

# QuickTime: Embedding QuickTime for web delivery

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- **Article:** TA26485
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## Products Affected

QuickTime

Learn how to embed QuickTime content on an Internet web page. To see the full reference list for the Embed tag's attributes, go [here](#).

The `<EMBED>` tag allows media file types other than those directly supported by the browser to be handled with an external application or plugin. In this case, the external application is QuickTime Player and the plugin is the QuickTime Plugin.

**Note:** With the release of Internet Explorer 5.5 SP2 and later, you must use an `<OBJECT>` tag in addition to the `<EMBED>` tag for your web pages to be compatible with both Netscape/Mozilla, Safari, and Internet Explorer on Mac and Windows systems.

## Basic Necessities

The `<EMBED>` tag is similar to the `<IMG>` tag; they both have a `SRC`, `WIDTH` and `HEIGHT` parameter. These parameters are required and tell the browser the media to be displayed and the width and height of the media specified in the `SRC` attribute.

*For example:*

```
<embed src="sample.mov" width="320" height="256"></embed>
```

The `SRC` attribute is the media file to display either by an absolute or relative URL. The `HEIGHT` attribute specifies the vertical size in pixels of the `SRC` attribute. The `WIDTH` attribute specifies its horizontal size.

## Watch the Size

In order for the controller to appear properly, add 16 pixels to the height of a movie.

*For example:*

```
Set HEIGHT="256" for a movie 240 pixels high: <embed src="sample.mov" width="320" height="256"></embed>
```

For a sound-only movie, use a height of 16 for the controller and any width that looks good on your Web page. (If you set the width to 16 for a sound-only movie, the controller is minimized to a single Play/Pause button.)

For example:

```
<embed src="sound.mov" width="216" height="16"></embed>
```

Never set HEIGHT or WIDTH to less than 2, even if the movie is hidden.

## Embed Tag Attributes

AUTOHREF	HOTSPOT <sub>n</sub>	SCALE
AUTOPLAY	HREF	SRC
BGCOLOR=HEX	KIOSKMODE	STARTTIME
BGCOLOR=NAME	LOOP	TARGET <sub>n</sub> =FRAME_NAME
CACHE	MOVEID	TARGET=MYSELF
CONTROLLER	MOVIE NAME	TARGET=QUICKTIMEPLAYER
CORRECTION	NODE	TARGETCACHE
DONTFLATTENWHENSAVING	PAN	TI LT
ENABLEJAVASCRIPT	PLAYEVERYFRAME	TYPE=MIME type
ENDTIME	PLUGINSPAGE	URLSUBSTITUTE <sub>n</sub>
FOV	QTNEXT <sub>n</sub>	VOLUME
GOTO <sub>n</sub>	QTSRC	WIDTH
HEIGHT	QTSRCCHOKESPEED	
HIDDEN	QTSRCDONTUSEBROWSER	

# QuickTime: Embed Tag Attributes

- **Last Modified:** October 04, 2008
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## Products Affected

QuickTime

This is the complete reference guide to the Embed tag and its attributes. To learn how to embed QuickTime content on an Internet webpage, go [here](#).

## Embed Tag Attributes

AUTOHREF	HOTSPOT <sub>n</sub>	SCALE
AUTOPLAY	HREF	SRC
BGCOLOR=HEX	KIOSKMODE	STARTTIME
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DONTFLATTENWHENSAVING	PAN	TI LT
ENABLEJAVASCRIPT	PLAYEVERYFRAME	TYPE=MIMETYPE
ENDTIME	PLUGINSPAGE	URLSUBSTITUTE <sub>n</sub>
FOV	QTNEXT <sub>n</sub>	VOLUME
GOTO <sub>n</sub>	QTSRC	WIDTH
HEIGHT	QTSRCCHOKESPEED	
HIDDEN	QTSRCDON TUSEBROWSER	

AUTOHREF=*value* (optional...requires QuickTime 4 or later)

AUTOHREF can either be set to TRUE or FALSE. The default behavior is set to FALSE. When set to TRUE, the AUTOHREF attribute causes any URL specified in the HREF parameter to load immediately, without waiting for a mouse click.

