



Movavi Video Converter 20 for Mac

Don't know where to start? Check these articles!

[Get started](#)

Learn how to activate the program and start working.

[Converting media files](#)

Speed up in conversion of video, audio and images.

[Accelerating conversion](#)

Convert faster using available acceleration.

More questions?

Write us an e-mail at support@movavi.com

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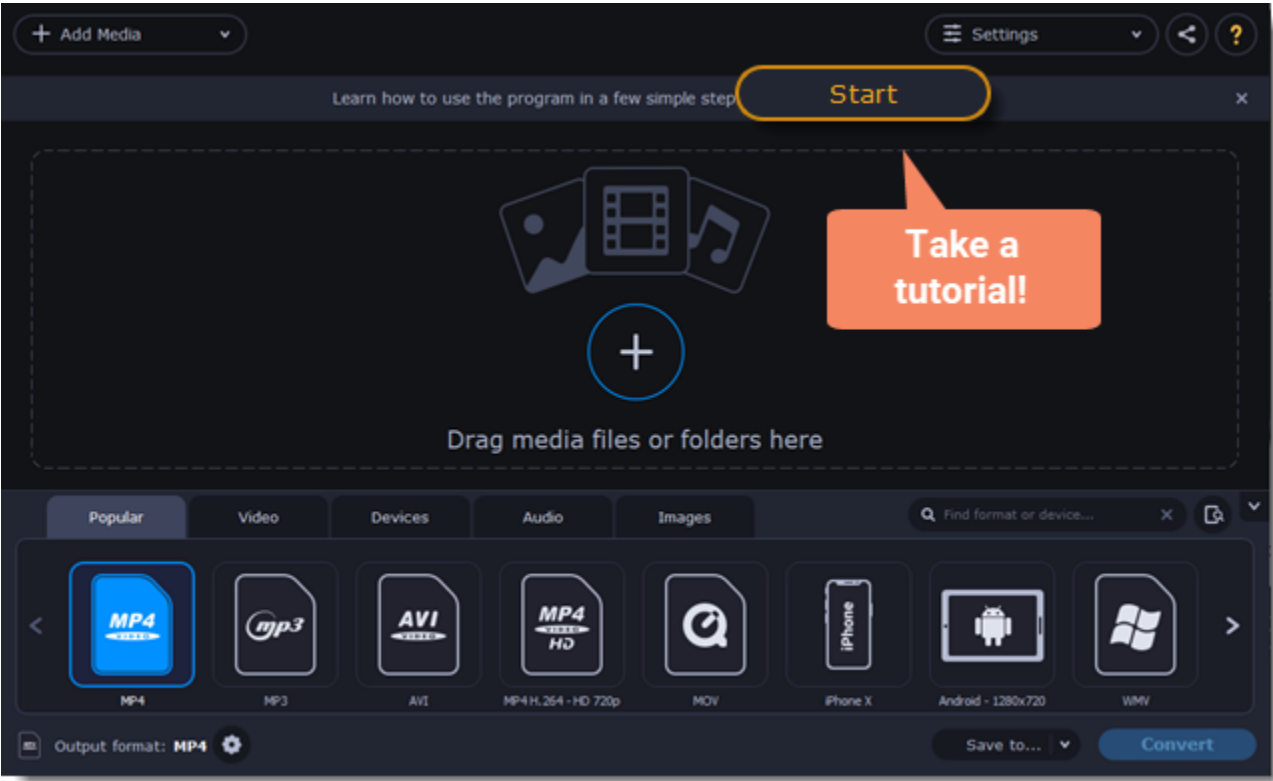
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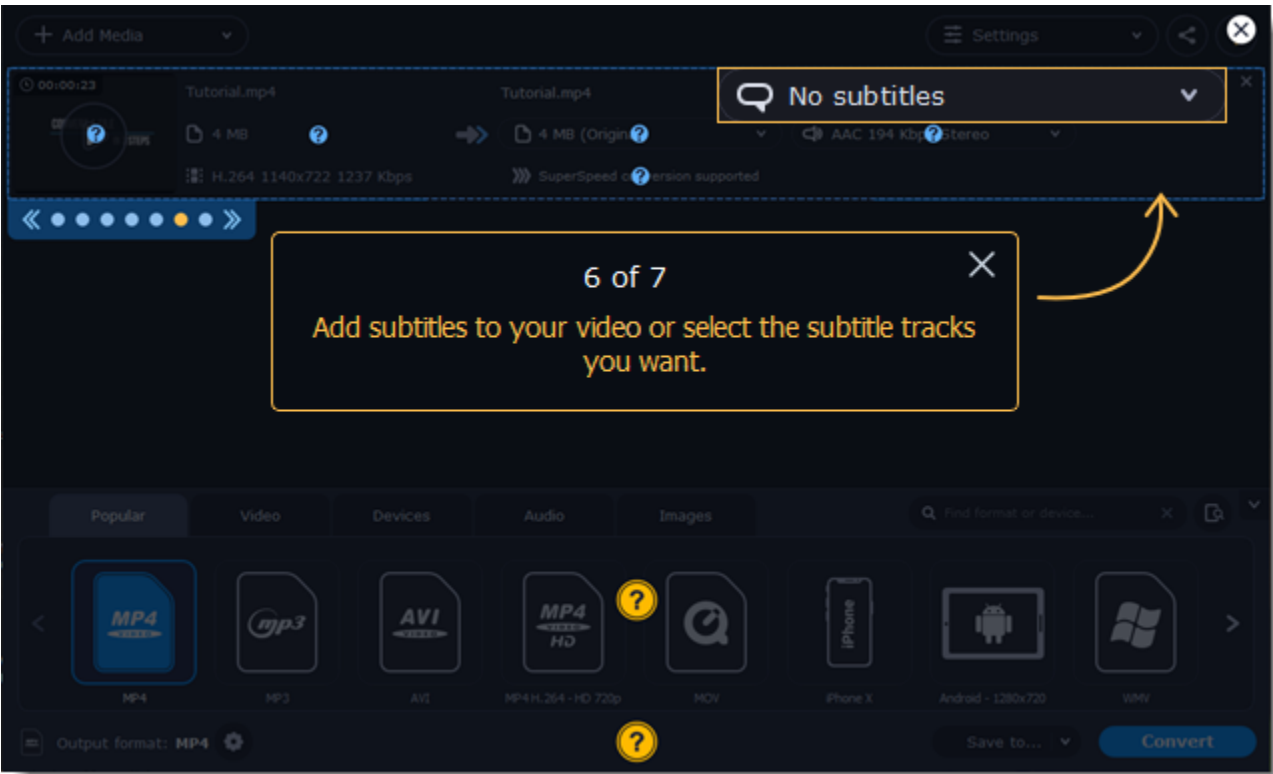
Get started

Welcome to the Movavi Video Converter Guide! Here we help you grasp the program details and start converting right away.

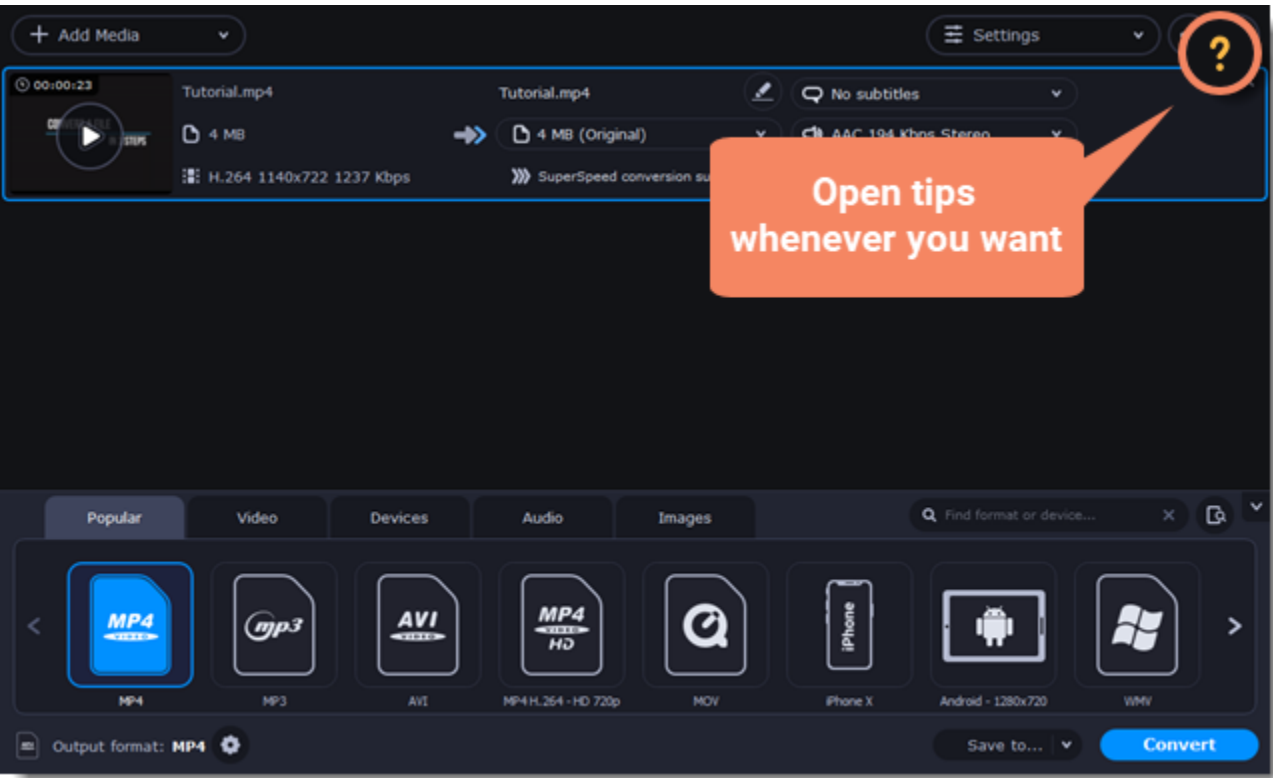
It's good to start with a tutorial to get a general overview of the converter. For this, click **Start**.



Watch the tutorial video and then follow steps using  and  arrow keys or a navigation panel to see more details. Click a question button  to switch to other tips area.



You can take the tutorial anytime you need tips. For this, click a question icon in the upper-right corner.

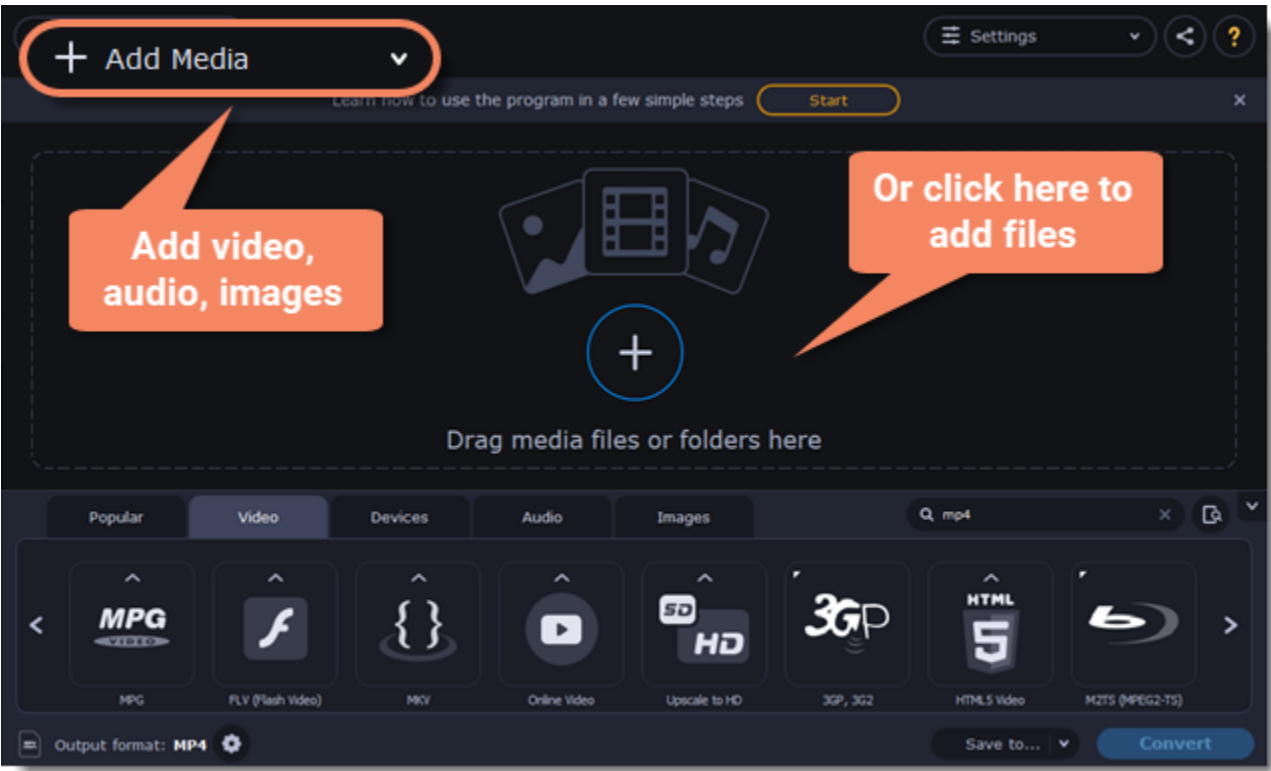


Next articles to read:
[How to activate the program](#)
[Quick start guide](#)

Quick start guide

Open media files

Click **Add Media** to open the files you want to convert or drag them onto the **Movavi Video Converter** window. The files will now be added to the conversion queue.



Choose output format

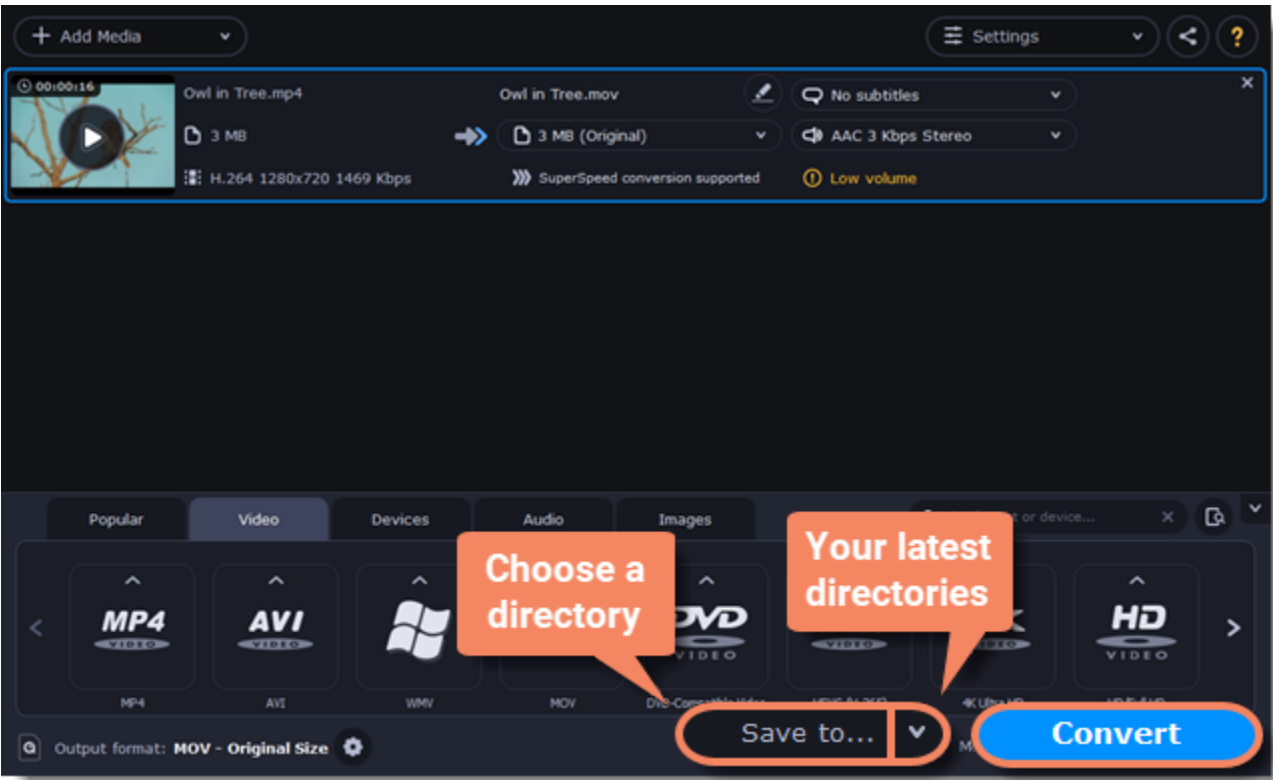
In the lower half of the window, you will find tabs for any type of files and devices – **Video, Audio, Images, Devices**. **Popular** is a tab with popular conversion formats. The used presets will be put into this tab the next time you start the program.

1. Click the desired tab. *For example, Video.*
2. Click the format you want to use. *For example, MOV.*
3. For video, choose the preset with the codec and resolution that you want to use.



Check output folder

- At the bottom of the window, click **Save to...** and choose a folder you to save converted files to. You can select one of your previous folders by clicking the check near the **Save to...** button.
- Finally, click the **Convert** button to start processing the videos. This may take anywhere from a few seconds to several hours, depending on the size and number of video files.



Convert

Finally, click **Convert** in the bottom right-hand corner to start processing the files.

