

# Which files require what

File type	What it is	What customers need
<b>.fla, .flv, .swf</b>	Flash video	Most compatible viewer; must have Flash software
<b>.wmv</b>	Windows Media Video	Requires Windows Media Player to view; Mac users need to download additional software
<b>.rm</b>	Real Media	Requires extra software for both Windows and Mac browsers
<b>.asf</b>	Advanced Streaming Format	Requires Windows Media Player to view; Mac users will have to download
<b>.avi</b>	Audio Video Interleave	Standard Microsoft Windows container
<b>.mpg, .mpeg</b>	MPEG version 1	Runs in both Windows Media Player and QuickTime
<b>.mp4</b>	MPEG version 4	Based on QuickTime standard; older Windows and Mac computers might need additional software
<b>.mov</b>	QuickTime	Apple Inc.'s format; Windows users will need QuickTime to view

Source: Internet Engine LLC and *Internet Retailer*