For example:

```
<embed src="sample.mov" width="200" height="240" href="http://dns/foo.mov" autohref="true">
```

AUTOPLAY=*value* (optional...requires QuickTime 3 or later)

`AUTOPLAY` can either be set to `TRUE` or `FALSE`. The default behavior is set by the user in the 'QuickTime Plug-in Settings.' When set to `TRUE`, the `AUTOPLAY` attribute causes the movie to start playing as soon as the QuickTime Plug-In estimates that it will be able to play the entire movie without waiting for additional data.

For example:

```
<embed src="sample.mov" width="200" height="240" autoplay="true">
```

`BGCOLOR=hex value` (optional...requires QuickTime 3 or later)

This attribute specifies the background color for any space that is not taken by the movie. For example, if a 160x120 movie was embedded in a space of 200x120, there would be 40 pixels of undefined color space in the width. Specifying the hex value of the background color will fill the undefined space with the value chosen.

For example:

```
<embed src="sample.mov" width="200" height="240" bgcolor="#000000">
```

`BGCOLOR=name` (optional...requires QuickTime 4)

The QuickTime 4 Plug-in has additional support for the `BGCOLOR` attribute by recognizing color names. Acceptable values for this attribute are:

"BLACK" (#000000), "GREEN" (#008000), "SILVER" (#COCOCO), "LIME" (#00FF00),  
"GRAY" (#808080), "OLIVE" (#808000), "WHITE" (#FFFFFF), "YELLOW" (#FFFF00),  
"MAROON" (#800000), "NAVY" (#000080), "RED" (#FF0000), "BLUE" (#0000FF),  
"PURPLE" (#800080), "TEAL" (#008080), "FUCHSIA" (#FF00FF), "AQUA" (#00FFFF)

For example:

```
<embed src="sample.mov" width="200" height="240" bgcolor="black">
```

`CACHE=value` (optional...requires QuickTime 3 or later)

If `CACHE=TRUE` is specified, the browser will `CACHE` movies. If the movie is in `CACHE` when the user returns to the page, the movie will be played from `CACHE` instead of downloading again. `CACHE` can either be `TRUE` or `FALSE`, or simply `CACHE`. `CACHE` by itself implies `TRUE`. The default behavior is set by the user in the 'QuickTime Plug-in Settings.'

**Note:** The functionality of this attribute is only supported by Netscape Navigator, version 3.0 or later.

For example:

```
<embed src="sample.mov" width="200" height="240" cache="true">
```

`CONTROLLER=value` (optional...requires QuickTime 3 or later)

The `CONTROLLER` attribute sets the visibility of the movie controller. `CONTROLLER` can either be `TRUE` or `FALSE`. By default, `CONTROLLER` is `TRUE`. If `CONTROLLER` is set to `FALSE`, the movie controller will not display.

**Note:** For compatibility with existing web pages, the default is `FALSE` for QuickTime VR movies, image files, and flash files.

**Note 2:** For poster movies, you would normally set `controller="false"`.

For example:

```
<embed src="sample.mov" width="200" height="240" controller="false">
```

See also [HEIGHT](#)

CORRECTION=*value* (optional...requires QuickTime 3 or later)

CORRECTION can either be NONE or FULL. By default, CORRECTION equals FULL. This attribute is only appropriate for QuickTime VR panoramas.

For example:

```
<embed src="sample.mov" width="320" height="240" correction="full">
```

DONTFLATTENWHENSAVING (optional...requires QuickTime 4)

DONTFLATTENWHENSAVING makes the plug-ins' 'Save as QuickTime movie' work the same way the 'Save as source' does. Adding the DONTFLATTENWHENSAVING tag saves the data into a movie file without flattening it.

For example:

```
<embed src="sample.mov" width="320" height="240" dontflattenwhensaving>
```

ENABLEJAVASCRIPT (optional...requires QuickTime 4)

ENABLEJAVASCRIPT can either be set to TRUE or FALSE. The default behavior is FALSE. If you want to control a QuickTime movie using JavaScript functions, you need to enable JavaScript for that movie by setting ENABLEJAVASCRIPT= "TRUE".