Learn more:
[Converting media files](#) | [Customizing presets](#)

How to activate the program

TRIAL VERSION	FULL VERSION
<ul style="list-style-type: none">✗ Movavi Video Converter stops working after 7 days✗ A trial watermark will be applied to all converted videos✗ Audio files are converted or exported only halfway✗ SuperSpeed conversion only processes ½ length of all video files	<ul style="list-style-type: none">✓ Lifetime license✓ No annoying watermarks✓ Unlimited audio conversion✓ Fast SuperSpeed mode for quickly changing video format✓ Free updates✓ Discounts on other Movavi products and upgrades

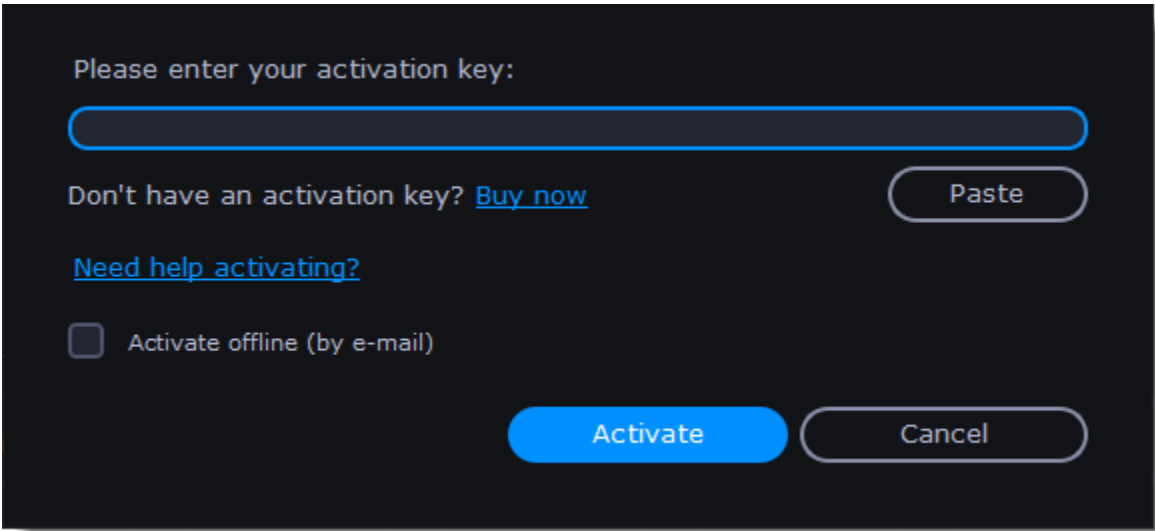
Activating **Movavi Video Converter** will allow you to remove all of the trial restrictions and use the program forever.

You will need:

- **Movavi Video Converter** activation key. You should receive your key via e-mail right after your purchase is completed. Don't have a key? [Buy now](#)
- Internet access. Don't have Internet access? [See this guide on offline activation](#)

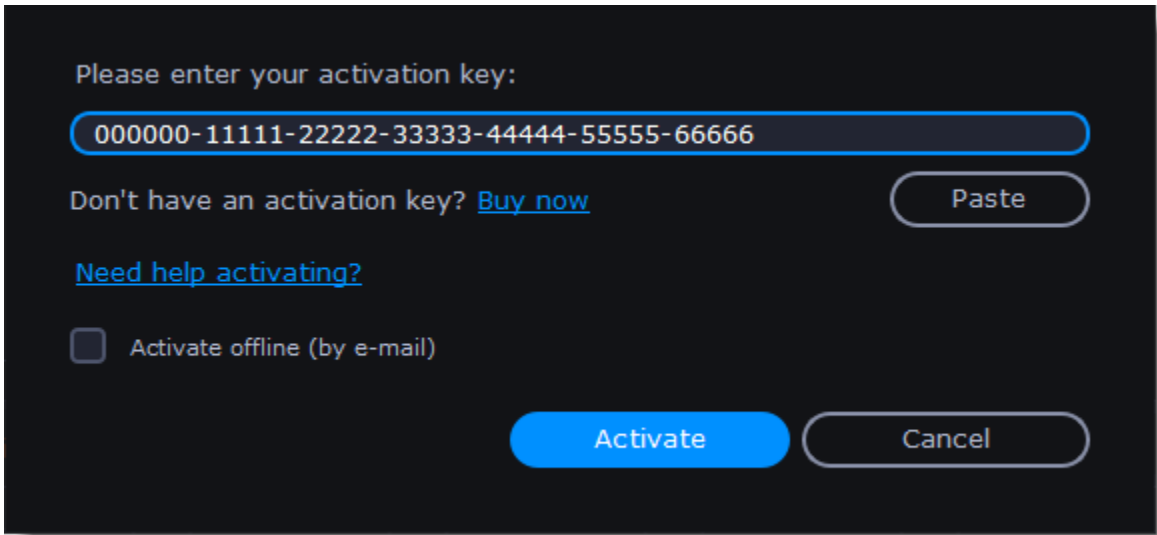
Open the activation window

1. Launch **Movavi Video Converter**.
2. Open the **Settings** menu and select **Activate Software**.



Enter your activation key

1. Enter or paste your activation key into the corresponding box of the Activation window.
2. Click **Activate** to verify your activation key.



If you have entered the key correctly, you should see a message confirming successful activation. Click **OK** to complete the activation process and restart the program.

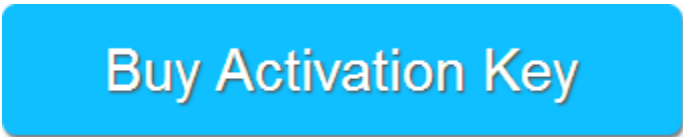
- Having problems with activation?**
- Check that the activation key is entered correctly and is intended for the program you are activating.
 - [Contact our support team](#).

How to get an activation key

You can get an activation key either from our official website or from any of our partners in your region. Follow the steps below to buy an activation key from the Movavi website:

Go to the purchase page

- To open the purchase page for **Movavi Video Converter**:
- In the **Settings** menu, choose **Buy Activation Key**, or
 - Follow the link below...



Choose a license type

- If you plan to use **Movavi Video Converter** at home, click **Buy Now** on the purchase page to proceed with buying the personal license.
- If you plan to use **Movavi Video Converter** at work, in a government institution, or gain profit in any way, click **Business license** on the purchase page.

After that, you will be redirected to an online store depending on your region and the available payment methods. All of our vendor partners are secure and completely safe.

Fill in your billing details

1. Choose any of the available payment methods.
2. Fill in the information required on the page.
3. Enter a valid e-mail address. This e-mail will be used to deliver your activation key.

Get your activation key

After the purchase has been verified, you will receive a letter containing your activation key. Now you can use it to activate the program.

[Activation instructions](#)

[Activating without Internet access](#)

If you haven't received your activation key within the hour:

- Check the **Spam** folder of your mailbox
- [Contact support](#)

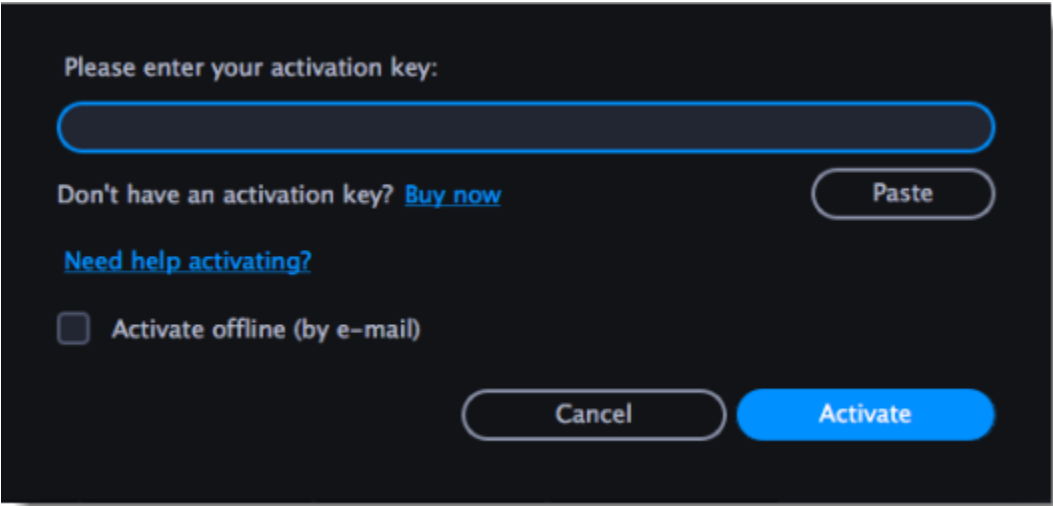
Activating without Internet access

Activating **Movavi Video Converter** will allow you to remove all of the trial restrictions and use the program forever. If you don't have Internet access on your computer, you can use any other computer or mobile device to complete the s that require a connection.

- You will need:**
- Movavi Video Converter** activation key. You should receive your key via e-mail right after your purchase is completed. Don't have a key? [Buy now](#)
 - A device or another computer that can be used to send and receive e-mail

Open the activation window

1. Launch **Movavi Video Converter**.
2. Open the **Settings** menu and select **Activate Software**. The following box will appear:



Please enter your activation key:

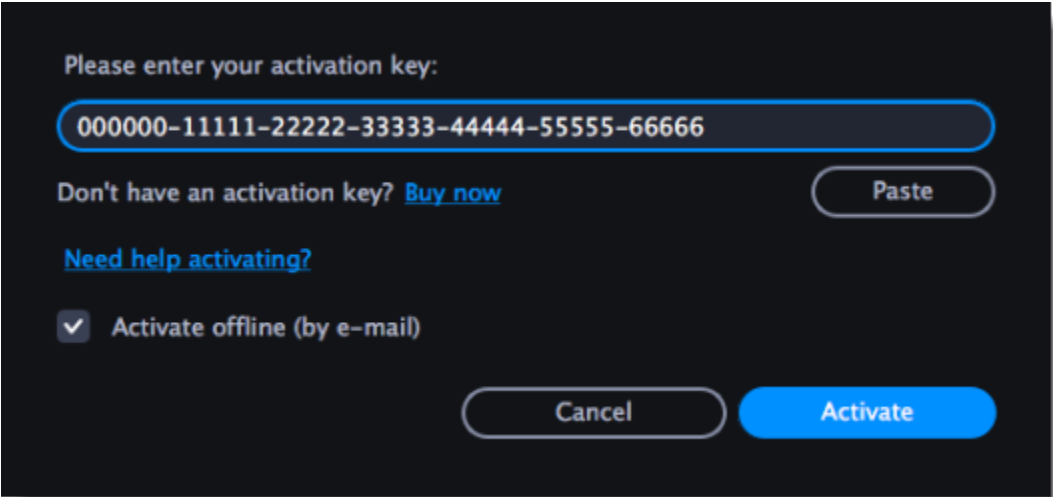
Don't have an activation key? [Buy now](#)

[Need help activating?](#)

☐ Activate offline (by e-mail)

Enter your activation key

- 1. Enter or paste your activation key into the corresponding field.
- 2. Select the **Activate offline** option.
- 3. Click **Activate** to proceed to the next .



Please enter your activation key:

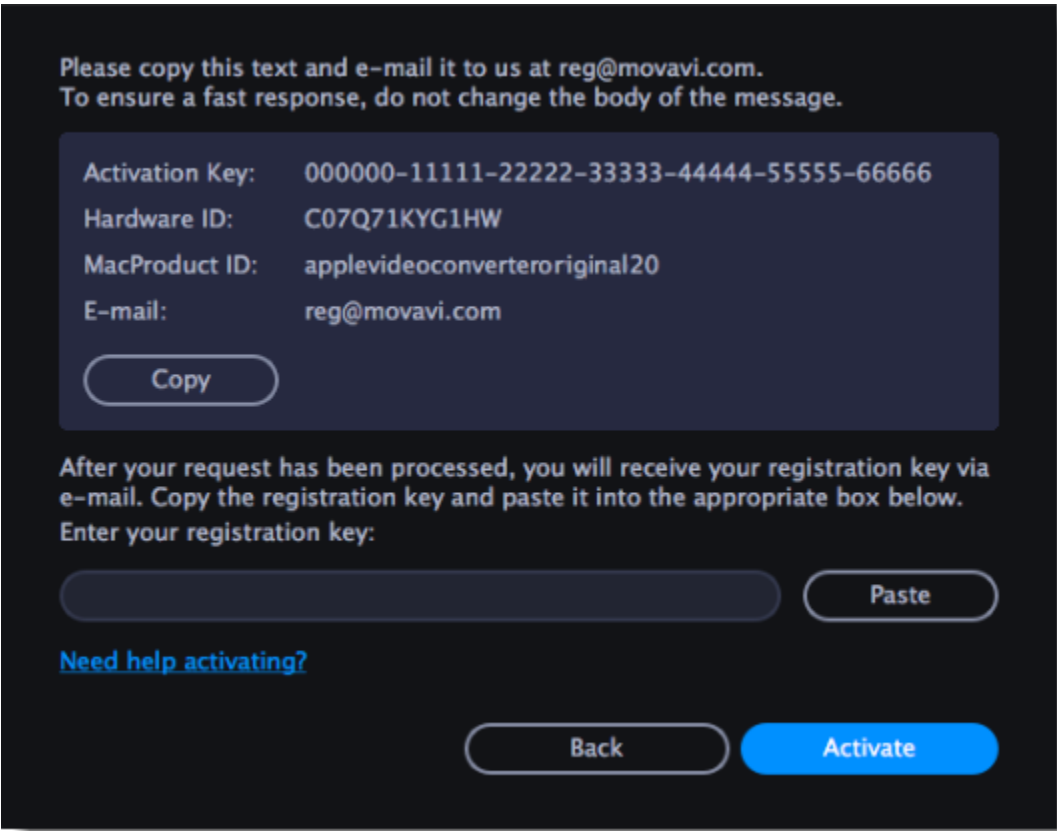
Don't have an activation key? [Buy now](#)

[Need help activating?](#)

☒ Activate offline (by e-mail)

Send an e-mail with the provided information

The next window contains important activation information that you will need to send us via e-mail in order to activate your program.



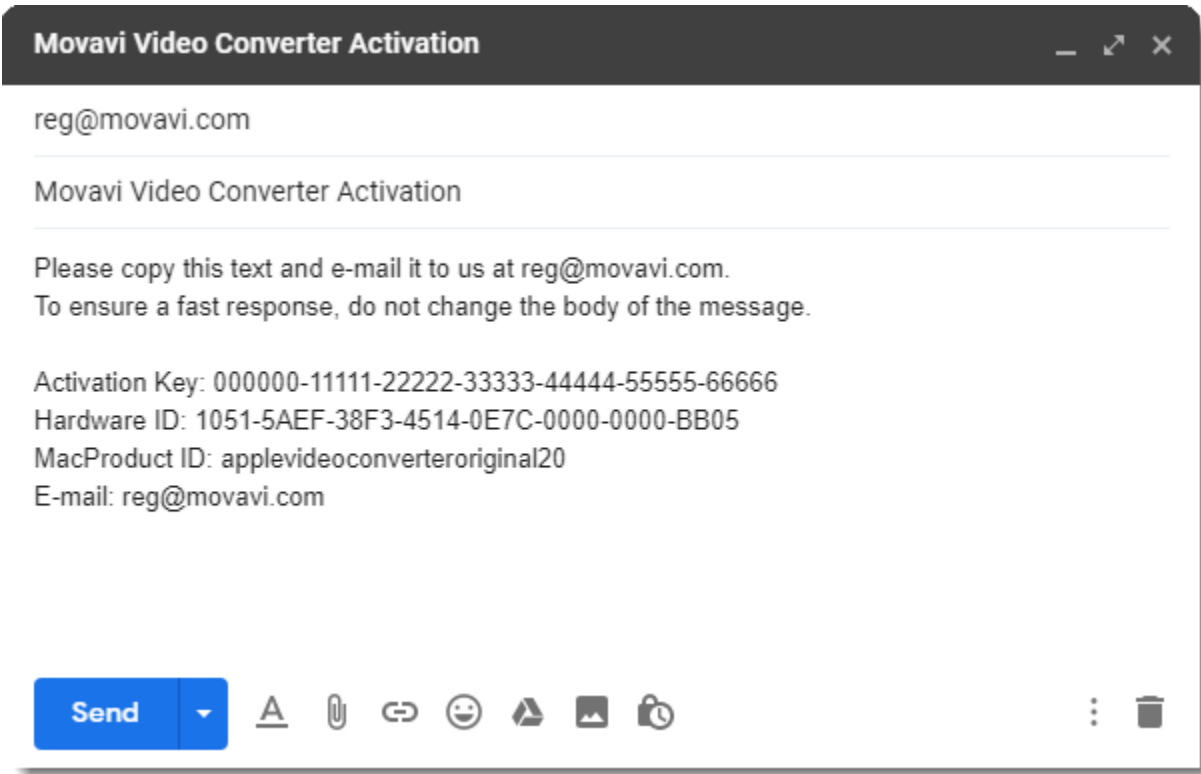
Please copy this text and e-mail it to us at reg@movavi.com.
To ensure a fast response, do not change the body of the message.

Activation Key:	000000-11111-22222-33333-44444-55555-66666
Hardware ID:	C07Q71KYG1HW
MacProduct ID:	applevideoconverteroriginal20
E-mail:	reg@movavi.com

After your request has been processed, you will receive your registration key via e-mail. Copy the registration key and paste it into the appropriate box below.
Enter your registration key:

[Need help activating?](#)

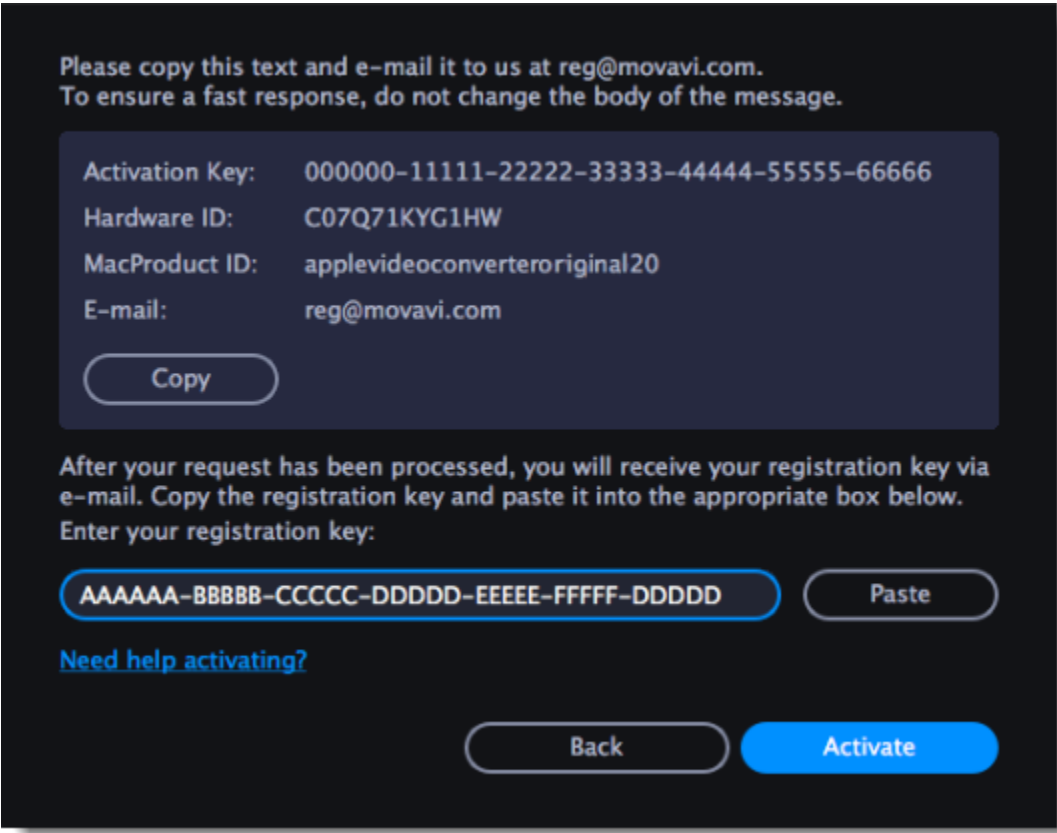
- 1. Click the Copy button to copy the information in the window. If necessary, save or transfer this information to the computer or device that you will be sending the e-mail from.
- 2. On the computer with an Internet connection, open your mail client and compose a new e-mail. Paste the information you've copied earlier into the message body and send this e-mail to reg@movavi.com. The activation server will then verify your activation key and send you an automatic response containing a registration key, which you will need to enter into the Activation window. You should receive the server's reply within an hour.



