

Common video File formats



AVI (Audio Video Interleave)

AVI format is one of the oldest video formats. **It is so universally accepted** .Due to it's simple architecture, AVI files are able to run on a number of different systems like Windows, Macintosh, Linux; is also supported by popular web browsers. AVI files stores data that can be encoded in a number of different codec's, although most commonly with M-JPEG or DivX codecs. This means that all AVI files, while they may look similar on the outside, differ substantially from one another on the inside.



FLV (Flash Video Format)

FLV files are videos that are encoded by Adobe Flash software. They can be played via the Adobe Flash Player, web browser plugins or one of several third party programs. **Since virtually everyone has the player installed on their browsers, it has become the most common online video viewing platform used on the Web today.** As almost all video sharing sites such as Youtube stream videos in Flash, practically all browsers support and are compatible with the Flash Video format and can play the video with ease.



WMV (Windows Media Video)

Developed by Microsoft, WMV was originally designed for web streaming applications, WMV files are the tiniest video files over the Web, as their file size decreases significantly after compression, which results in poor video quality. However, one advantage of this small file size is that it is probably the only video file format that allows users to upload and share their videos through the e-mail system.



MOV (Apple QuickTime Movie)

Developed by Apple. Inc, the QuickTime file format is a popular type of video sharing and viewing format amongst Macintosh users, and is often used on the Web, and for saving movie and video files. MOV files are most commonly opened via the Apple QuickTime Player for the Macintosh Operating System. **However, MOV files are not just limited to being played on Apple computers, as there is a free version of the QuickTime Player available for the Windows Operating System among many other players. Considered one of the best looking file formats, MOV files are of high quality and are usually big in file size.**



MP4 (Moving Pictures Expert Group 4)

MP4 is an abbreviated term for MPEG-4 Part 14 . **The MP4 file format is also another great file sharing format for the Web, MP4 file sizes are relatively small but the quality remains high even after compression. MP4 standard is also becoming more popular than FLV for online video sharing, as it compatible with both online and mobile browsers and also supported by the new HTML5.**