For example:

```
<embed src="sample.mov" width="320" height="240" enablejavascript=true">
```

ENDTIME=*time* (optional...requires QuickTime 4)

The ENDTIME attribute defines the last frame of the movie. ENDTIME can be any time up to the duration of the movie. By default, ENDTIME is the duration of the movie. This attribute takes a time value in the form -- Hours:Minutes:Seconds:Frames (30ths). The frames component can be specified as a fixed point number so that more specific times can be specified for instance 3:30:22.5 means 3 minutes, 30 seconds and 22.5 frames.

For example:

```
<embed src="sample.mov" width="200" height="240" endtime="3:30:22.5">
```

See also [STARTTIME](#)

FOV=*integer* (optional...requires QuickTime 3 or later)

Only integer values between 8 and 64 degrees are supplied for this attribute. If no value is specified for FOV, the value stored in the movie is used. The FOV attribute allows you to specify the initial field of view angle for a QuickTime VR movie.

For example:

```
<embed src="sample.mov" width="320" height="240" fov="55">
```

GOTO<sub>n</sub> (Optional...Requires QuickTime 4)

See [QTNEXT](#)

HEIGHT=*size in pixels* (Required)

The HEIGHT attribute specifies the height of the embedded file in pixels. The HEIGHT attribute is **required** unless the HIDDEN attribute is specified. The HEIGHT of the movie can be found by choosing 'Get Info...' in the 'Movie' menu within QuickTime Player. If you do not use the SCALE attribute and you supply a height that is smaller than the actual height of the movie (plus 16 if you are showing the controller), the movie will be cropped to fit the height. If you supply a height that is greater than the height of the movie, the movie will be centered inside this height.

**Note:**Never specify a height of less than 2 as this can cause problems with some browsers.

**Note 2:**The movie controller is 16 pixels high, so add 16 pixels to the height of the movie to make the movie controller visible.

For example:

```
<embed src="sample.mov" width="200" height="240" controller="true">
```

See also [WIDTH](#)

HIDDEN (optional...requires QuickTime 3 or later)

There are no values to supply for this attribute. The HIDDEN attribute controls the visibility of the movie. If you do not supply HIDDEN, then the movie will be visible. If you supply HIDDEN, the movie is not visible on the page. This option is not appropriate for QuickTime VR Objects or Panoramas. The HIDDEN attribute is appropriate for sound-only movies which are hidden in the background.

**Note:**If you add the HIDDEN attribute, be sure to set [AUTOPLAY="TRUE"](#) as well.

For example:

```
<embed src="sample.mov" width="200" height="240" hidden>
```

HOTSPOT<sub>n</sub>=*url* (optional...requires QuickTime 3 or later)

This attribute enables clicking on a hotspot with the specified ID in a VR panorama to take the user to the specified URL. <sub>n</sub> is the hotspot ID as defined when the hot spot is created in the QuickTime VR authoring tools.

You can use TargetN to target a hotspot URL to a frame or window, or to the special targets "quicktimeplayer" or "myself".

For example:

```
<embed src="sample.mov" width="200" height="240" hotspot17="http://www.apple.com">
```

Href=*url* (optional...requires QuickTime 3 or later)

When set, the HREF attribute provides a link to another page or movie when the movie is clicked on.

**Note:** If you are using a relative path name for the HREF then it should be relative to the location of the movie specified in the SRC attribute.

For example:

```
<embed src="sample.mov" width="200" height="240" href="http://www.apple.com/quicktime">
```

See also: [TARGET](#) and [TARGET= "QUICKTIME PLAYER"](#)

**KIOSKMODE**=*value* (optional...requires QuickTime 4)

**KIOSKMODE** is either **TRUE** or **FALSE**. By default, **KIOSKMODE** is **FALSE**. When **KIOSKMODE** is set to **TRUE**, the plug-in does not include its pop-up menu in the movie controller and does not allow drag and drop to save the movie.

For example:

```
<embed src="sample.mov" width="200" height="240" kioskmode="true">
```

**LOOP**=*value* (optional...requires QuickTime 3 or later)

**LOOP** is either **TRUE**, **FALSE** or **PALINDROME**. By default, **LOOP** is set to **FALSE**. When set, the **LOOP** attribute makes the movie play continuously. Setting **LOOP** to **PALINDROME** causes the movie to play alternately forwards and backwards. This option is not appropriate for QuickTime VR Objects and Panoramas.