To ensure a quick reply from our activation server, please do not alter the message subject or body

Enter your registration key

1. When you have received your registration key, save it and go back to the Activation window.
2. Enter the registration key into the corresponding box.
3. Click **Activate** to submit the information.



If everything is correct, you will see a successful activation message. Click **Finish** to complete the activation and close the activation wizard. Once activation is complete, you may be asked to restart the application.

If you have entered the key correctly, you should see a message confirming successful activation. Click OK to complete the activation process and restart the program.

If offline activation doesn't work:

- Make sure you have entered the activation key and the registration key correctly and try again
- Check that you are activating the right application
- Make sure you have administrator rights on your computer

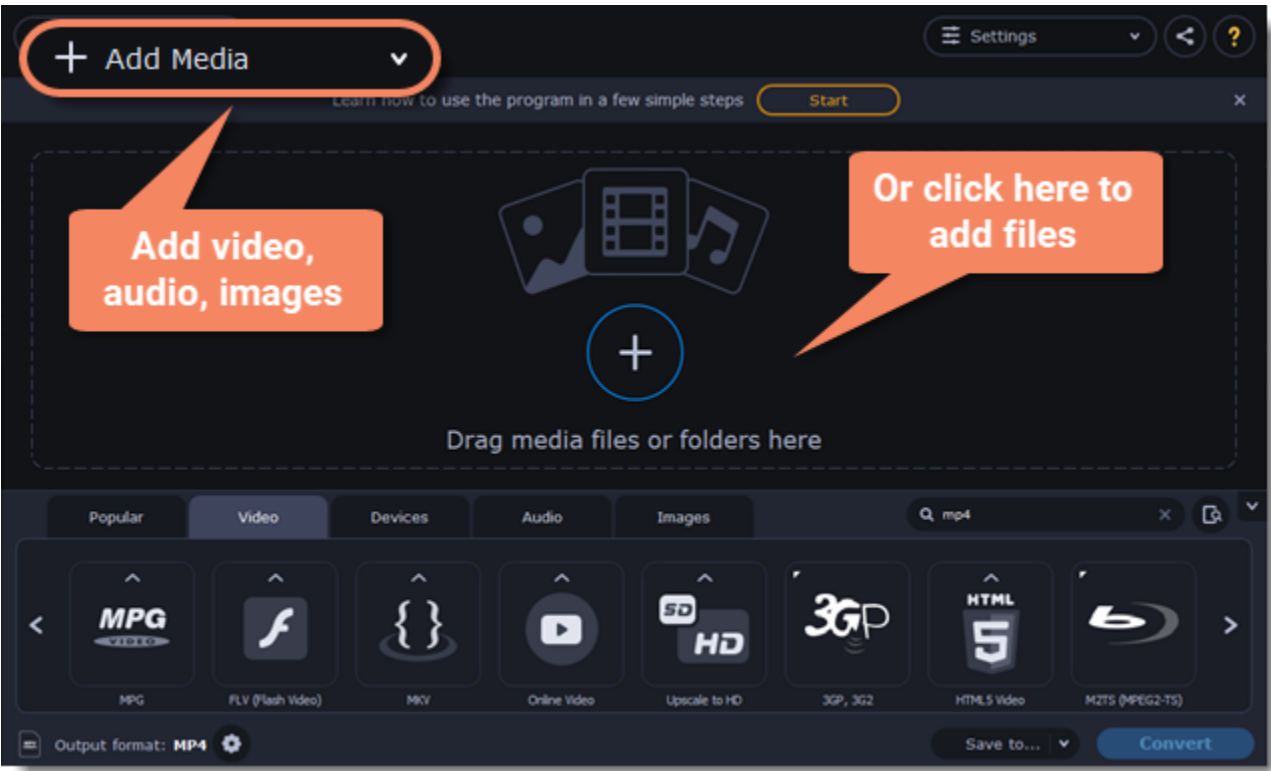
If you have any questions or problems while activating your Movavi software, feel free to contact us and we'll help you out!
Our e-mail: support@movavi.com
[Click here to open live chat](#)

Converting media files

Open files

1. Click the **Add Media** button at the top and choose the desired type of file.
2. A **Finder** dialog box will open. Select the files you want to convert.
3. Click **Open**. The files will now be added to the file list.
4. Or drag and drop files into the program or click in the center of the main window.

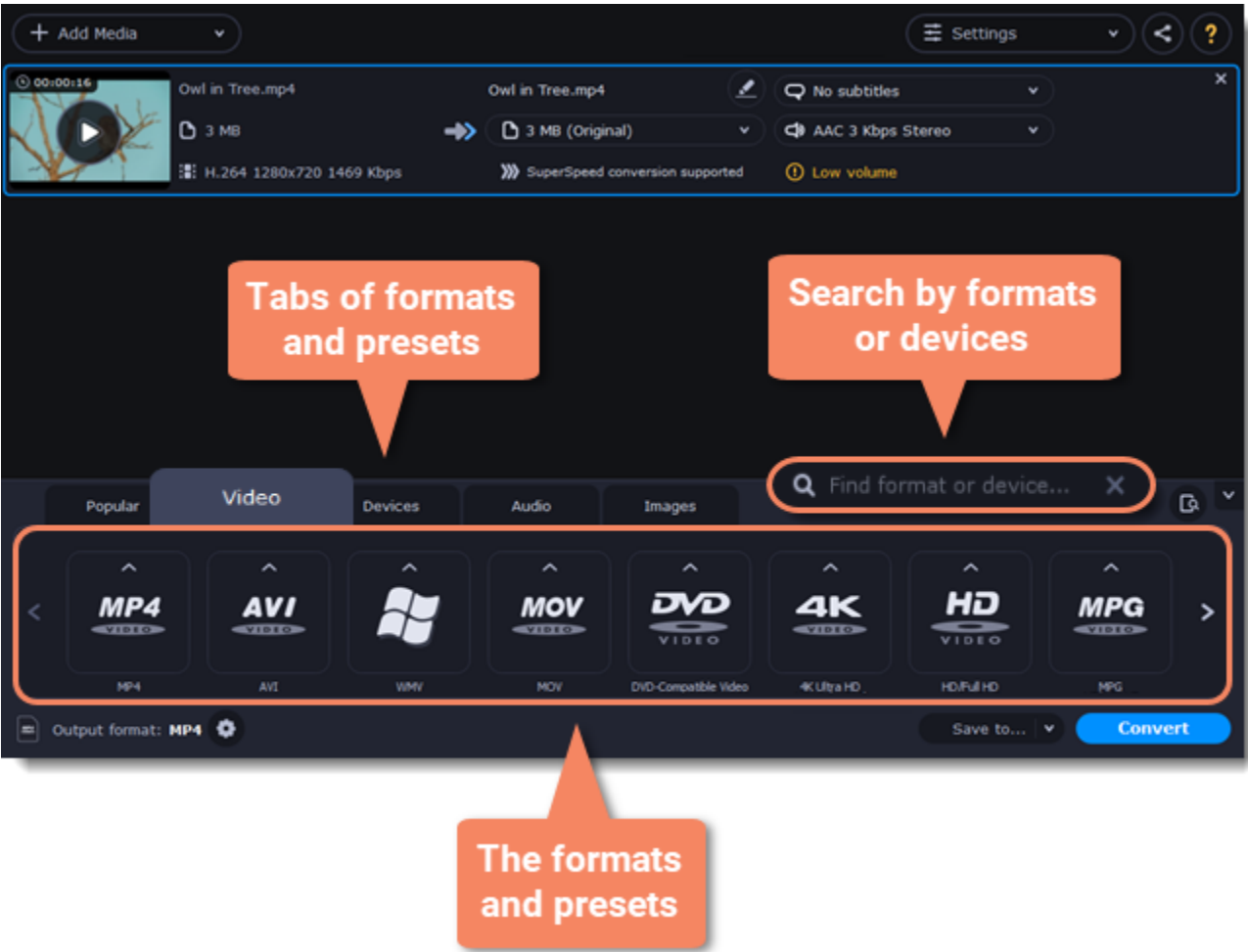
[Opening media](#)



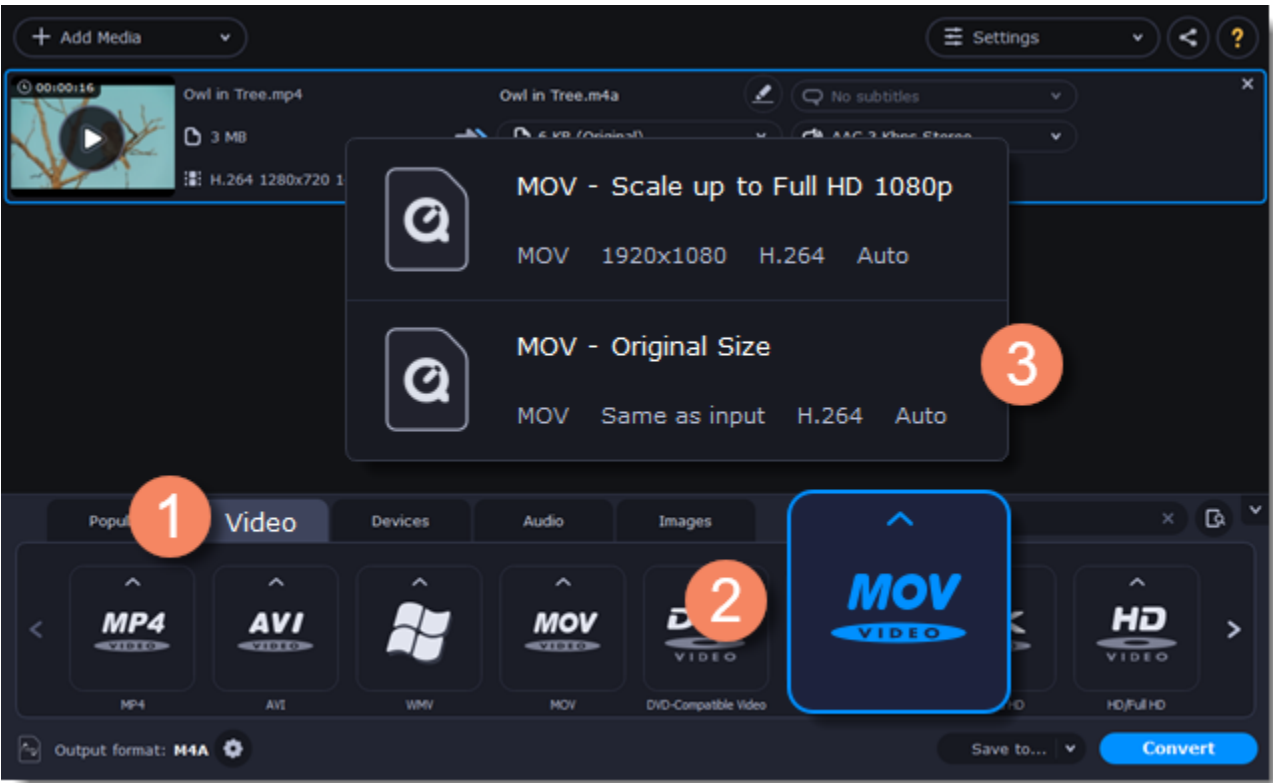
Choose output format

In the lower half of the window, you will find tabs for any type of files and devices – **Video, Audio, Images, Devices**. **Popular** is a tab with popular conversion formats. The used presets will be put into this tab too.

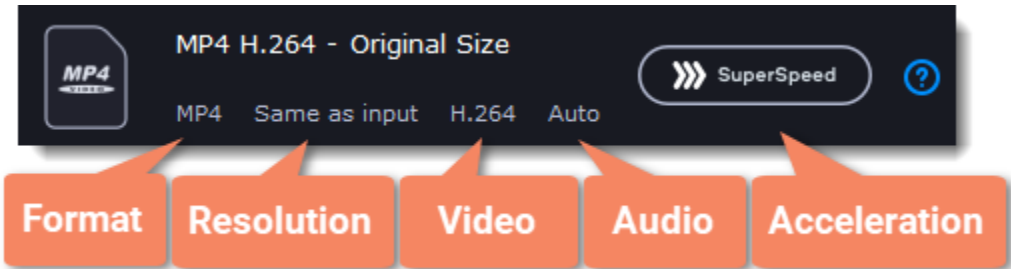
1. Click the desired tab, **Video**, for example.



- 2. Click the format you want to use. You can also type format or device name into the search field.
- 3. For video, choose the preset with the codec and resolution that you want to use.

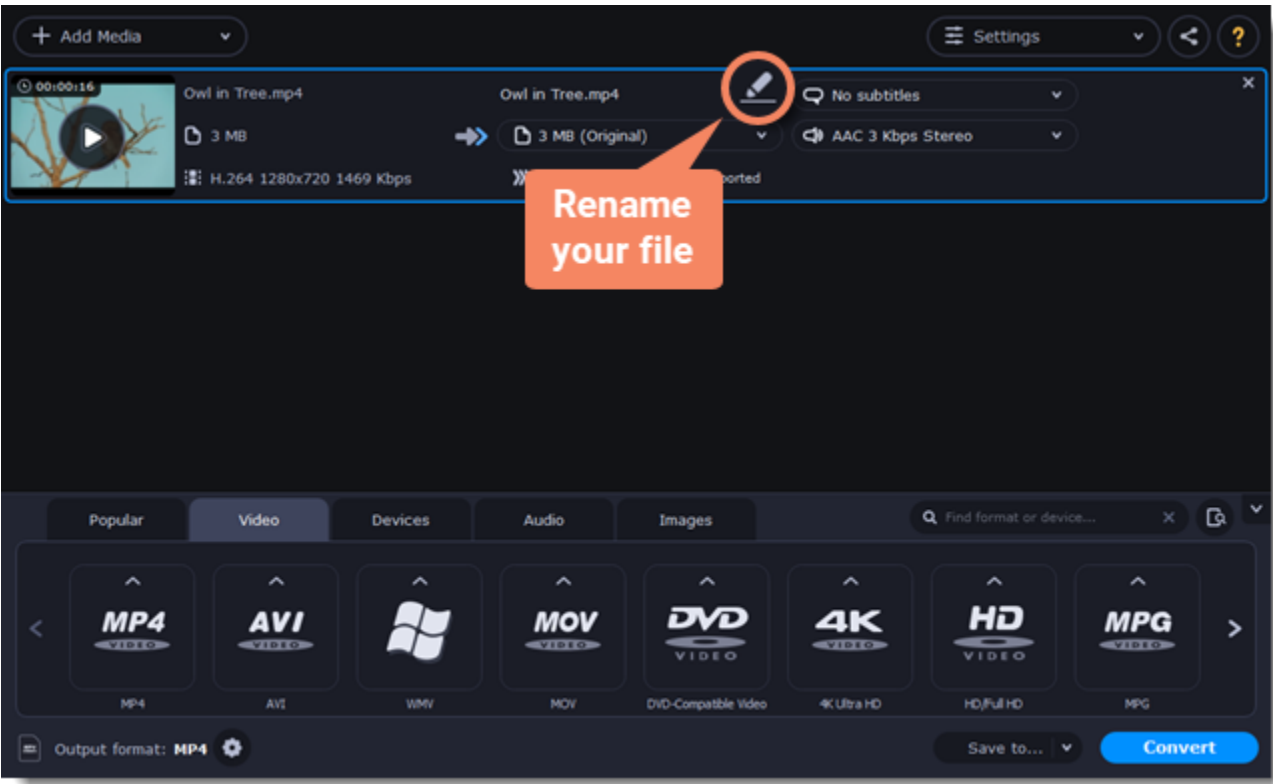


Each preset displays information about the video, audio, and other output parameters that can help you choose the right one. Learn more about file [media streams](#) and [customizing presets](#).



