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Our world saw its first TV in the late 1920s and American families were privileged to own one of the monochrome black and white boxes. By the year 1950, many American homes had these boxes and they could watch movies and programs on their TV sets, but the best part of all this was that it still came in a single format. Welcome to the year 2000 and above and one begins to hear about different formats, though their types are not mind-boggling as it is now, a decade later, when one finds himself stuck with a great movie in a wrong format with no device to play it on the object of his choice. Olden day tastes were simple only because there were not many choices to choose from. One either watched a show on TV or went to the theatre to watch the news and other shows, but the scenario today is too different.

The .m4v format

Everybody knows about the mp4 format, which is a multimedia container format, meaning that one cannot only play both audio and video files that have been coded in this format, but play files like subtitles as well. This media format comes with the extension .mp4 and can be played in any device that support video formats. The .mp4 is the only official format allowed for this kind of video / audio combination media. However, Apple has its unique way of approaching entertainment industry and came up with the idea of naming its audio / video combination files with the propriety file extension of .m4v. This means that all audio and video files purchased from iTunes, Napster and so on can be played on Appleâ€™s portable devices like the iPod and iPad or on a computer that has iTunes installed in it.

Disadvantages of .m4v format

This means that one cannot play his choice videos on any device that is not produced by Apple. This is a great disadvantage when it comes to sharing or swapping music files among friends, as not every person is likely to hold an Apple device. The only way to share music in such a case would be to search for a software that can convert m4v format to mp4 format which is more common on the internet, and which supports streaming functions too. Here is one such product from Aimersoft.com, a website that caters specifically to format conversion market and its .m4v converter handles this conversion like a breeze.

.m4v format conversion

This software easily removes the DRM protection that is put on such files generally and converts it quickly to the .mp4 format that can be played on a host of other devices. Apple specialises in using this protection so that the video and audio files purchased from its store can be played on Appleâ€™s products alone. However, with the advance in technology and dedicated software available for such conversions, the format change becomes less of a battle. This software from Aimersoft drm media converter that can remove drm m4v in three simple steps and should one require that these be burnt on a DVD, the options are available for many output formats as well.

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