

# DHS web standards for video

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## DHS Web-based video standards

These standards apply to both videos created or updated by DHS staff and videos created or updated by contracted vendors. The standards apply to videos hosted on all DHS websites and applications.

### Acceptable formats

- MP4/FLV/SWF - Flash player compatible
- M4V for iPad/iPod/iPhone/iTunes
- AVI for CD/DVD/lossless export
- Silverlight-compatible WMV
- MOV for QuickTime
- RM - RealMedia
- Animated GIF
- MP3 - Audio only

A link to a no-cost viewer for the format must accompany the video. If other layered technology is used to present the video a no-cost viewer link for that technology must be included, as well. An exception is Flash. A link to a no-cost viewer is already provided on the site for all pages.

### Length

Video clips hosted on DHS websites and applications are limited to 30 minutes in length.

### Content

- Video clips hosted on the public Web site cannot contain any copyrighted material, including images, music or text.
- An expiration date must be provided with the clip.
- Videos should be pre-tested on the latest version of Internet Explorer and Firefox.
- Content must have the approval of the business unit and the business unit's communications team member.

### Accessibility

All videos hosted on DHS websites, applications and servers must be accessible and must meet these requirements:

- They are captioned using either open or closed captions.
- They include an audio description. [View best practices for audio descriptions.](#)
- They are accompanied by a text-based transcript that includes the audio description.
- They must not autostart. User interaction should be required to play the clip.