

IHS.gov Video Standard:

Standard:

All video presented on IHS.gov websites must be done via the IHS.gov standard streaming video player.

Streaming Video Requirements:

Standard Player:	A custom Shockwave-Flash (.SWF) player available upon email request
Format:	All streaming video must be in Flash Video (.FLV) format
Video Resolution:	320x240 (4:3 Standard) 320x180 (16:9 Widescreen) Min 640x480 (4:3 Standard) 640x360 (16:9 Widescreen) Max
Streaming Server:	NPAFLASHSRV (Adobe Flash Media Server (FMS) – Video Streaming Server)
Captioning:	Must be XML format synchronized with video in the DFXP Standard
Poster Image:	A jpeg place holder for video opening compressed and same dimensions as video. Image should be representation of video.
Release Forms:	Videos that include live actors require the standard Public Affairs Release Form to be filled out, signed, scanned and saved as PDFs on the FMS under the topic level folder in a subfolder called “Release Forms”.
Disclaimers:	If the video displayed covers any medical procedure which should only be performed by a professional or content which may be viewed as disturbing or graphic you must provide a textual disclaimer. Wording should be discussed with the IHS Division of Legal Affairs.
File Naming:	Flash Video File (flv) names need to be concise and represent the content of the video. Folder names on the FMS will be identical to the primary folder that the video is being embedded in. Example: www.ihs.gov/webservices/ has an embedded video on creating a caption file so the video would be located in the FMS under folder /webservices/ and appropriately named “captioning.flv “

As a courtesy to our viewers videos should be kept to 10 minutes or less. Additionally a downloadable MP4 version and Mobile version of the video should be made available. The link to the mp4 and/or mobile file is required to be located directly underneath the embedded video (see example on page 2). Order of links should mimic the below example with a “pipe” in between each. These files do NOT have to be captioned.

Downloadable Video (MP4):

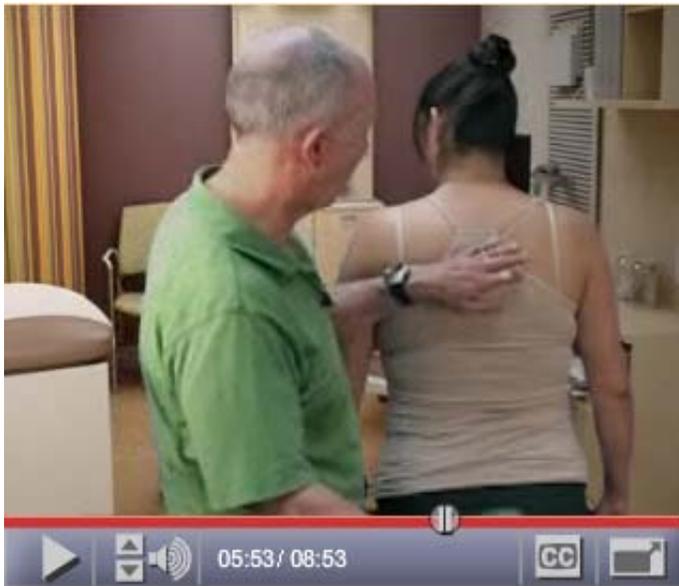
Format: All downloadable video must be in MPEG Layer-4 (.mp4) format
Video Resolution: 320x240 (4:3 Standard) or 320x180 (16:9 Widescreen) Minimum
Downloadable Server: WWW (IHS Internet Web Server) or WEB-IHSHOME (IHS Intranet Web Server)

Downloadable Video (Mobile):

Format: All mobile video must be in Third Generation Platform (3gp) format
Video Resolution: 320x240 (4:3 Standard) or 320x180 (16:9 Widescreen)
Downloadable Server: WWW (IHS Internet Web Server) or WEB-IHSHOME (IHS Intranet Web Server)

A transcript should also be provided for all videos embedded on www.ihs.gov. An example of the display is below. The transcript must be Section 508 compliant.

Example:



[Mobile](#) [6.2 MB] | [Mp4](#) [60 MB] | [Transcript](#) [PDF – 86KB]

Justification and Reasoning:

This standard ensures consistency across all of IHS.gov and allows visitors to easily locate and navigate video as it is presented to them. Consistent version of the video player & video formats are ideal for end user interaction as well as standard video formats.

Exemptions:

None