive to a directory of your choice. For example, you could extract it to "C:\Program Files\ffmpeg".

Add the "bin" directory of the extracted FFmpeg to your system's PATH environment variable. This will allow you to run FFmpeg from any directory in the command prompt.

To add the "bin" directory to your PATH variable, follow these steps:

Open the Start menu and search for "Environment Variables".

Click on "Edit the system environment variables".

Click on the "Environment Variables" button.

Under "System Variables", scroll down to find the "Path" variable, and click on "Edit".

Click on "New" and add the path to the "bin" directory of the extracted FFmpeg. For example, "C:\Program Files\ffmpeg\bin".

Click "OK" to close all the windows.