

3 Reasons to Remove DRM from iTunes Movie Rentals & Purchases

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Most of us need to remove DRM protection from iTunes movies and TV shows mainly because it highly restricts our full ownership in using the video files even after we legally purchased or rented them from iTunes Store. But in terms of all the specific restrictions brought by iTunes movie rentals and purchases, few of us could make a clear clarification. Here in the following article, we will list top 3 reasons why it's necessary for us to remove DRM from purchased and rented iTunes movies while showing you the main restrictions when buying or renting a movie from iTunes as well as providing you a simple solution to legally get DRM removed from rented and purchased iTunes movies or TV shows.

***Tips:** If you are not yet familiar with the DRM protection of iTunes movies so far, you may figure it out from this article: [What is FairPlay DRM & How to Remove FairPlay DRM Protection](#).*

1. All iTunes Movies are Restricted to Play on Apple's Devices Only

In order to prevent iTunes customers from copying movies from iTunes to other non-Apple-approved devices after buying, Apple adopted the FairPlay DRM protection to encrypt its movies, including both rented and purchased, on iTunes Store. Due to that DRM protecting technology, all iTunes movies are saved in

M4V video format which is only recognizable by Apple's devices or media players only.

In this case, Android users or any other non-Apple users would be impossible to watch iTunes movies or TV episodes even if they made the legal purchase of the videos. So the unfair playback restriction is the most important cause to force us to get rid of DRM from iTunes movies for good.

- **See Also:** [Transfer iTunes Videos to Android Phones & Tablets](#)

2. All iTunes Movies are Prohibited from Sharing and Editing

Apart from the playback restriction caused by iTunes DRM protection, another main reason why we should remove the DRM is that we are not allowed to share iTunes movies to any platforms beyond Apple's approval. Because of the DRM copy protection, we can't edit the purchased iTunes video files even on Apple's own video editing software like iMovie or Final Cut Pro. We can't transfer iTunes movie purchases from one account to the other. Undoubtedly, DRM restriction on iTunes movies has made it difficult for us to enjoy the fun of iTunes movies.

- **See Also:**
- [Tips to Share iTunes Movies with Different Apple Accounts](#)
- [Edit iTunes Videos with Final Cut Pro](#)

3. iTunes Movie Rentals are Set to be Expired within 24 or 48 Hours

Restriction becomes even tougher for movies rented from iTunes. Except for the ones mentioned above, the unique restriction applied on iTunes movie rentals is that all rented movies and TV shows are only valid for keeping in 30 days while valid for watching within only 24 hours in US and 48 hours in other countries once started. Once the rentals are expired, they will disappear from iTunes library and we have to rent it again if we want to continue watching.

- **See Also:** [Unlock 24-hour Time Limit on iTunes Movie Rentals](#)

Ultimate Solution – Permanently Remove DRM Restriction from iTunes Videos

Above all, it's quite clear that the DRM is controlling and restricting us in every aspect of what we can do with the movies we legally purchased or rented. So it's quite urgent for us to remove DRM restriction from iTunes videos once and for all. Here we are going to introduce [TunesKit iTunes DRM Remover](#), a professional 3rd-party iTunes DRM removal application for Mac and Windows to help you bypass DRM protection from iTunes movie rentals and purchases with ease.

It's the smartest integrated iTunes DRM Video Converter which can easily remove DRM lock from both iTunes rentals and purchases while converting the DRM-ed iTunes M4V videos to unprotected MP4 format with 100% original video quality (even 1080P), 5.1 Dolby surround audio and multi-language subtitles kept.

To view the step-by-step tutorial on removing DRM lock from iTunes M4V movie rentals and purchases with TunesKit, you can simply refer to the guide here: [How to Remove DRM Protection from iTunes M4V Rentals & Purchases >>](#)

More Tips

- [iTunes Rentals vs Purchases: What's the Difference](#)
- [Essential Requirements to Remove DRM from iTunes Rentals & Purchases](#)