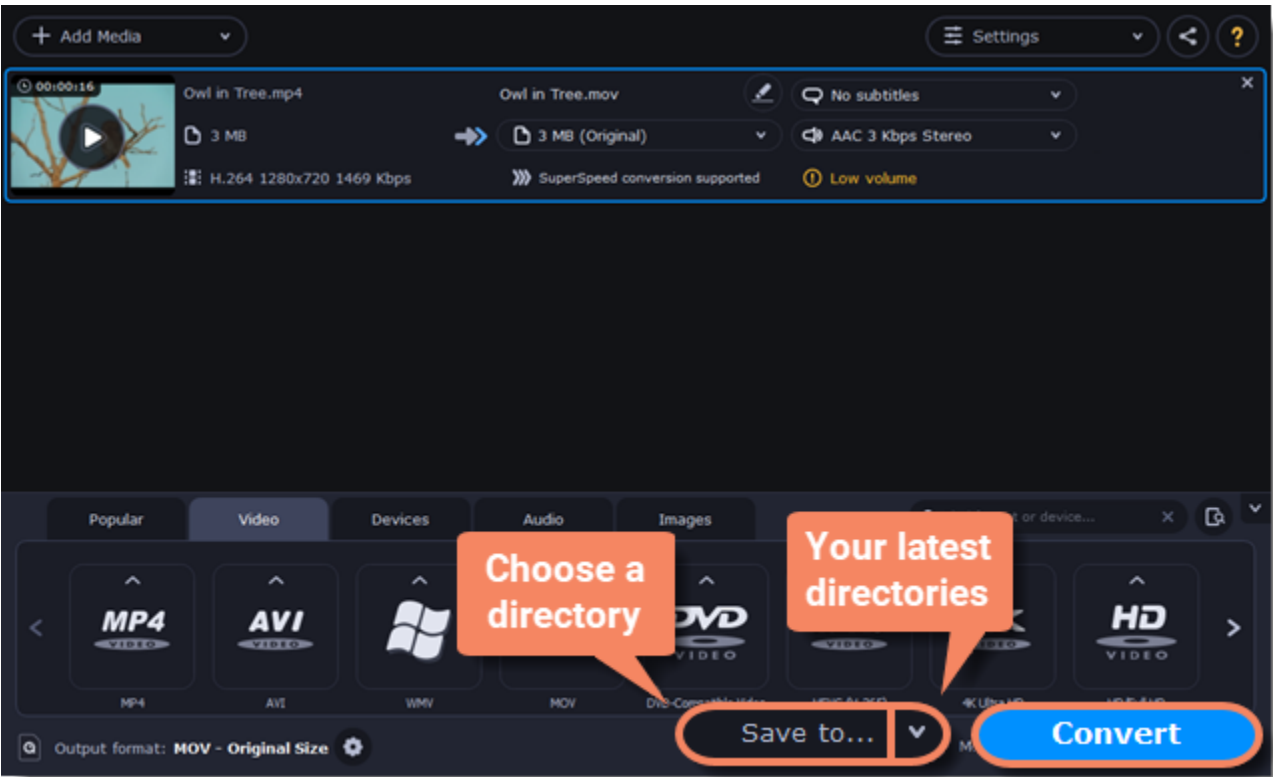
Rename the file

To rename the file, click the pencil icon next to the output file name and enter the new one into the **Output file name** box. Then, click **OK** to accept.



Check output folder

- At the bottom of the window, click **Save to...** and choose a folder you to save converted files to. You can select one of your previous folders by clicking the check near the **Save to...** button.
- Finally, click the **Convert** button to start processing the videos. This may take anywhere from a few seconds to several hours, depending on the size and number of video files.

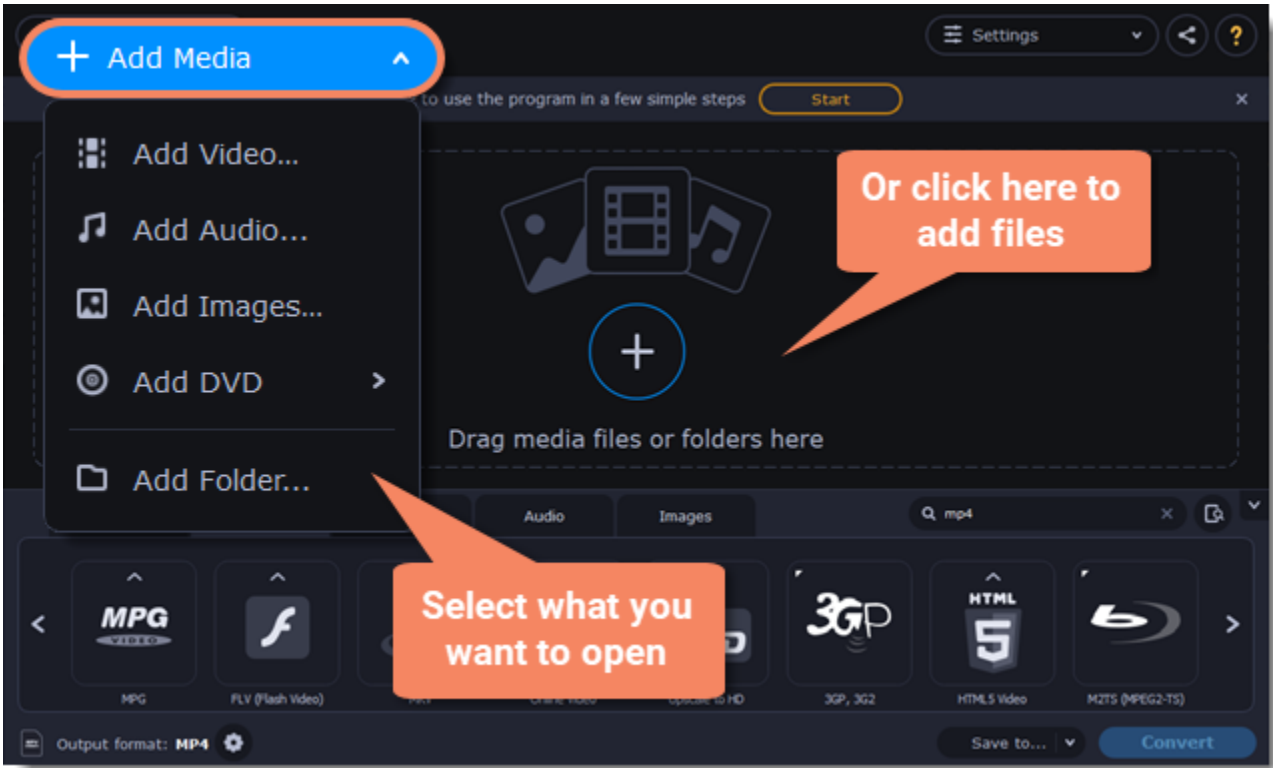


Opening media

To begin converting media files, you will first need to open them in **Movavi Video Converter**.

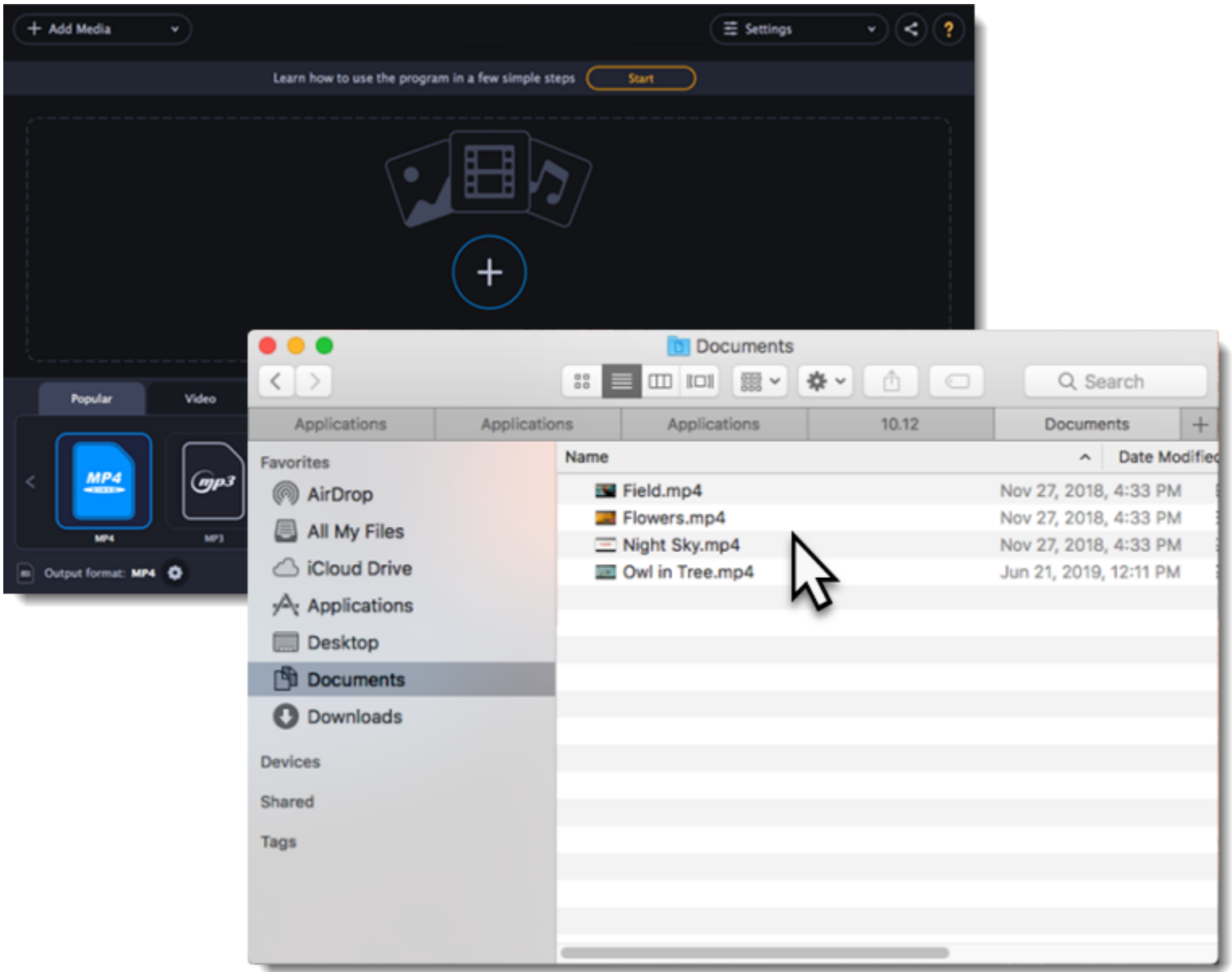
Add media

1. Click **Add Media** at the top of the window.
2. Click one of the buttons to open files of that media type.
3. A **Finder** window will open. Find the files you want to convert and click **Open** to add them to the queue. Or simply drag the files from any **Finder** window onto **Movavi Video Converter** to add them to the queue.



Drag and drop

Find the files you want to convert in **Finder** and drag them onto the **Movavi Video Converter** window. The files will now be added to the conversion queue.



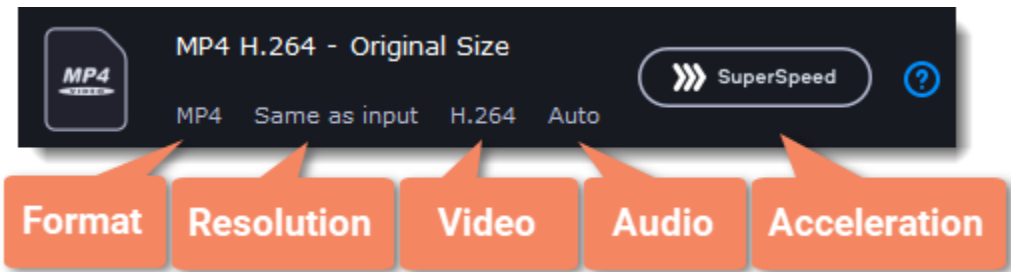
Choosing output format

After you've [added media files](#), it's time to choose the output format for converting all of the files in the list. Follow the steps below to choose a video output format.

1. In the lower half of the window, click the desired tab to see a list of formats. *For example, Video*
2. Click the format that you want to convert the files to. A list of presets for this format will appear. *For example, MOV*
3. Choose the video codec and resolution that you want to use.
To convert without changing the resolution, choose the preset marked with "Original size" or "Same as input".



Each preset displays information about the video, audio, and other output parameters that can help you choose the right one.



Choosing the right resolution

A video's resolution is its size in pixels, horizontally and vertically. It is usually listed as the width times height: 1920x1080, or just the height: 1080p. This means that the video is 1920 pixels long and 1080 pixels tall. The higher a video's resolution, and the more pixels it has, the more detail it can preserve.

First of all, you need to know the original file's resolution. To do that, check the video information next to the file's preview. When you choose the output resolution, select the same resolution to preserve the original quality, or choose a lower resolution to reduce the file size.

Advanced settings

If you can't find a suitable preset, you can select the necessary properties manually. Click the **Customize** button next to the '*Output format*' box to modify the video and audio properties of the currently selected preset.

[Learn more](#)

Compressing files

Compressing videos can help reduce the size of the output file by reducing their bitrate. When you compress a video, it loses some of its original quality, but even a small bitrate reduction can make the file significantly smaller.

Open files

Open the files you want to compress.

[Learn more](#)

Choose the output format

The video's format and resolution play a very important role in the output file size.

1. Click the **Video** tab to see a list of video formats.
 2. Click the format you want to convert the videos to.
- Note: Some formats and codecs compress video better than others. If you're not sure which format to choose, use the MP4 format with the H.264 codec for the best size to quality ratio.*
3. From the format list, choose the resolution that you want to use.



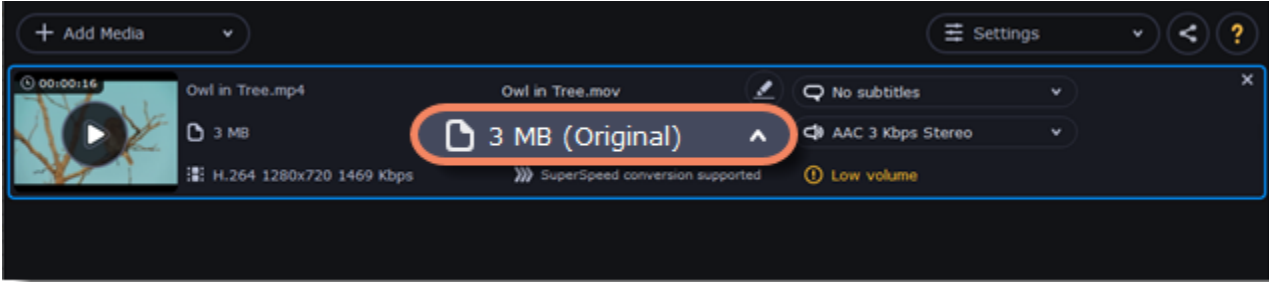
Choosing the resolution

A video's resolution is the number of pixels in every frame. A higher resolution can preserve more information and quality, but it also requires more disk space. Select a slightly lower resolution if the video is very large. For example, you can convert 1080p videos to 720p.

[Learn more](#)

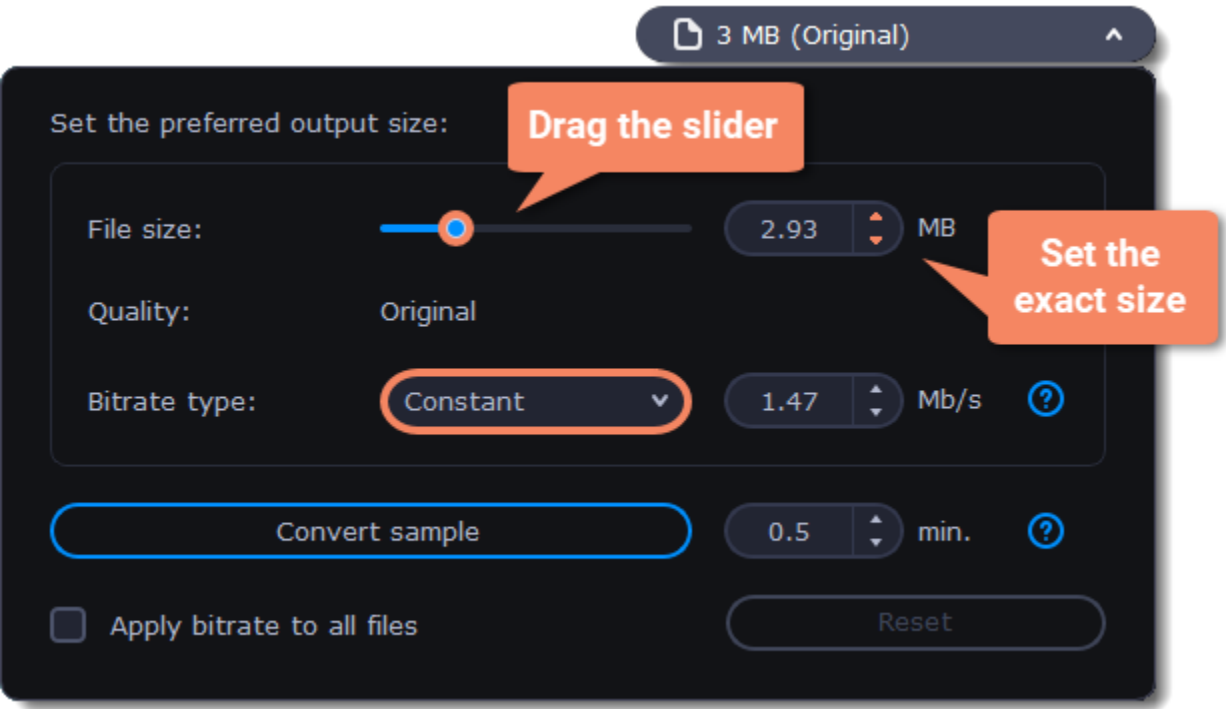
Compress video

1. In the file list, check the file's output size in the second column from the left.

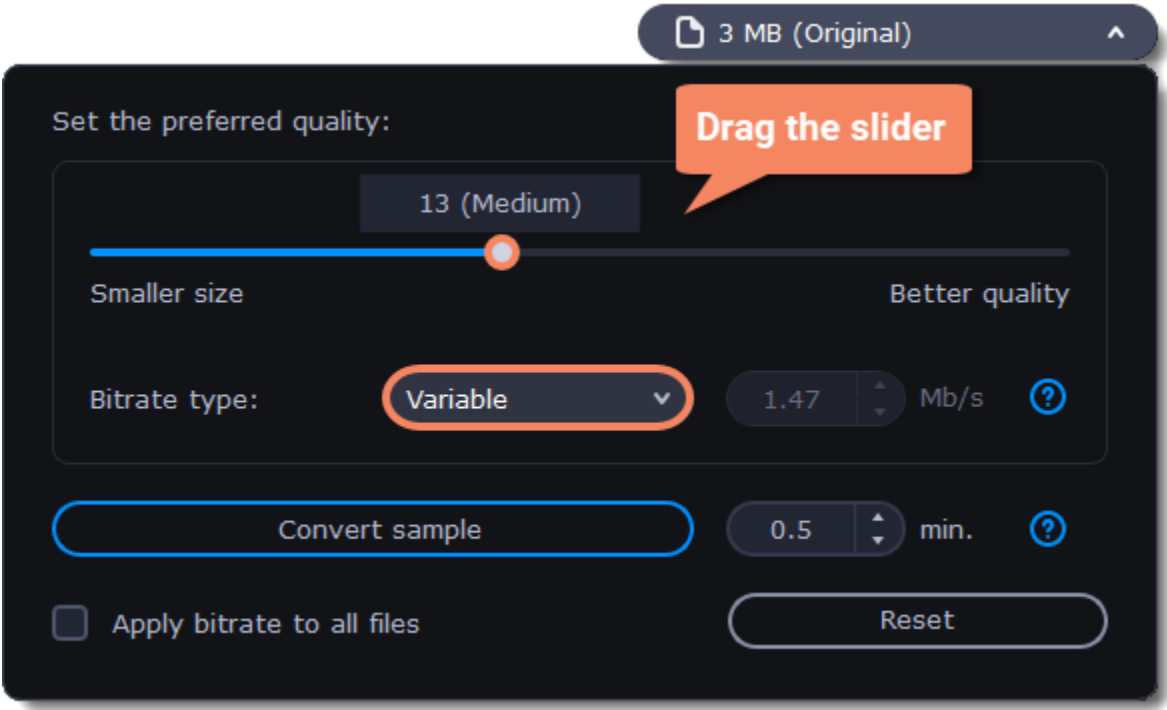


2. Click the file size information to show compression options. There, choose the bitrate type.

Constant bitrate (CBR) allows you to get an output file with the exact size (recommended for DVD recording and streaming). During CBR encoding, the bitrate or the number of bits per second is kept the same throughout the encoding process.



