# Embedding Audio & Video Content

While photos are the most common type of media seen in pop-ups on ArcGIS Online web maps and applications, similar options do exist for audio and video content. This document outlines a few tips and tricks when embedding audio or video media, as well as some of the pros and cons related to each type.

## *Process*

The steps are essentially the same for any type of embedded media within pop-ups:

1. In your attribute table in ArcMap or CSV table in Excel, add a new text-based column with an appropriate title, like "MEDIA".

2. For each feature in your table, copy and paste the "Share" or "Embed" code provided by whatever website the content is hosted on. Be sure to look through the website's embedding options (size, colour, auto-play, etc…) before copying and pasting the code:



3. Adjust the width and height properties accordingly, if needed. Having widths and heights greater than 200 pixels may result in scroll bars on your pop-up windows:

4.  Save your changes and upload the layer or CSV file to a new or existing map on ArcGIS Online.

5.  Select the "Configure Pop-Up" option for your layer. Beside "Display", choose the "A custom attribute display" option.

6.  Click on the "Configure" button and set up how you would like your pop-up to appear. Add the field that contains your audio or video content – you will most likely want to align this field in the center of your pop-up:
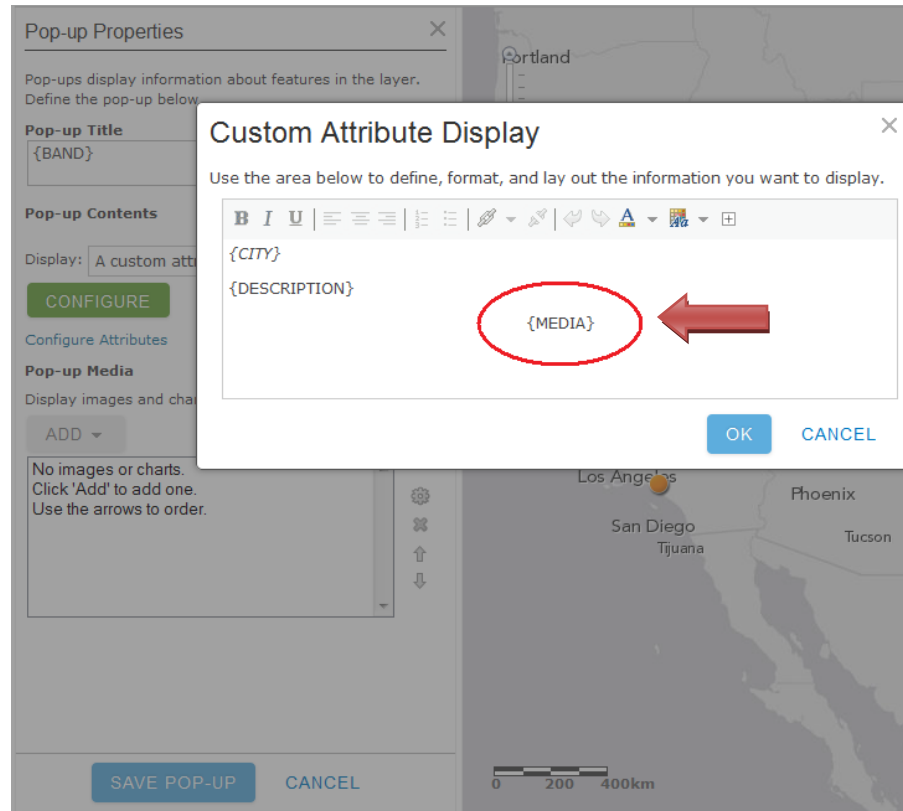


7.  Save your pop-up. Test a few out to make sure the content appears and plays correctly – you may encounter some anomalies and/or glitches with some of the embedded content.

## Content

There are a variety of websites that host streaming audio and video content. This section will provide a brief overview of a few well-known websites and what to look for in terms of the pros and cons related to each.

### Bandcamp – *http://bandcamp.com*

Bandcamp is an online music streaming service and store, which caters mainly to lesser-known, independent artists. It allows bands to have their own microsite in an aesthetically pleasing layout that features their releases as the sole focus of the content.

