Making Things Exciting With Multimedia

In this lesson, we'll get acquainted with how to use multimedia in our webpages. Let's begin!

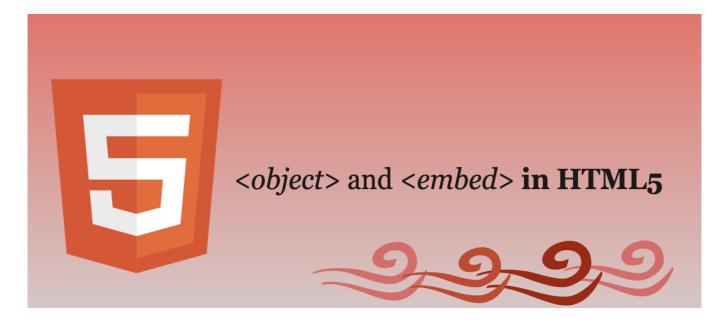It's amazing how many audios, videos, and other forms of multimedia can be found in most web pages.

In social networks, people communicate through photos and short videos more and more often than with traditional text messages. Even if they use text, these sites are regularly adorned with funny pictures and video.

Old Style: Pain with plethora of browsers and plug-ins

Although from the users' point of view multimedia has been a part of the web experience for a long time, from developers' angle it was one of the most annoying parts of web page creation.

To add video or audio to web pages, they had to use the HTML `<embed>` tag (a container for an external application, interactive content—through a browser plug-in), and the `<object>` tag (a container for an embedded object within an HTML document).

For example, Listing 3-19 inserts a Windows MediaPlayer video through an ActiveX component (plug-in) into the page.

Listing 3-19: Inserting video with `<object>` and `<embed>` — old school

> 📄 **NOTE:** Do not expect Listing 3-19 given below to play any video, it is just for demonstration purposes. ✕

```html
<html>
<head>
  <title>Old style video</title>
</head>
<body>
  <h1>My Video</h1>
  <object id="MediaPlayer"
    width="394"
    height="360"
    classid="CLSID:22D6F312-B0F6-11D0-94AB-0080C74C7E95"
    standby="Loading Windows Media Player components..."
    type="application/x-oleobject">
    <param name="FileName" value="MyVideo.wmv">
    <param name="autostart" value="false">
    <param name="ShowControls" value="true">
    <param name="ShowStatusBar" value="false">
    <param name="ShowDisplay" value="false">
    <embed type="application/x-mplayer2"
      src="MyVideo.wmv"
      name="MediaPlayer"
      width="394" height="360"
      showcontrols="1"
      showstatusbar="0"
      showdisplay="0"
      autostart="0">
    </embed>
  </object>
</body>
```

```
  </html>
```

This markup is not only weird, but also a playground for creating inconsistencies. As you can see, almost all the parameters above are written in two locations, in `<object>` and in `<embed>` .

There are many plug-ins for playing video in today's browsers, the widest-spread is Flash Player that supports many browsers and provides a granular control over the way playback works. Other plug-ins (such as Microsoft's Silverlight Player) are not so easy to use with the majority of browsers.

New Style: The `<iframe>` tag

Fortunately, the verbose markup in chaos with `<embed>` and `<object>` has been altered with a new HTML tag, `<iframe>` that specifies an inline frame within the current HTML document.

Many online services, including video, are available through web pages so the `<iframe>` tag is a perfect solution to embed video into your document, assuming it comes from a remote source like a site providing a video service.

For example, the markup in Listing 3-20 plays a YouTube video.

Listing-03-20: Playing video with `<iframe&gt`

```
<!DOCTYPE html>
<html>
<head>
```

```
  <title>Playing Video with &lt;iframe&gt;</title>
</head>
<body>
  <h1>Walking in the Air</h1>
  <iframe width="640"
    height="360"
    src="https://www.youtube.com/embed/VOQNgUtJkKs"
    frameborder="0"
    allowfullscreen>
  </iframe>
</body>
</html>
```

Compared to Listing 3-19, this markup is not only more concise, but also easier to understand.

In the *next lesson*, we'll meet the new HTML markup for multimedia and much more.

Stay tuned!