Variable bitrate (VBR) allows you to reduce output file size up to two or three times saving the quality. But the file size cannot be predicted. During VBR encoding process the bitrate of the media file will dynamically increase or decrease depending on the media files bitrate needs. Use VBR unless you have a specific need for playback on a device that only supports CBR.



3. Click **Apply bitrate to all files** in the compression box if you want to unify quality of the files.

If you want to check the quality of the output file without converting the whole file, click the **Convert sample** button. You can set the duration of the fragment to the right of the button. The folder with the converted fragment will be opened automatically.

Convert

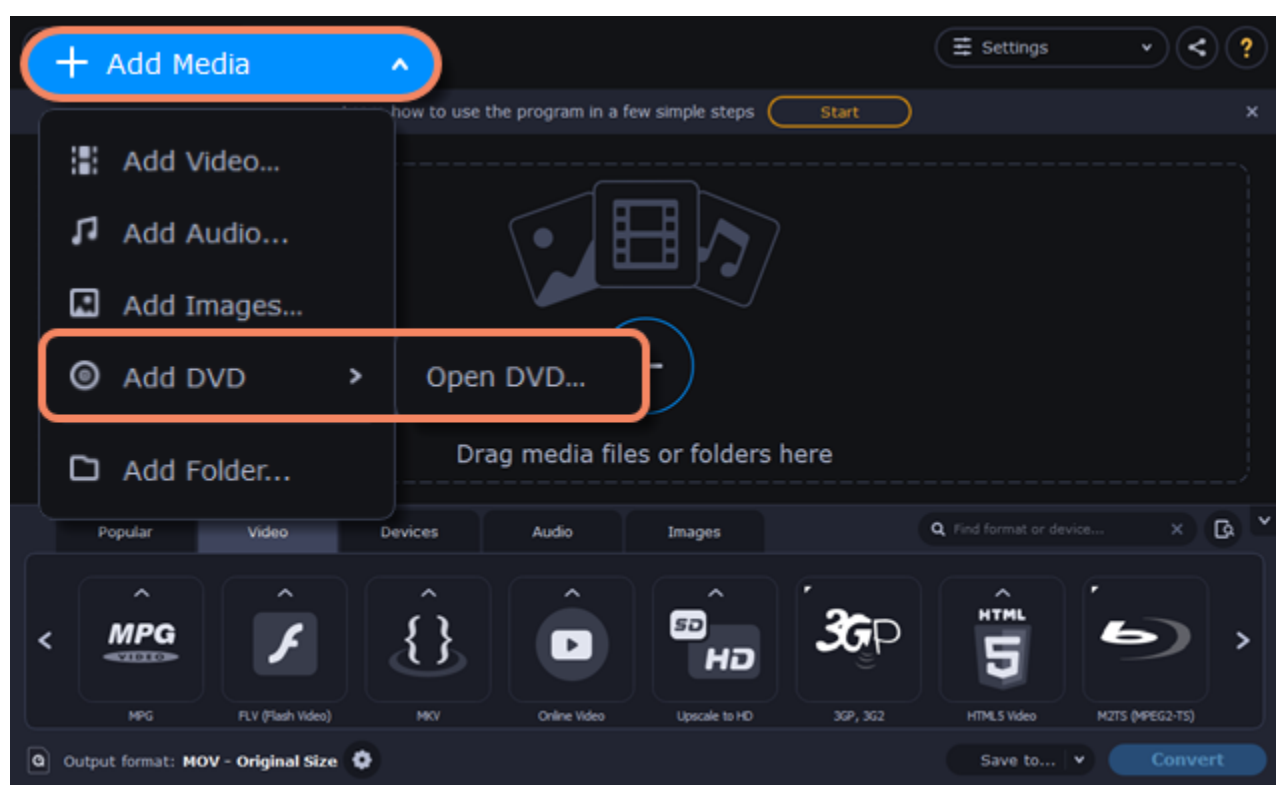
Click **Convert** to start processing the compressed file.

Converting DVDs

The era of the DVD disc is coming to an end, and not all homes now have a DVD drive. Make your favorite movies future-proof by backing them up to your computer.

Open DVD

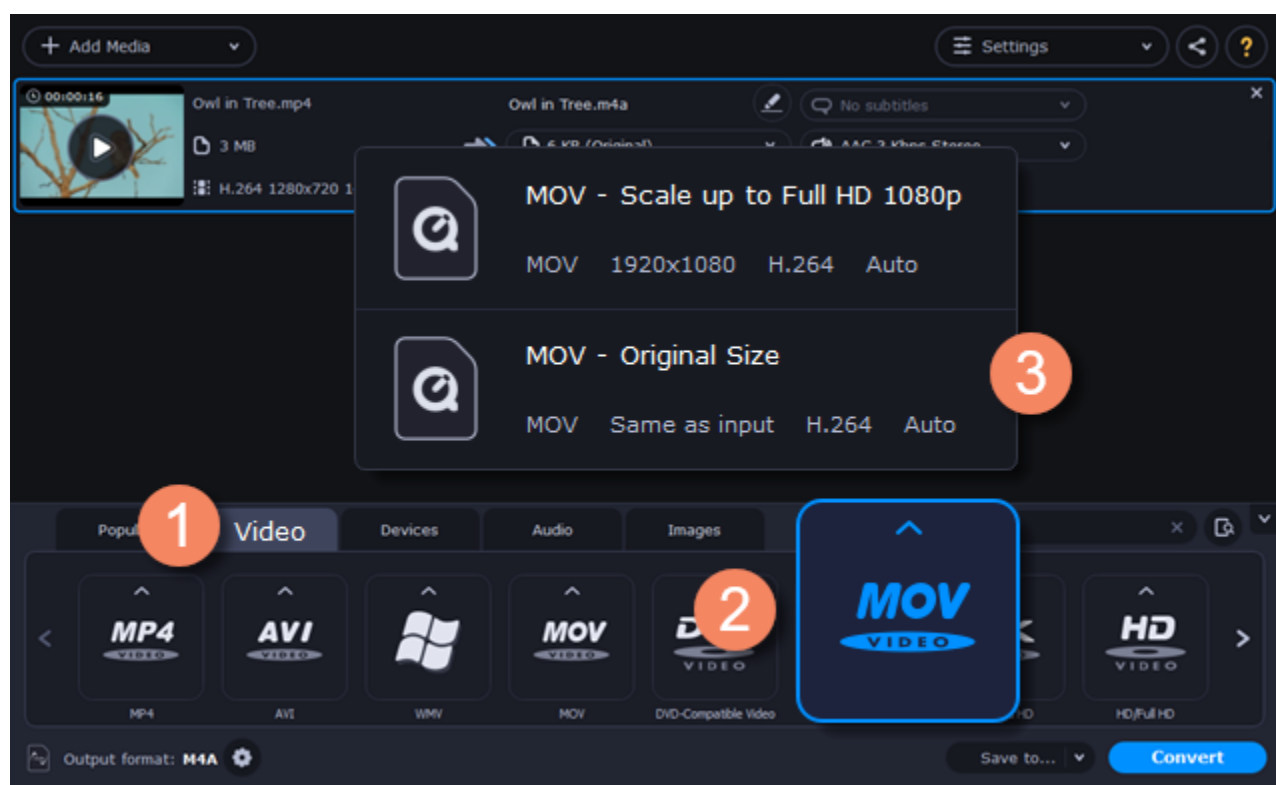
1. Insert the disc into your DVD drive. If you have an external DVD drive, connect it to the computer.
2. Click **Add Media** in the upper left-hand corner of the window.
3. Hold your mouse pointer over **Add DVD**.
4. Click the disc name in the menu that appears. If you don't see the DVD in the list, click **Open DVD** and find the DVD location.



Tip: some DVDs are protected from illegal copying and cannot be converted. Movavi Video Converter is not intended for copying protected media.

Choose video format


1. In the lower part of the window, click the **Video** tab to see a list of video formats.
2. Choose the group with the format you like.
3. Click that format and pick a video resolution. To convert with the original resolution, choose the line marked with "Same as input".



Choose files and streams (optional)

Many DVDs come with bonus clips, as well as a number of subtitle tracks. Select just the files you need to save disk space:

Bonus files

To remove bonus files that you don't need, click the  icon to the right of the video.

Audio tracks

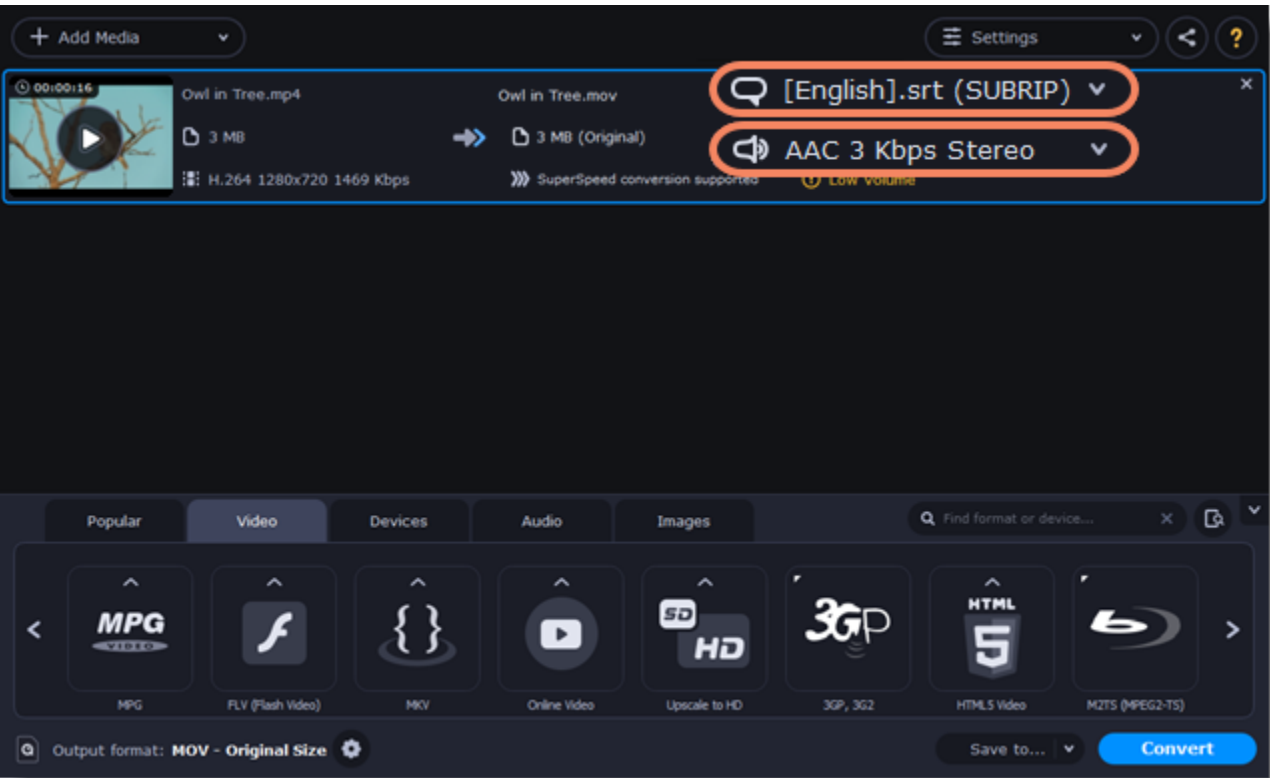
1. Find the audio information in the right-hand part of the file list and click on it to open the list of audio tracks.
2. Deselect the audio tracks that you don't want to keep.

[Learn more about audio tracks](#)

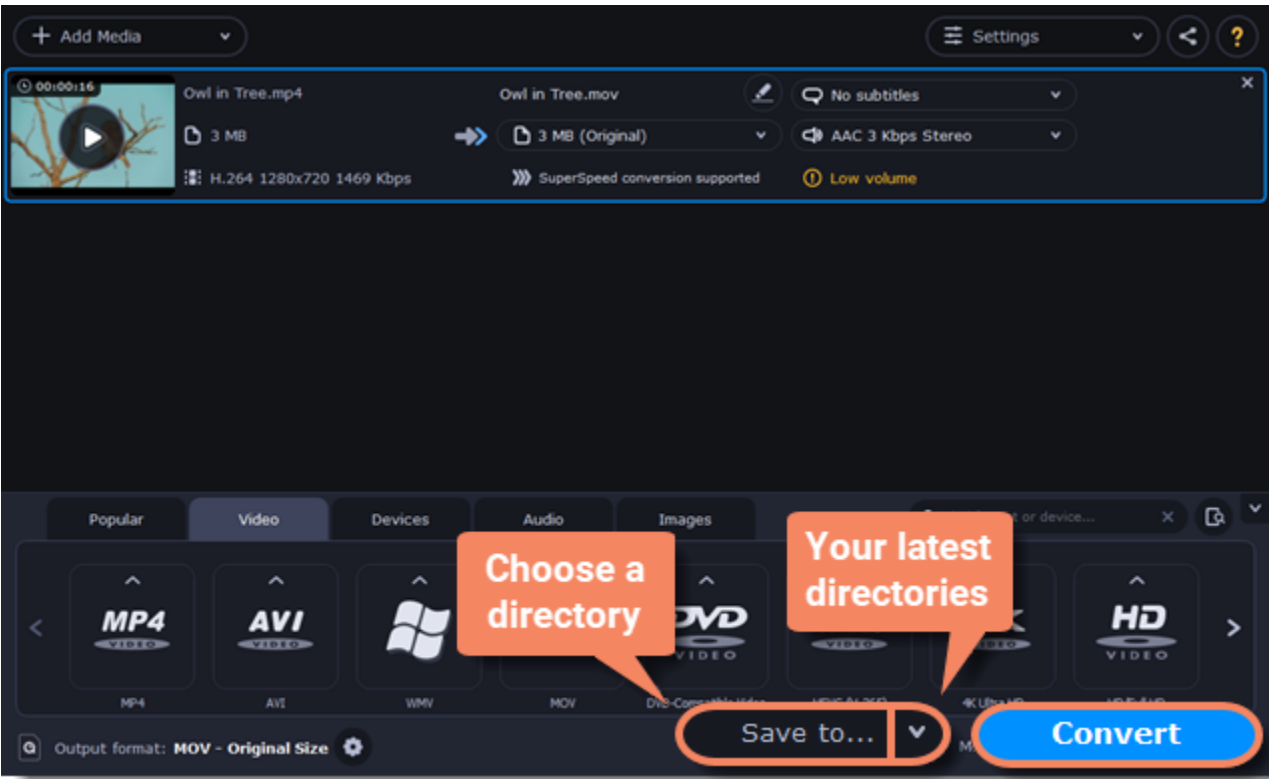
Subtitles

1. Find the subtitle information in the right-hand part of the file list and click on it to open a list of available subtitles.
2. Choose the subtitle track that you want to keep.

[Learn more about subtitles](#)

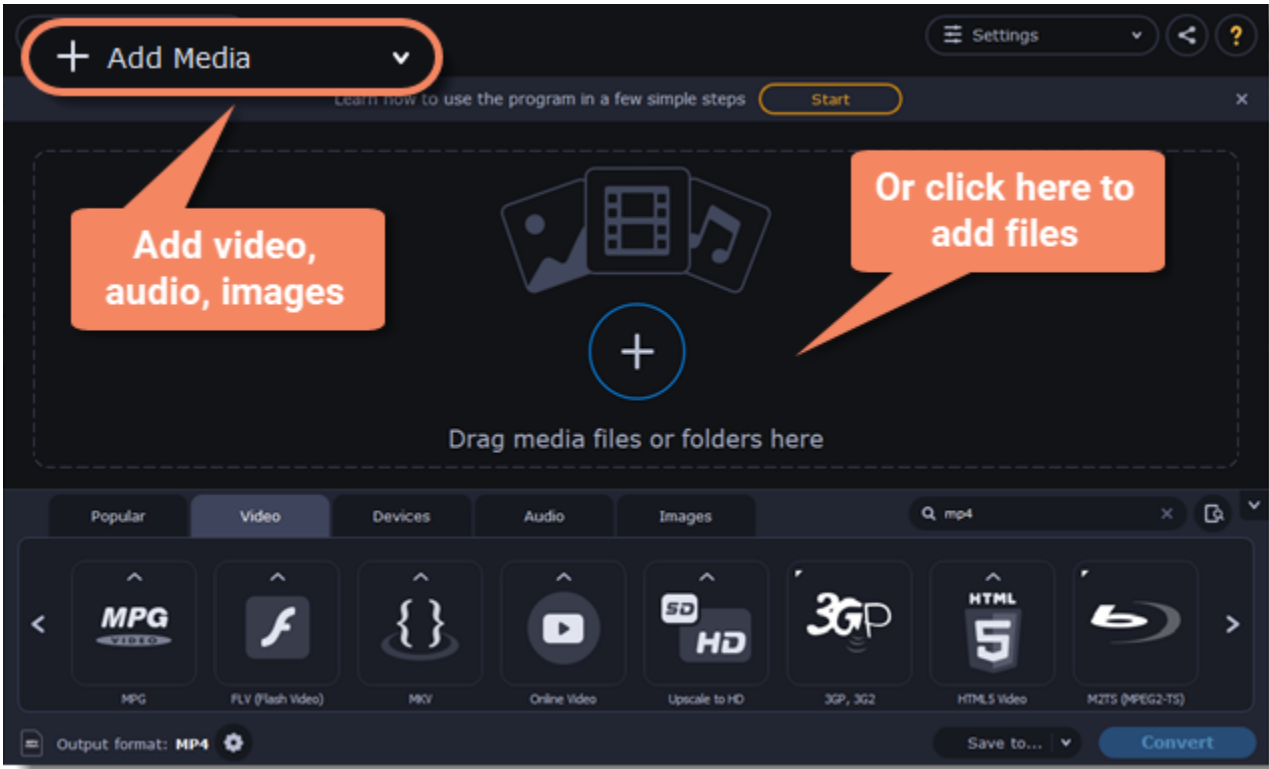


- Convert**
- At the bottom of the window, click **Save to...** and choose a folder you to save converted files to. You can select one of your previous folders by clicking the check near the **Save to...** button.
 - Finally, click the **Convert** button to start processing the videos.