For example:

```
<embed src="sample.mov" width="200" height="240" loop="true">
```

**MOVIEID**=*integer* (optional...requires QuickTime 4)

Just like **MovieName**, but uses a numeric ID instead of a name string. **MovieID** may be computed in the Wired Sprite scripts and may be useful where the **MovieName** of the target movie is not known.

For example:

```
<embed src="sample.mov" width="200" height="240" movieid="5">
```

**MOVIENAME**=*name* (optional...requires QuickTime 4)

With QuickTime 4.0 the targeting mechanism of wired actions has been extended to enable any action to target an element of another open movie. This means two or more movies within the same web page can communicate using the QuickTime 4.0 Plug-in. These same movies may communicate if they are opened in QuickTime Player if they are named using userdata atoms. For example, one movie can act as a controller for another movie setting things such as it's rate, volume, the pan angle of a QTVR track it contains, or the location of a sprite in a sprite track that it contains. In many cases things that required JavaScript can now be done using only the QuickTime Plug-in with Wired Movies.

For example:

```
<embed src="sample.mov" width="200" height="240" moviename="targetmov">
```

**NODE**=*integer* (optional...requires QuickTime 3)

The **NODE** attribute allows you to specify the initial node for a multi-node QuickTime VR movie. Only integer values are supplied for this attribute. If no value is specified for this attribute, the default **NODE** and view (specified at creation time of the pano movie) is used.

For example:

```
<embed src="sample.mov" width="320" height="240" node="128">
```

See also: [FOV](#), [PAN](#), [TILT](#)

**PAN=integer** (optional...requires QuickTime 3)

The **PAN** attribute allows you to specify the initial pan angle for a QuickTime VR movie. Only integer values are supplied for this attribute. The range of values for a typical movie would be 0 to 360 degrees. If no value for **PAN** is specified, the value stored in the movie is used. This attribute has no meaning for a standard QuickTime movie.

For example:

```
<embed src="sample.mov" width="320" height="240" pan="180">
```

See also: [FOV](#), [NODE](#), [TILT](#)

**PLAYEVERYFRAME=value** (optional...requires QuickTime 3)

**PLAYEVERYFRAME** is either TRUE or FALSE. By default, **PLAYEVERYFRAME** is set to FALSE. When set, the **PLAYEVERYFRAME** attribute causes the movie to play every frame of the movie even if it is necessary to play at a slower rate to do so. This attribute is particularly useful to play simple animations. This option is appropriate for QuickTime movies.

**Note:** Setting **PLAYEVERYFRAME=TRUE** will turn off all audio tracks.

For example:

```
<embed src="sample.mov" width="200" height="240" playeverframe="true">
```

**PLUGINSPAGE=url** (optional)

The **PLUGINSPAGE** attribute allows you to specify a URL from which the user can fetch the necessary plug-in if it is not installed. This attribute is handled by your browser. If your browser cannot find the plug-in when loading your page, it will warn the user and allow them to bring up the specified URL, from which one could download QuickTime which includes the QuickTime Plug-In.

**IMPORTANT:** Please set this attribute to: "http://www.apple.com/quicktime/download/" which will point to the latest version of the plug-in. This option is appropriate for QuickTime movies and QuickTime VR Objects and Panoramas.

For example:

```
<embed src="sample.mov" width="200" height="240" pluginspage="http://www.apple.com/quicktime/download/">
```

**QTNEXTn="URL"** (optional...requires QuickTime 4)

**QTNEXT** can be used to specify the url of a movie to load and play at the end of the current movie. This allows up to 256 consecutive movies to play one after the other. This behaves exactly the same as if the movie has a HREF track with an auto-url ("A<url>") at the end of the movie. Where n is an integer greater than 0 and less than 256 that defines the index of the url in the playlist. A QTNEXT tag's value can be a url (and optional target) or GOTOn where "n" is the index of the QTNEXT url to load. This allows you to make an endlessly repeating playlist.

**Note:** that the original movie (the SRC attribute) is implicitly QTNEXT0.

**Note 2:** The target T<myself> is normally specified. If no target is specified, the URL replaces the current browser window, and any subsequent QTNEXT statements are ignored.