***Embedding Options:***

*(Click on the "Share / Embed" button beneath the album artwork)*

**Layout Type –** offers three choices; standard, horizontal, and small. Standard is the best-suited for an ArcGIS Online pop-up since it is a square, whereas the other two are rectangles that become too squished within a pop-up.

**Layout Size –** offers two choices; minimal and standard. Minimal is great for a pop-up because it shows the release artwork in full and the tracks drop down in a little song player on top.

**Size –** 200 x 200 pixels works best.

**Colours –** for the overall theme and any links present; as you see fit, the defaults look really good.

**Preview –** allows you to see your embedded content as you adjust the settings in real-time, which can save you a lot of time in terms of testing out what looks good.

| Pros | Cons |
|---|---|
| - looks great<br><br>- lots of customizable options<br><br>- no ads, spam, or public comments associated with the audio content<br><br>- exceptional audio quality | - harder to find well-known, mainstream artists |

## *SoundCloud – http://soundcloud.com*

SoundCloud is an online music streaming website that allows artists, bands, podcasters, and even those who fit none of these labels, to upload and share their audio-based content. It aims for a community-type setting, where users can sign up, create playlists, share content, be a part of groups, and leave comments that pop-up in sync with the audio itself.

***Embedding Options:***

*(Click on the pencil icon beside "Widget Code" under the share option)*

**HTML5 vs. Flash** – HTML5 is desired for an ArcGIS Online pop-up.

**Colours –** essentially just changes the colour of the "Play/Pause" button, default looks fine.

**Play automatically –** leave unchecked; users clicking on your pop-up would likely prefer the choice of whether or not they actually want to hear whatever it is you have embedded.

**Show artwork –** leave unchecked; showing the artwork makes the song player become too squished within an ArcGIS Online pop-up.

**Size –** you can only modify the height; the default is 166 pixels, which looks good because it does not exceed 200 pixels.

| Pros | Cons |
|---|---|
| - looks good<br><br>- diverse content; not just traditional album releases | - limited size options; artwork makes the player too squished<br><br>- public comments are visible |

## *YouTube – http://www.youtube.com*

YouTube is the largest, most well-known video streaming website in the world.

***Embedding Options:***

*(Click on the "Share" button beneath the video, then the "Embed" option)*

**Video size** – a picklist of default sizes; not that useful for ArcGIS Online pop-ups, you will likely want to manually change the heights and widths to be 200 pixels or less.

**Show suggested videos when the video finishes –** checked or unchecked; as you see fit.

**Enable privacy-enhanced mode –** leave unchecked.

**Use old embed code –** leave unchecked; using old embed code will not work in an ArcGIS Online pop-up.

| Pros | Cons |
|---|---|
| <ul><li>looks good</li><li>an abundance of content</li><li>reliable playback</li></ul> | <ul><li>limited customizable options</li><li>advertisements play in advance of some videos</li><li>some videos are restricted from playing when embedded on another site (like ArcGIS Online)</li></ul> |

## *Vimeo - [https://vimeo.com](https://vimeo.com)*

Vimeo is another well-known, video streaming website. There is without question that less content is available here than on YouTube, and it cannot match up in terms of popularity. However, the site still does host significant movie trailers, music videos, and independent films.

### *Embedding Options:*

*(Click on the "Share" button in the top-right corner, then expand the options tab beside "Embed")*

**Size –** 200 x 150 pixels will likely fit best into an ArcGIS Online pop-up.

**Colour –** as you see fit, the defaults look good.

**Intro –** allows you to turn on/off the text explaining the video; worth leaving these boxes unchecked to reduce clutter on the embedded window.

**Special stuff –** leave unchecked; the autoplaying and looping functions would likely just annoy users viewing the pop-ups, and the "link underneath video" and "description below video" options both result in large blocks of text that clutter the pop-up.

| Pros | Cons |
|---|---|
| <ul><li>looks good; slightly cleaner-looking than the YouTube embed</li><li>lots of customizable options</li></ul> | <ul><li>less content available</li></ul> |