Creating GIFs from videos

- Open a video**
1. Click **Add Media** in the upper left-hand corner of the window and choose **Add Video** from the pop-up menu.
 2. Find the video you want to turn into a GIF and click **Open**.



Choose GIF format

1. In the lower half of the window, click the **Images** tab to see image formats.
2. Click **GIF** to see GIF conversion options.
3. Choose a size for your animated GIF. *For example, "Medium GIF".*
4. **(Advanced)** To change the frame rate, click the **Customize** button next to the output format at the bottom to customize the selected preset. In the settings window, choose the **frame rate** you need and click **OK**. Higher frame rates will make the movements seem smoother, but will increase the GIF's file size.



Save the GIF

1. At the bottom of the window, click **Save to...** and choose a folder you to save converted files to. You can select one of your previous folders by clicking the check near the **Save to...** button.
2. Click **Convert** to save your animated GIF.

Customizing presets

Compressing videos can help reduce the size of the output file by reducing their bitrate. When you compress a video, it loses some of its original quality, but even a small bitrate reduction can make the file significantly smaller.

Open files

Open the files you want to compress.

[Learn more](#)

Choose the output format

The video's format and resolution play a very important role in the output file size.

1. Click the **Video** tab to see a list of video formats.
2. Click the format you want to convert the videos to.
***Note:** Some formats and codecs compress video better than others. If you're not sure which format to choose, use the MP4 format with the H.264 codec for the best size to quality ratio.*
3. From the format list, choose the resolution that you want to use.



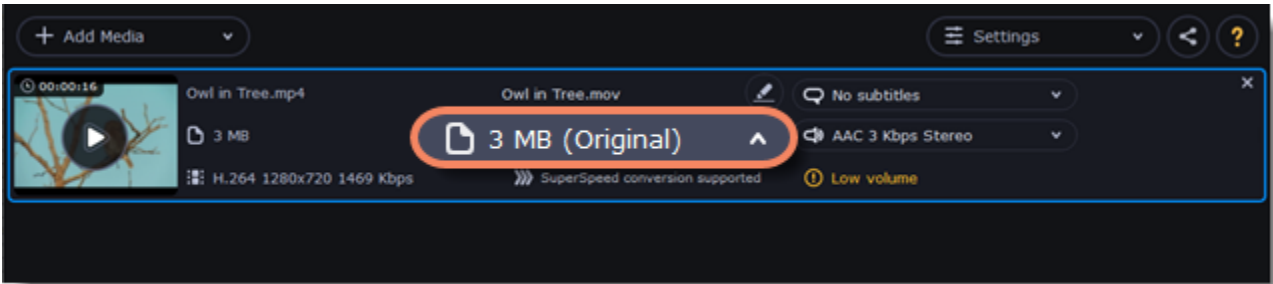
Choosing the resolution

A video's resolution is the number of pixels in every frame. A higher resolution can preserve more information and quality, but it also requires more disk space. Select a slightly lower resolution if the video is very large. For example, you can convert 1080p videos to 720p.

[Learn more](#)

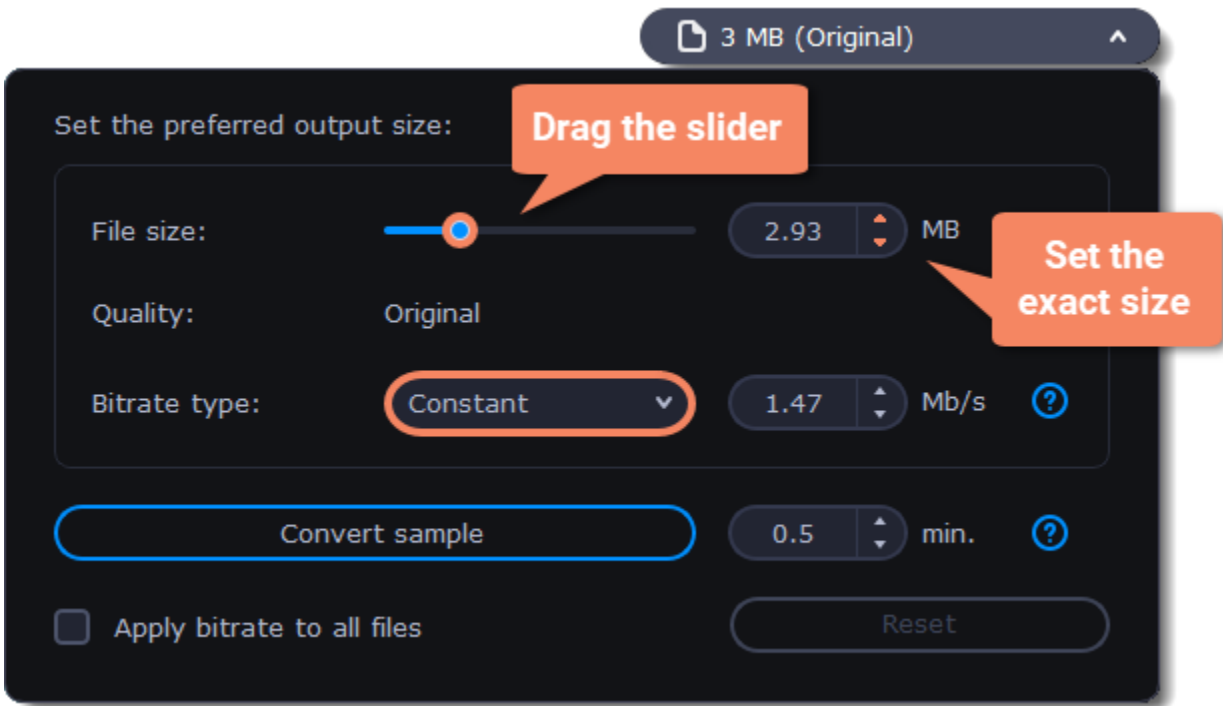
Compress video

1. In the file list, check the file's output size in the second column from the left.

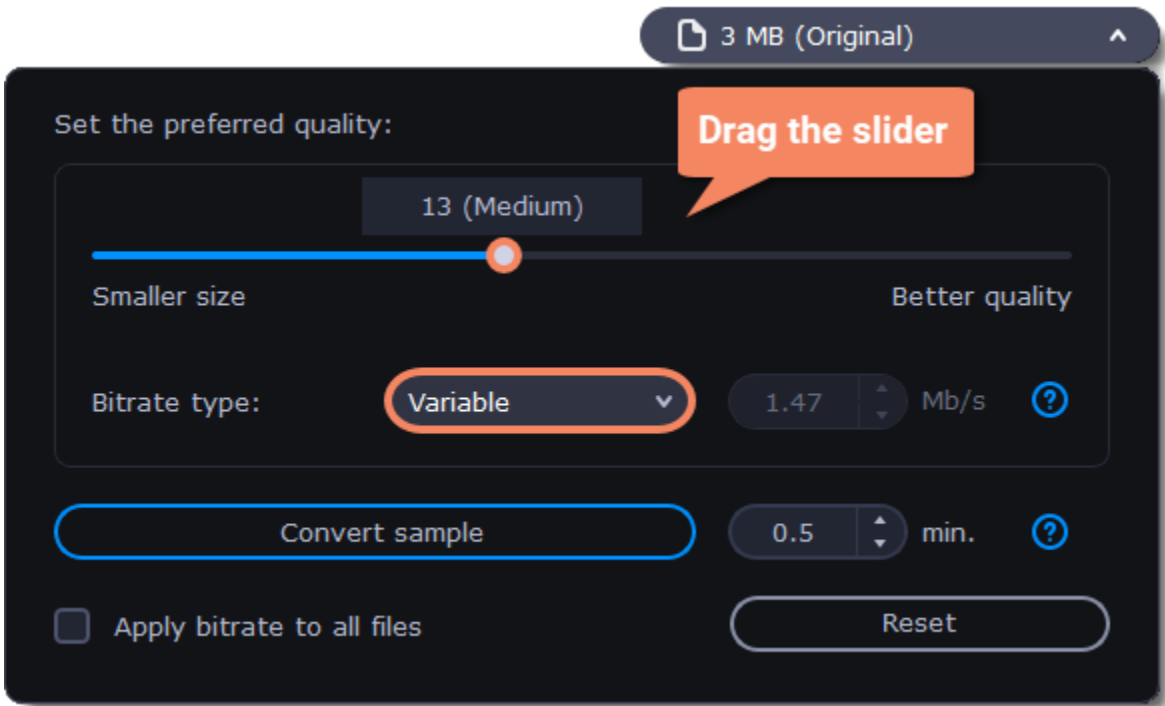


2. Click the file size information to show compression options. There, choose the bitrate type.

Constant bitrate (CBR) allows you to get an output file with the exact size (recommended for DVD recording and streaming). During CBR encoding, the bitrate or the number of bits per second is kept the same throughout the encoding process.



Variable bitrate (VBR) allows you to reduce output file size up to two or three times saving the quality. But the file size cannot be predicted. During VBR encoding process the bitrate of the media file will dynamically increase or decrease depending on the media files bitrate needs. Use VBR unless you have a specific need for playback on a device that only supports CBR.



3. Click **Apply bitrate to all files** in the compression box if you want to unify quality of the files.

If you want to check the quality of the output file without converting the whole file, click the **Convert sample** button. You can set the duration of the fragment to the right of the button. The folder with the converted fragment will be opened automatically.

Convert

Click **Convert** to start processing the compressed file.

Choosing an image format

Most applications and web services are limited to just a few image formats, and working with rare formats usually requires expensive software. Convert images to be able to use them wherever you like!

Open images

- 1. Click **Add Media** in the upper left-hand corner of the window.
- 2. Click **Add Images** in the pop-up menu.
- 3. Choose the images you want to convert and click **Open**.

Choose format

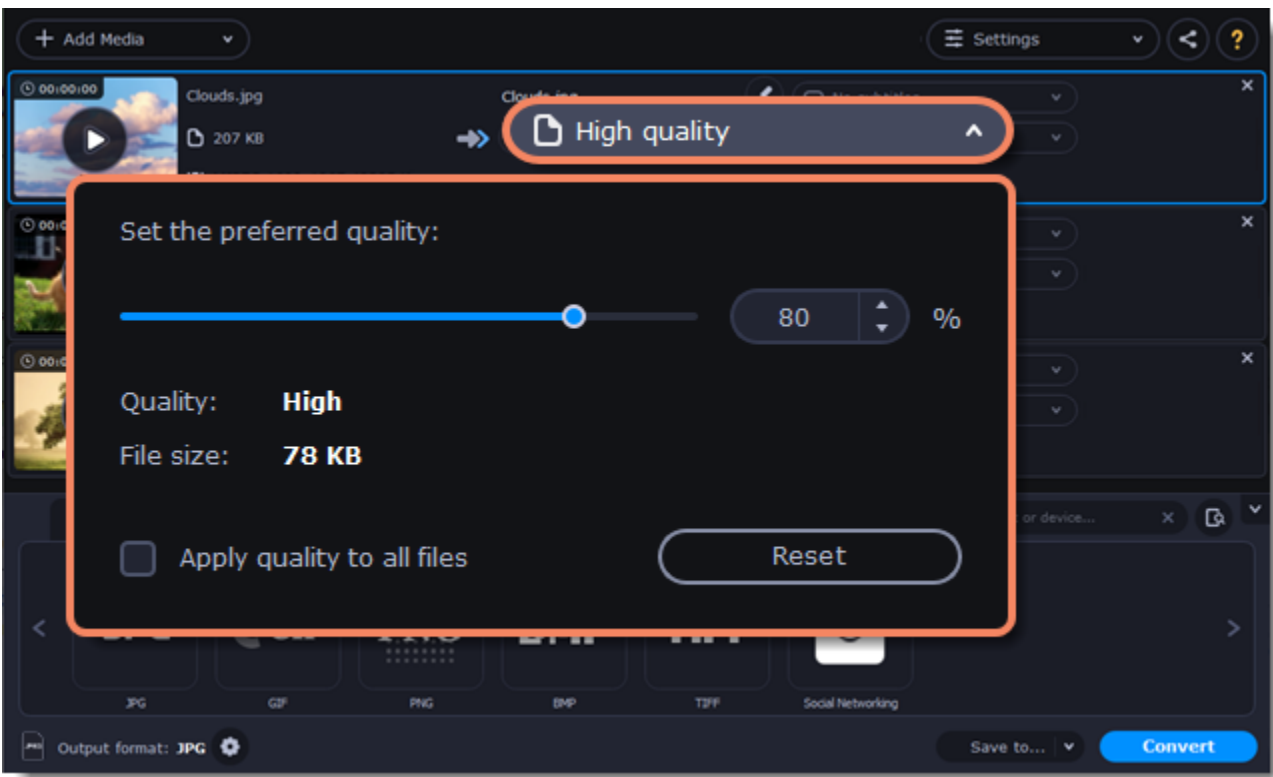
- 1. In the lower half of the window, click the **Images** tab to see a list of image formats.
- 2. Click the format you want to use.

Note: not all formats support transparency. If the images have transparent areas, choose the PNG or BMP format.






Reduce the file size (converting to JPG only)

Click the file size to open settings, then drag the slider to reduce the image size.



Resize images (optional)

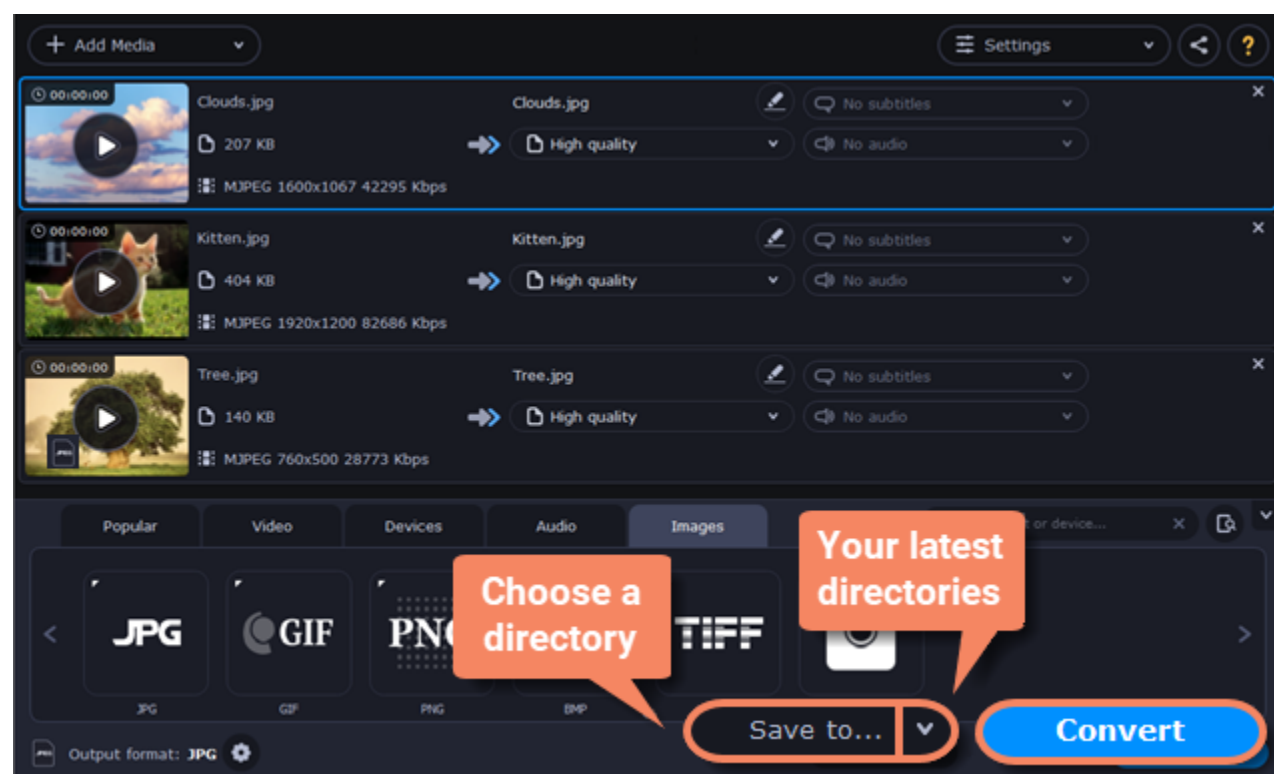
To batch resize the images:

- 1. At the bottom of the window, click the cogwheel icon  next to **Output format**.
- 2. Click the box under **Frame size** and choose a size that you want to use for all images, or choose any of the following and enter the size into the **width** and **height** boxes on the right:
 - Custom**: scales the images to exactly the size you specify.
 - Smart fit**: scales the images up or down as close as possible to the specified size without changing the proportions.
 - Up to size**: scales the images down as close as possible to the specified size without changing the proportions. Images smaller than this size will remain unchanged.
- To allow changing the image proportions, click the link icon next to the width and height boxes:  – locked,  – unlocked.
- 3. If the new size is different from the original image proportions, choose a resize method for your images:
 - Letter box** – unused space will be filled with black.
 - Stretch** – the image will stretch to fill the entire area.
 - Crop** – the image will be resized to fill the entire area, and overflowing edges will be cut off.
- 4. Click **OK** to accept the changes. If you want to preview the result, click the **Edit** button next to an image.