For example:

```
<EMBED SRC="nameof.mov" WIDTH="200" HEIGHT="240"
QTNEXT1="<http://www.apple.com/quicktime/movies/sample.mov> T<myself>"
QTNEXT2="<rtsp://www.apple.com/quicktime/movies/sample.mov> T<myself>"
QTNEXT3="<URL> T<myself>"
QTNEXT4="GOTO0"
```

See also: [TARGET](#)

**QTSRC="URL"** (optional...requires QuickTime 4)

This attribute allows content developers to force a browser to use the QuickTime Plug-in for a file no matter what its MIME type is. The attribute treats it's value as a URL to load, and ignores any data loaded by the browser from the "src" parameter.

For example:

```
<EMBED src="sample.mov" qtsrc="rtsp://www.apple.com/quicktime/sample2.mov">
```

This does not require the file type to be .mov. This can be any media type that QuickTime can read such as:

```
<EMBED src="sample.mov" qtsrc="rtsp://www.apple.com/quicktime/sample.mp3">
```

**QTSRCCHOKESPEED** (optional...requires QuickTime 4)

Using the QTSRCCHOKESPEED attribute gives content developers the ability to specify the datarate of a movie being served regardless of the connection speed an end user has. This may be useful when a particular movie is requested from a server by large volumes of users to eliminate congestion in routers.

**Note:** When setting the choke speed, you will specify the maximum datarate.

For example:

```
<embed src="sample.mov" width="320" height="240" qtsrcchokespeed=33600>
```

**QTSRCDONTBROWSE** (optional...requires QuickTime 4)

QTSRCDONTBROWSE can either be set to TRUE or FALSE. By default, the behavior is set to FALSE. When set to true, the URL specified in the QTSRC parameter is loaded using QuickTime's internal methods, instead of using the browser to fetch the file. This prevents the browser from caching the file, which speeds access to local movies and can help prevent copying movies over the Web.

For example:

```
<embed src="foo.mov" qtsrc="sample.mov" width="320" height="240" qtsrcdontusebrowser>
```

**SCALE=value** (optional...requires QuickTime 3)

**SCALE** is either TOFIT, ASPECT or a number. By default the value of **SCALE** is 1. If set to TOFIT, the movie is scaled to fit the embedded box as specified by the **HEIGHT** and **WIDTH** attributes. If this is set to ASPECT, the movie will scale to fit the embedded box while maintaining the aspect ratio. If this is set with a number, the movie will be scaled by that number (e.g. 1.5). Note: Using the number scale attribute with a QTVR Panorama movie can degrade the performance of the movie even on high-end systems.

For example:

```
<embed src="sample.mov" width="200" height="240" scale="tofit">
```

**SRC=URL** (required)

The **SRC** attribute defines the url to the file for the plugin or helper application to play. The **SRC** attribute is the most common way to embed the media, except for occasional instances where the **TYPE** attribute may be necessary.

For example:

```
<embed src="sample.mov" width="200" height="240">
```

See also: [TYPE](#)

**STARTTIME=time** (optional...requires QuickTime 4)

The **STARTTIME** attribute defines the first frame of the movie. **STARTTIME** can be any time within the length of the movie. By default, **STARTTIME** is the first frame of the movie (or 00:00:00). This attribute takes a time value in the form Hours:Minutes:Seconds:Frames (30ths). The frames component can be specified as a fixed point number so that more specific times can be specified for instance 3:30:22.5 means 3 minutes, 30 seconds and 22.5 frames.

**Note:** For fast start movies, the entire file is still downloaded even if a **STARTTIME** is specified.

For example:

```
<embed src="sample.mov" width="200" height="240" starttime="00:15:22.5">
```

See also: [ENDTIME](#)

**TARGET= "QUICKTIMEPLAYER"** (optional...requires QuickTime 4)

When set, the QuickTime Plug-in will launch QuickTime Player as a helper application (if it is not already running) and opens the url of the movie file. In order for **TARGET= "QUICKTIMEPLAYER"** to work, there needs to be an **href** attribute in the **embed** tag which points to the movie file.

