

## How to Convert iTunes 1080p/720p HD M4V Movies to MP4

Posted by Adam Gorden on 03/10/2014 09:14:01 PM.



Movies sold on iTunes Store are offered in both SD (480p) and HD (1080p, 720p) versions. And due to a higher-quality picture, most iTunes customers like to buy HD movies and put them on HD-supported devices for watching. However, some of you might have already realized the difficulty in enjoying iTunes 1080p or 720p HD movies on Android or some other devices. Actually, all iTunes movies and TV shows are locked by something called DRM protection. So you are not allowed to directly play iTunes HD movies on non-Apple devices until the DRM restriction is completely removed from the videos.

Currently, removing DRM protection from iTunes HD movies has become increasingly easy. But since the 1080p and 720p HD iTunes movies are in DRM-ed M4V format which is supported by Apple's devices only, you must convert them to commonly used formats, such as MP4 after removing the DRM, if you want to import and watch the HD movies on non-Apple devices. At this moment, you will need a professional iTunes DRM Video Converter to help you remove DRM and convert the "**Protected-MPEG4**" iTunes HD movies to "**Unprotected MP4**".

### Tutorial: Convert 1080p/720p HD iTunes M4V to MP4

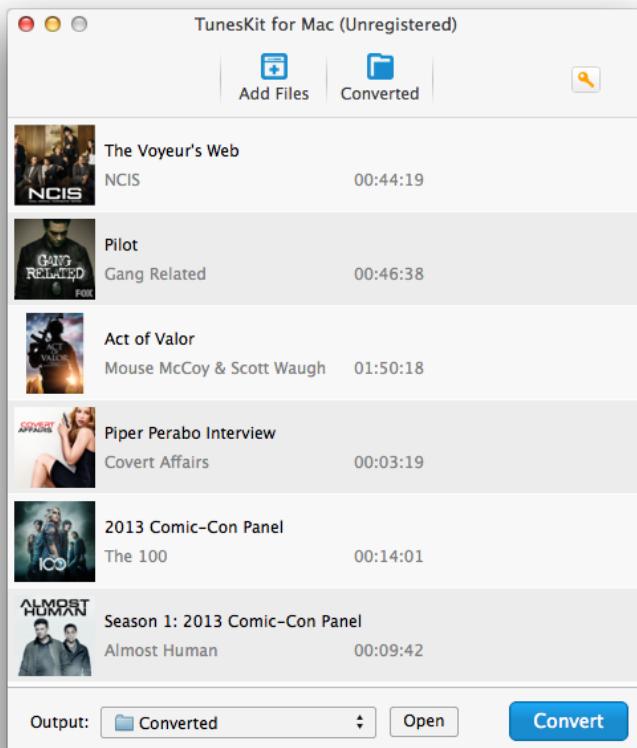
The mighty iTunes HD video converting software we recommend here is [TunesKit iTunes M4V Video Converter](#). As the world's smartest and fastest



iTunes DRM removal tool, [TunesKit iTunes M4V to MP4 Video Converter for Mac](#) is an integrated iTunes DRM remover and iTunes DRM video converter. With an intuitive interface, it will enable you remove DRM lock from iTunes HD videos by converting the DRM-ed M4V HD files to non-DRM MP4 at 20x fast speed while preserving 100% quality of the original 1080p and 720p iTunes movies. For Windows users, [TunesKit iTunes HD Video Converter for Windows](#) is the best alternative for you to convert HD M4V to MP4 on Windows OS.

You may get the free trial version of this converter according to your system requirements and begin to convert iTunes M4V HD movies to MP4 by following the instructions below.

Now let's take the Mac version of iTunes M4V to MP4 Converter as example to show you how to convert 1080p/720p HD movies to MP4. Please make sure you are running Mac OS X 10.8 or later, otherwise the program won't work probably.



**Step 1. Add iTunes HD movies.** After launching TunesKit iTunes M4V to MP4 Converter, you can either click "Add Files" button to select the HD movies from

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iTunes library or add the iTunes HD movies by dragging and dropping them into the program.

**Step 2. Adjust output settings.** You are allowed to choose the file folder, audio tracks and subtitles for the output movies before conversion.

**Step 3. Convert iTunes HD M4V movies to MP4.** Once all the settings are OK, you may begin to remove DRM and convert the HD iTunes movies to MP4 by clicking "Convert" button.

Wait for a while till the conversion is done. You can then copy and transfer the converted non-protected iTunes HD movies and TV shows to any HD devices for watching whenever you want.

### More Tips: 2 Simple Ways to Download 1080P HD Movies from iTunes

As you may know, from iTunes 10.6, the default download for iTunes HD movies was set as 720p. So if you want to download and purchase 1080p HD movies from iTunes, you'll have to either change your local preference setting in iTunes, or simply upgrade to 1080p from the previous 720p HD movie purchases. Please note that to purchase or rent 1080p HD content from the iTunes Store, you must have the latest version of iTunes installed on a computer with hardware configurations support 1080p HD playback.



## 1. Set 1080p as Default HD Download on iTunes

Open iTunes and go to **Preferences > Store** and choose **1080p** for the submenu "**When downloading high definition videos, prefer...**".

## 2. Upgrade 720p HD Movie Purchases to 1080p

If you have older 720p content sitting around in your iTunes library, you can easily upgrade it to the 1080p by downloading it from your iTunes Purchase history. You can simply go to iTunes Store and select the "**Purchases**" link near the top-right corner. You will access a list of all of your previously purchased movies and TV shows from here, and any that are available for re-download in the higher resolution will show an iCloud download icon beside them.

### More Tips of 1080p/720p You May Like

- [How to Watch 1080p/720p HD iTunes Movies/Episodes on HDTV](#)
- [Best iTunes Video Converter to Convert DRM M4V to MP4](#)