Save and convert

At the bottom of the window, click **Save to...** and choose a folder you to save converted files to. You can select one of your previous folders by clicking the check near the **Save to...** button. Finally, click the **Convert** button to start processing the images.



Choosing an audio format

Even though MP3 is the most commonly used format, you may also encounter other formats, such as AAC or FLAC, which can preserve audio quality better, but aren't supported by all devices. Converting audio will not only let you play music on any device or player, but also organize and compress your media library.

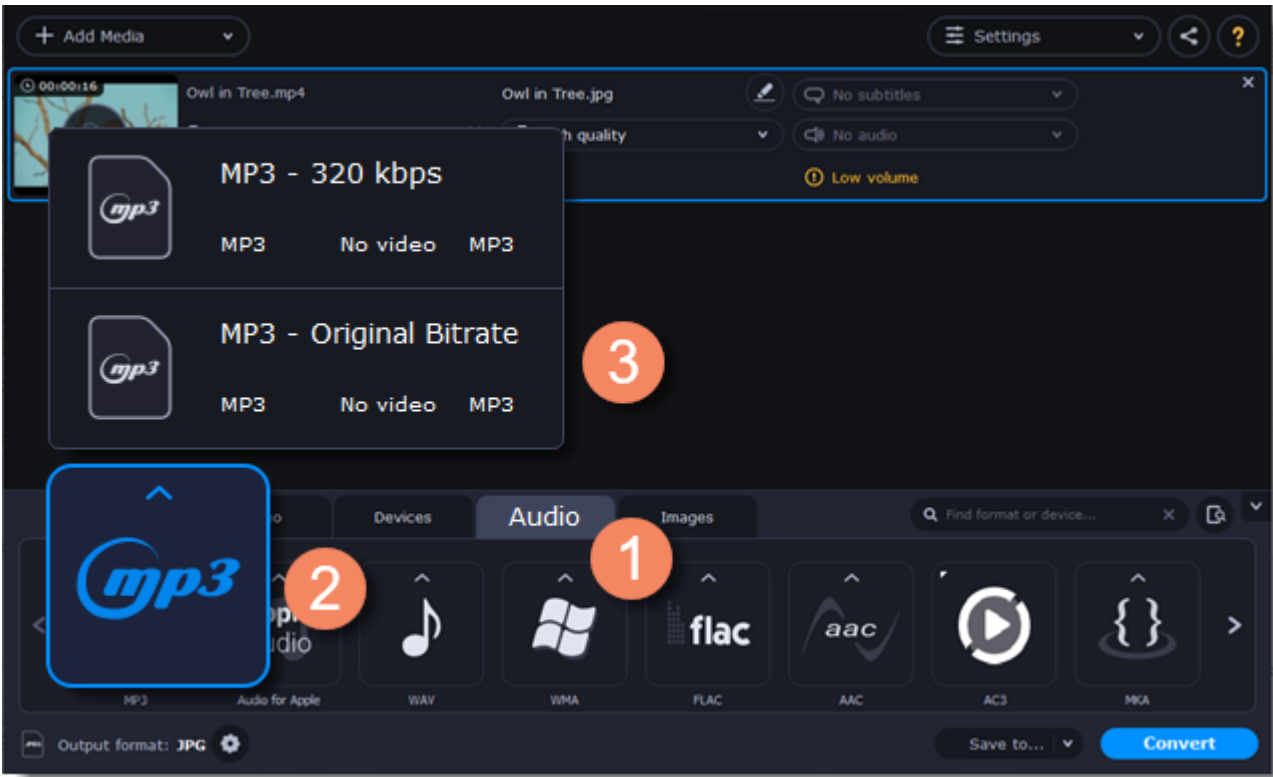
Open music

1. Click **Add Media** in the upper left-hand corner.
2. Click **Add Audio** in the pop-up list.
3. A **Finder** dialog box will appear. Choose the audio files you want to convert. Or simply drag the audio files onto the converter window.

Choose audio format


1. In the lower part of the window, click the **Audio** tab to see the list of audio formats.
2. Click the format you want to convert the audio to.
3. Choose the bitrate that you want to use. To convert without changing the bitrate, choose the preset marked with *"Original bitrate"*.

Bitrate – the bitrate reflects the amount of data in kilobits that is played back each second (measured in kbps). Higher bitrate usually means higher audio quality as well as larger file size, as extra data needs to be stored within the file. For audio presets, the bitrate is listed next to the format. When you convert a file to lower bitrate, the extra bits of data are irretrievably lost, meaning that you cannot increase quality by converting audio to a higher bitrate, because the file no longer contains the data that can be used to restore higher quality.




Rename file

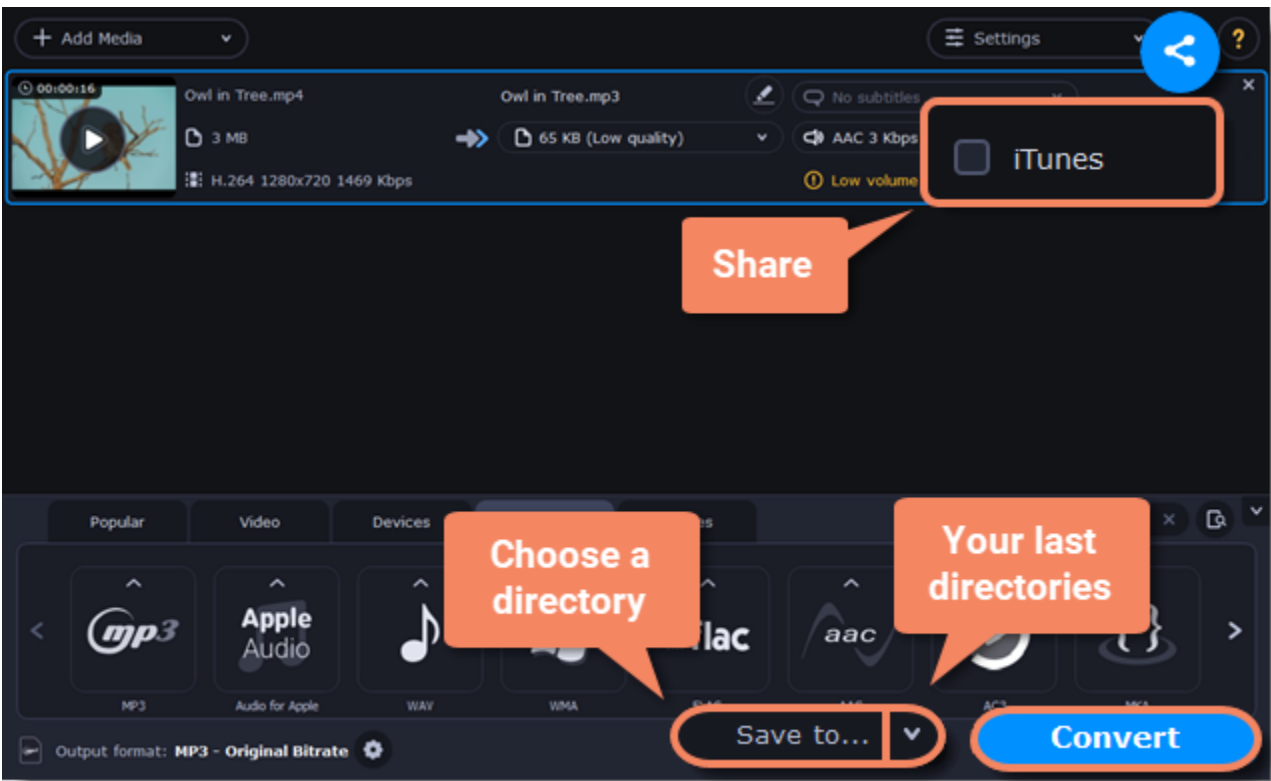
Renaming media files helps keep the music library in order.

1. Click the pencil icon  next to the file you want to rename.
2. Enter the file's new name.
3. Click **OK**.

Convert and upload

1. At the bottom of the window, click **Save to...** and choose a folder you to save converted files to. You can select one of your previous folders by clicking the check near the **Save to...** button.

2. If you want to upload the music to iTunes after converting, click the sharing button  at the top of the window and select **iTunes** from the pop-up window.
3. When you're ready, click **Convert** to start the audio processing. Your files will be ready in a few minutes at most.

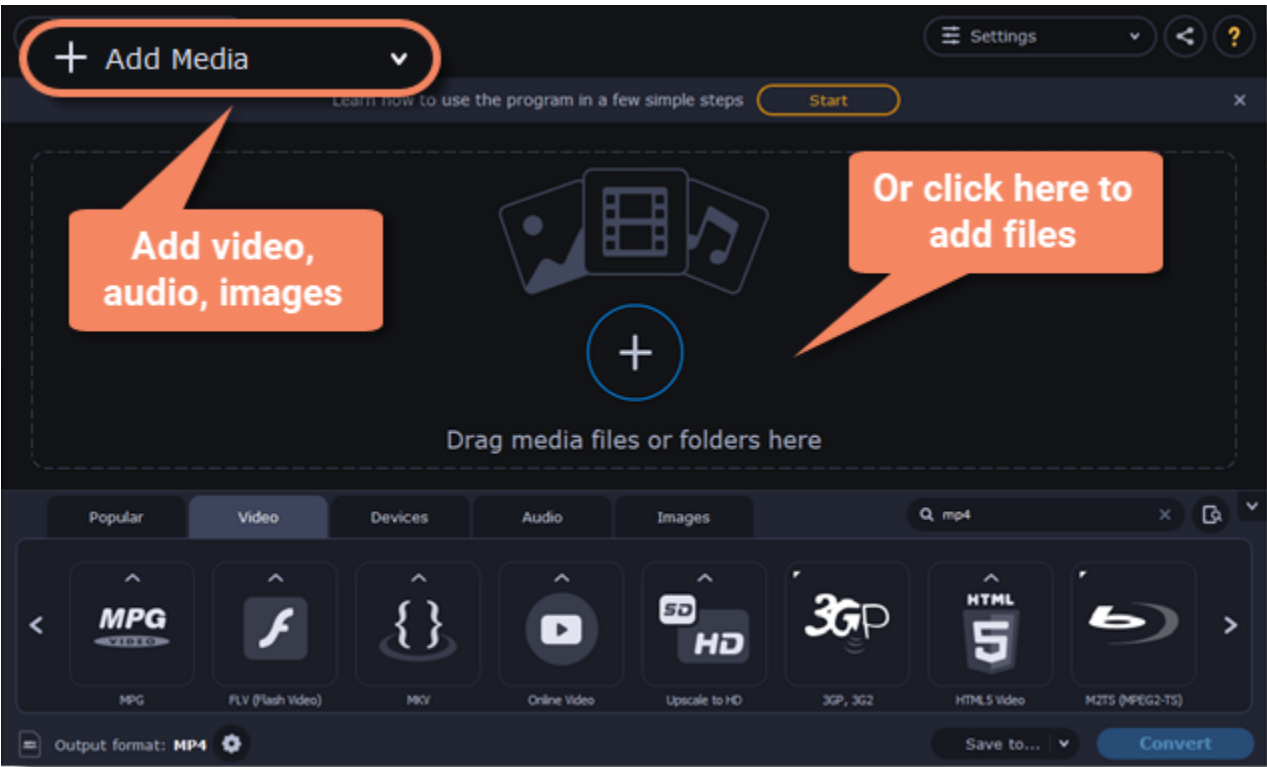


Devices

Converting videos for devices such as smartphones and tablets is quick and easy: all you need to do is connect the device and the program will suggest the recommended format and resolution for it.

Open files

Drag the files you want to convert onto the converter window.

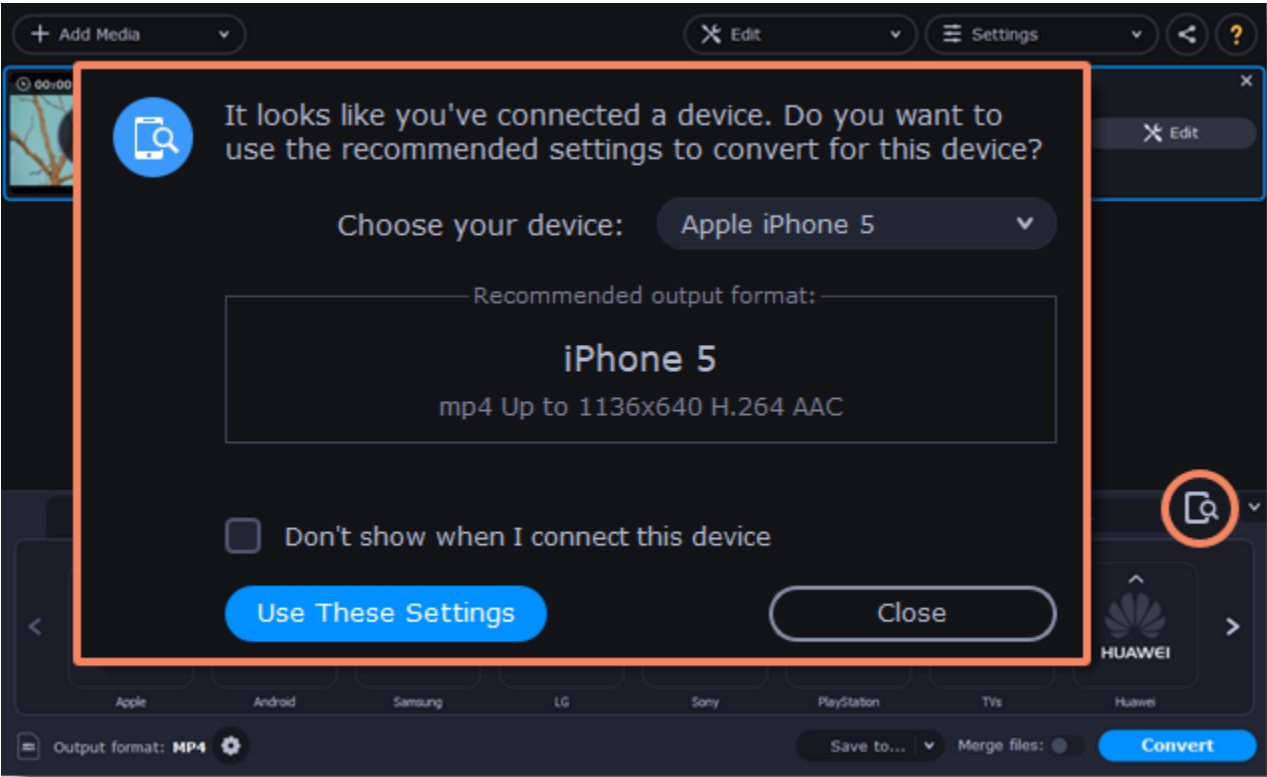


Connect the device

Connect the smartphone or tablet to your computer using a USB cord.

Confirm the device

1. Once the device is recognized, a dialog box will appear with the device name and the recommended preset. Check that the device name matches your device. If the dialog box doesn't appear, click the **Device Detection** button to the right of the search bar.
2. If the device is correct, click **Use These Settings** to use the recommended output format, resolution, and other parameters.



Several devices are listed

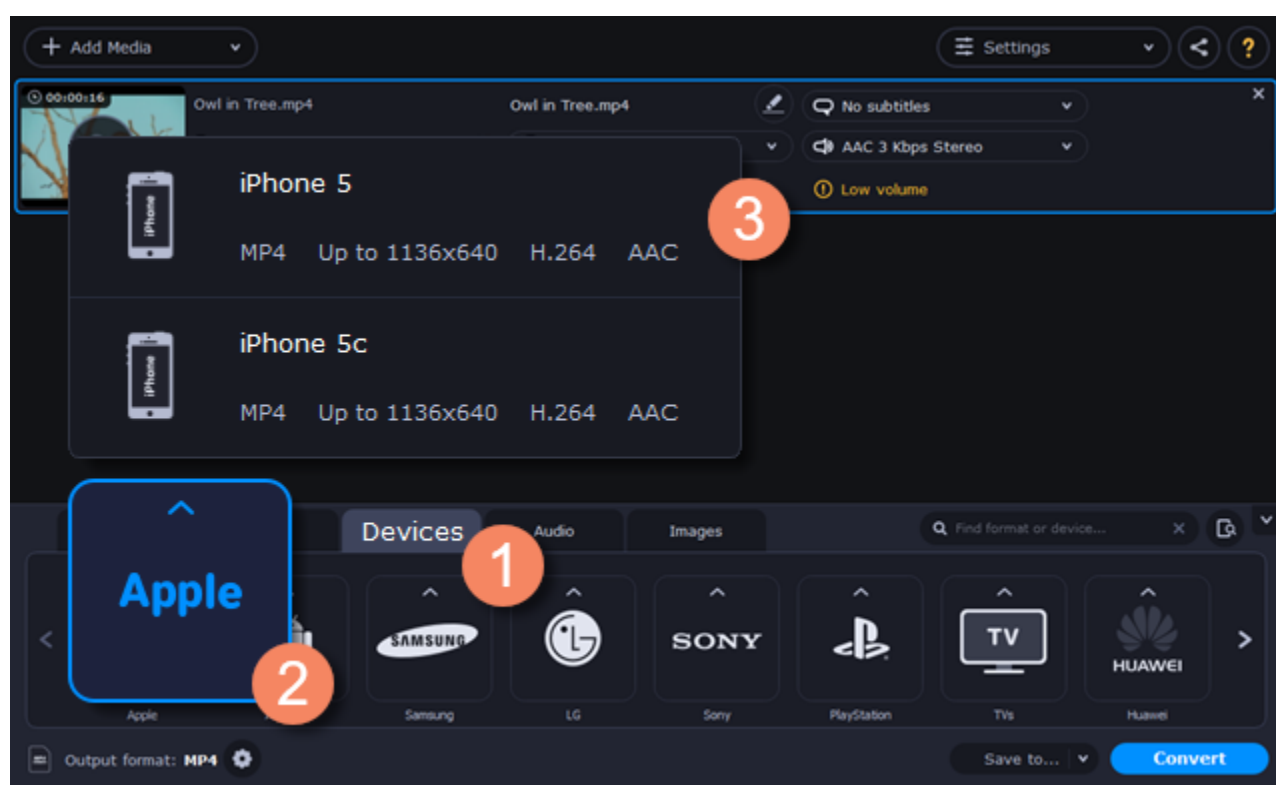
Sometimes, the device detection box shows a list of several devices. This can happen if you have more than one connected device, or with some devices that are very similar and can't be identified precisely. In this case, open the **Choose your device** list and select the device model that you want to convert for. Then, click **Use These Settings** to use the recommended format, resolution, and other settings.