For example:

```
<embed src="poster.mov" width="200" height="240" href="sample.mov" target="quicktimeplayer">
```

**TARGET= "MYSELF"** (optional...requires QuickTime 4)

When set, the QuickTime Plug-in will replace the movie specified in the **SRC** parameter with the movie specified in the **HREF** attribute when a user clicks on the movie. In order for **TARGET= "MYSELF"** to work, there needs to be an **HREF** attribute in the **embed** tag pointing to a media type.

For example:

```
<embed src="poster.mov" width="200" height="240" href="sample.mov" target="myself">
```

See also: [HREF](#)

TARGETn=*"FRAME\_NAME"* (optional...requires QuickTime 3)

The TARGET attribute is an optional attribute, used in conjunction with the HOTSPOT or HREF attributes. When set, the TARGET attribute is the name of a valid frame (including \_self, \_top, \_parent, \_blank or an explicit frame name) that will be the target of a link specified by the HOTSPOT or HREF attribute. Leaving TARGET unspecified will open the new file in the same place as the current movie.

For example:

```
HOTSPOT32="http://www.apple.com/quicktime" TARGET32="_blank"
```

would specify that when hotspot 32 is clicked, the QuickTime home page will load in a new window.

**NOTE:** It is important to use the same ID# for both the HOTSPOT and TARGET for each URL reference. This ensures that the plug-in knows what HOTSPOT goes with what TARGET.

TARGETCACHE=*value* (optional...requires QuickTime 4)

The TARGETCACHE attribute allows content creators to cache the movie the poster movie is targeting. TARGETCACHE is either TRUE or FALSE. By default, TARGETCACHE is FALSE.

For example:

```
<embed src="poster.mov" width="200" height="240" cache="true" href="sample2.mov" TARGET="myself"
targetcache="true">
```

TILT=*integer* (optional...requires QuickTime 3)

The TILT attribute allows you to specify the initial tilt angle for a QuickTime VR movie. Only integer values are supplied for this attribute. The range of values for a typical movie would be -42.5 to 42.5 degrees. If no value for TILT is specified, the value stored in the movie is used. This attribute has no meaning for a standard QuickTime movie.

For example:

```
<embed src="sample.mov" width="320" height="240" tilt="20.0">
```

See also: [FOV](#), [NODE](#), [PAN](#)

TYPE="*MIMETYPE*" (optional)

TYPE="*MIMETYPE*" specifies the MIME type of the EMBED file, which in turn determines which plug-in to load. Use the TYPE attribute for a plug-in that requires no data, for example, a plug-in that draws an analog clock or fetches all of its data dynamically. For a visible plug-in, you must include both the WIDTH and HEIGHT attributes if you use TYPE; no default values are used.

**Note:** The functionality of this attribute is only supported by Netscape Navigator, version 2.0 or later.

For example:

```
<embed src="sample.mov" type="video/quicktime" width="200" height="240">
```

URLSUBSTITUTE=":<SubstituteURL>" (optional...requires QuickTime 4)

Replaces every instance of String with SubstituteURL inside any HREF tracks, sprite action URLs, or VR hotspot URLs. Both String and SubstituteURL must be surrounded by angle brackets, and the two must be separated by a colon. The value n may be any integer from 1 to 999, and may be omitted if only one URLSUBSTITUTE parameter is specified. Use this parameter to repurpose QuickTime movies with embedded URLs without editing the movies.

For example:

```
<embed src="sample.mov" width="200" height="240" urlsubstitute=":<http://dns/foo.mov>">
```

VOLUME=value (optional...requires QuickTime 3)

The VOLUME attribute sets the movie's initial audio volume. Only integer values between 0 through 100 are applied for this attribute. By default, VOLUME is set to 100. A setting of 0 effectively mutes the audio whereas a setting of 100 is the maximum volume.

For example:

```
<embed src="sample.mov" width="200" height="240" volume="50">
```

WIDTH=size in pixels (required)

The WIDTH attribute specifies the WIDTH of the embedded file in pixels. The WIDTH of the movie can be found by choosing 'Get Info...' in the 'Movie' menu within QuickTime Player.

For example:

```
<embed src="sample.mov" width="200" height="240">
```

See also: [HEIGHT](#)