Device was not detected

- If the dialog box does not appear, try clicking the **Device Detection** button to the right of the search bar.
- Try reconnecting the device and wait for the system to detect it.
- If that doesn't help, you can still find a preset for your device manually on the **Devices** tab.

The wrong device was detected

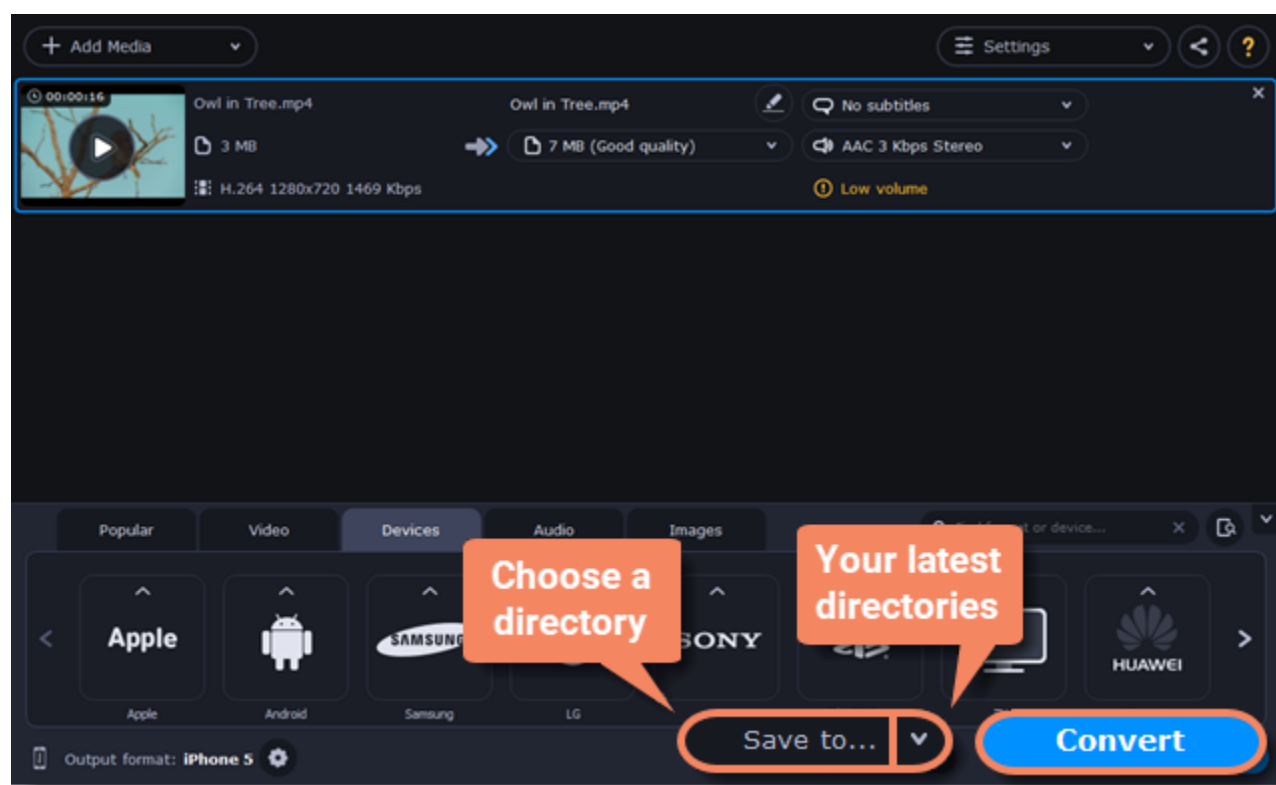
If the dialog box shows the wrong device, and that device isn't also connected to your computer, you can still find it manually on the **Devices** tab of the preset list.



If you want to report this mistake, write to us at support@movavi.com and tell us your device model, and which device was shown instead.

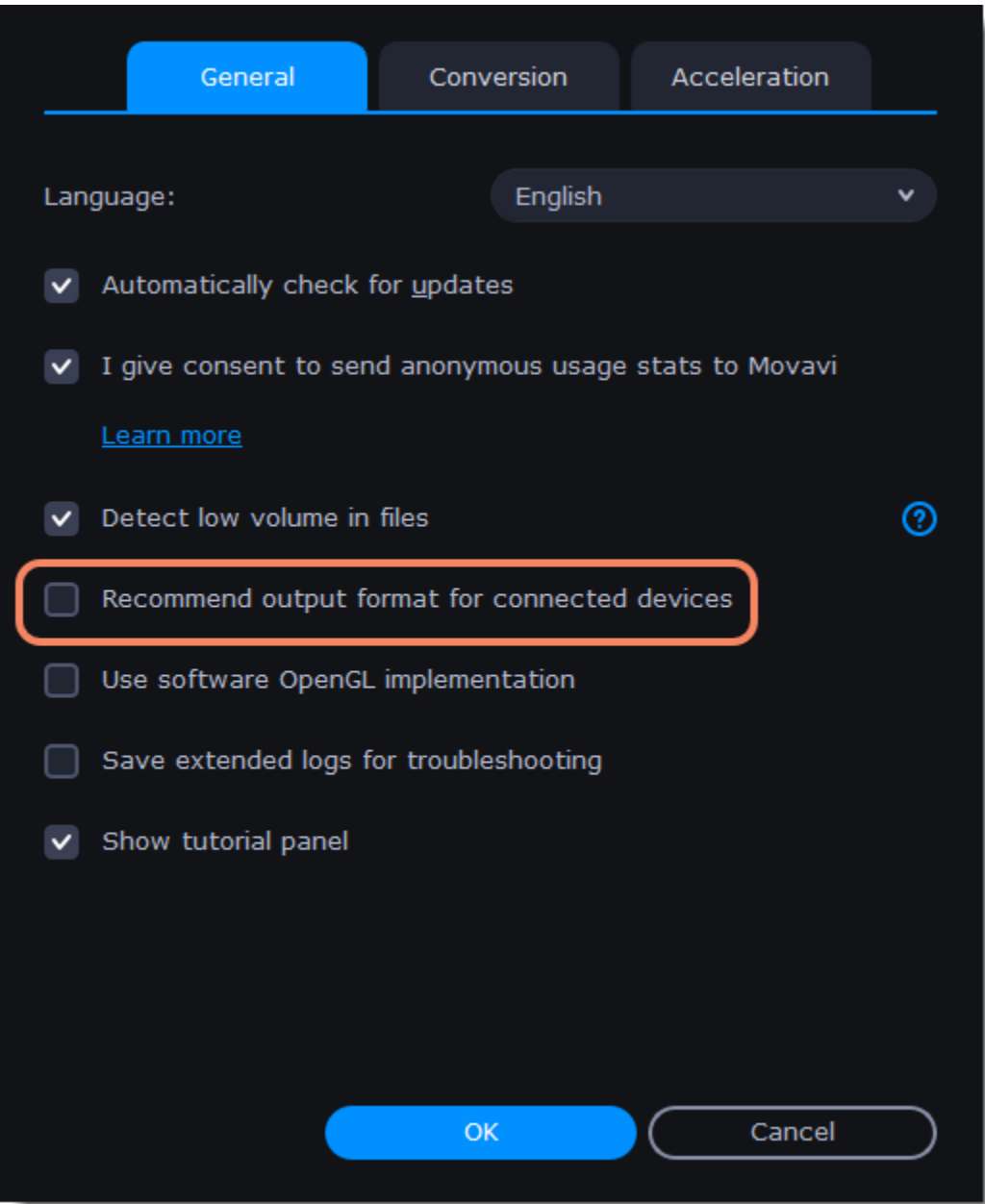
Save and convert

1. At the bottom of the window, click **Save to...** and choose a folder you to save converted files to. You can select one of your previous folders by clicking the check near the **Save to...** button.
2. Click the **Convert** button to start processing the videos.
3. After conversion has finished, upload the videos to your device and enjoy.



Disabling device detection

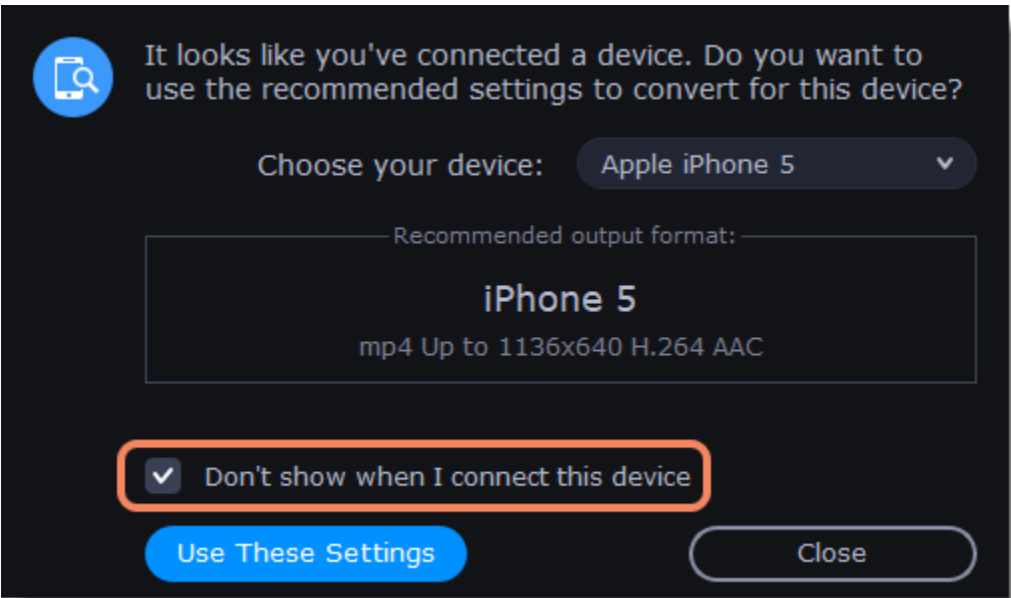
- If you don't want to use device detection for any devices:
1. Click the **Settings** button and choose **Preferences**.
 2. In the Preferences window, disable the "**Recommend output format for connected devices**" option.
 3. Click **OK** to apply the changes.



Disabling detection for one device

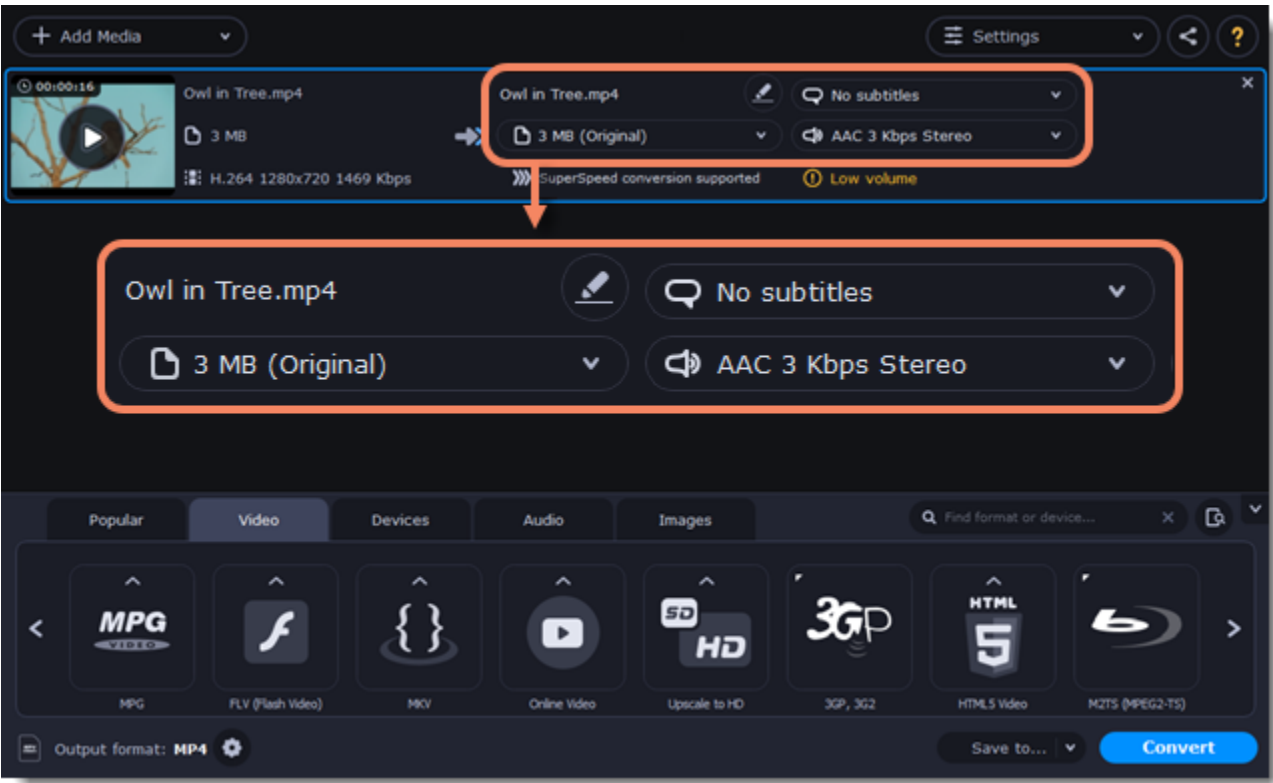
If you don't want the device detection window to appear whenever you connect a specific device:

1. Connect the device and wait for the Device Detection window to appear.
2. Select the **"Don't show when I connect this device"** option and close the window.

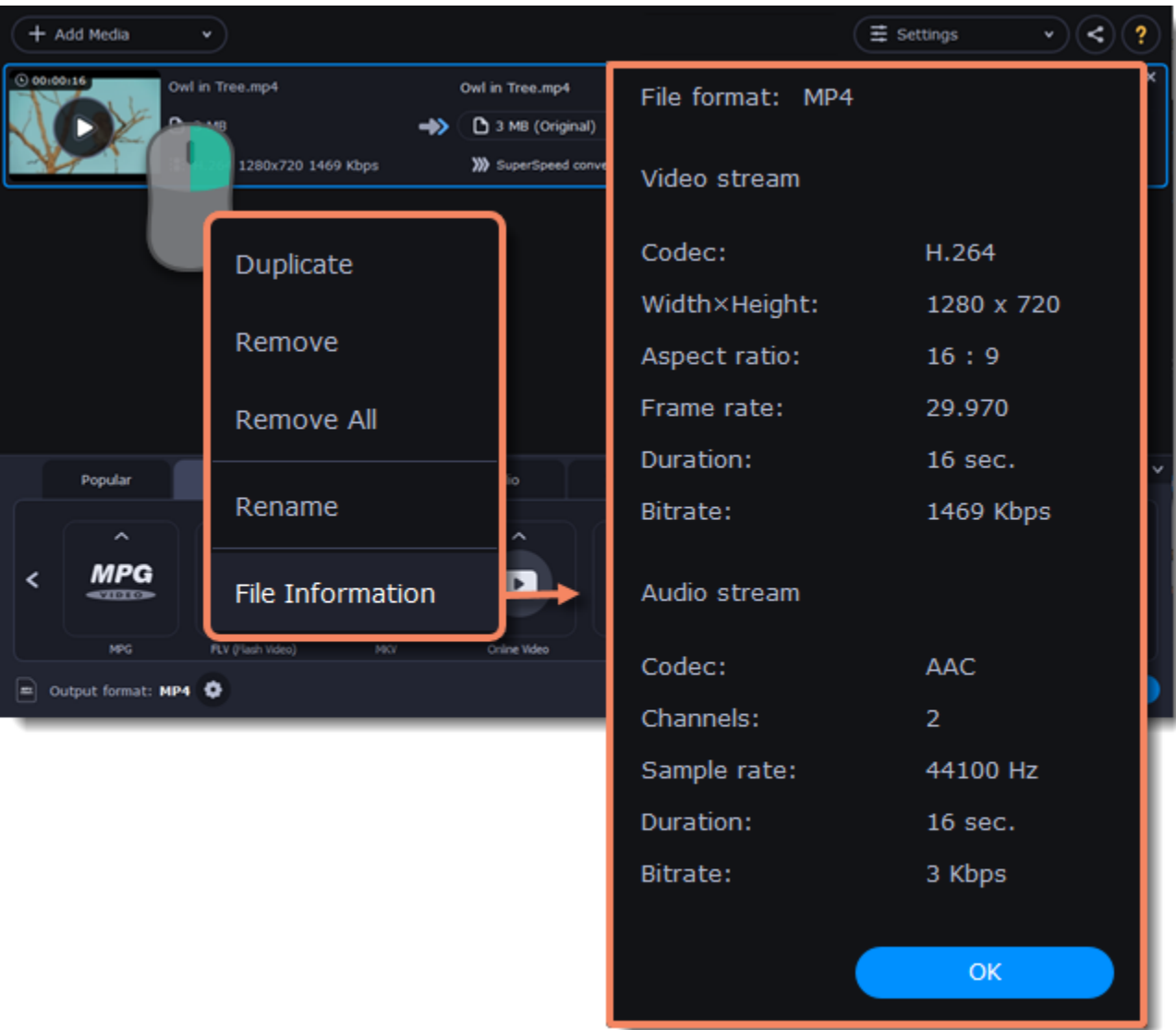


Media streams

Every media file is made up of streams for each data type. A video can contain a video stream, a couple of audio streams, and several subtitle streams. When converting files, you can find the information about these streams in two columns on the right. Here, you can manage the streams that end up in the output file.



To find detailed information about the video and audio streams of the original file, right-click anywhere on the file and choose **File Information** from the pop-up menu.



Compress video

You can compress a video to reduce its output file size by sacrificing some of the quality. To do that, click the output file size and move the slider to the necessary file size while keeping an eye on the quality.

[Compressing videos](#)

Choose audio tracks

If a file comes with a number of audio tracks for different languages, you can keep just the ones you need. To do that, click the audio stream and deselect the audio tracks that you don't want to keep.

[Choosing audio tracks](#)

Choose a subtitle track

When you convert videos, you can permanently overlay subtitles on top of the video. To do that, click the subtitle stream and choose or add the subtitle track that you want to use.

[Choosing a subtitle track](#)

Audio tracks

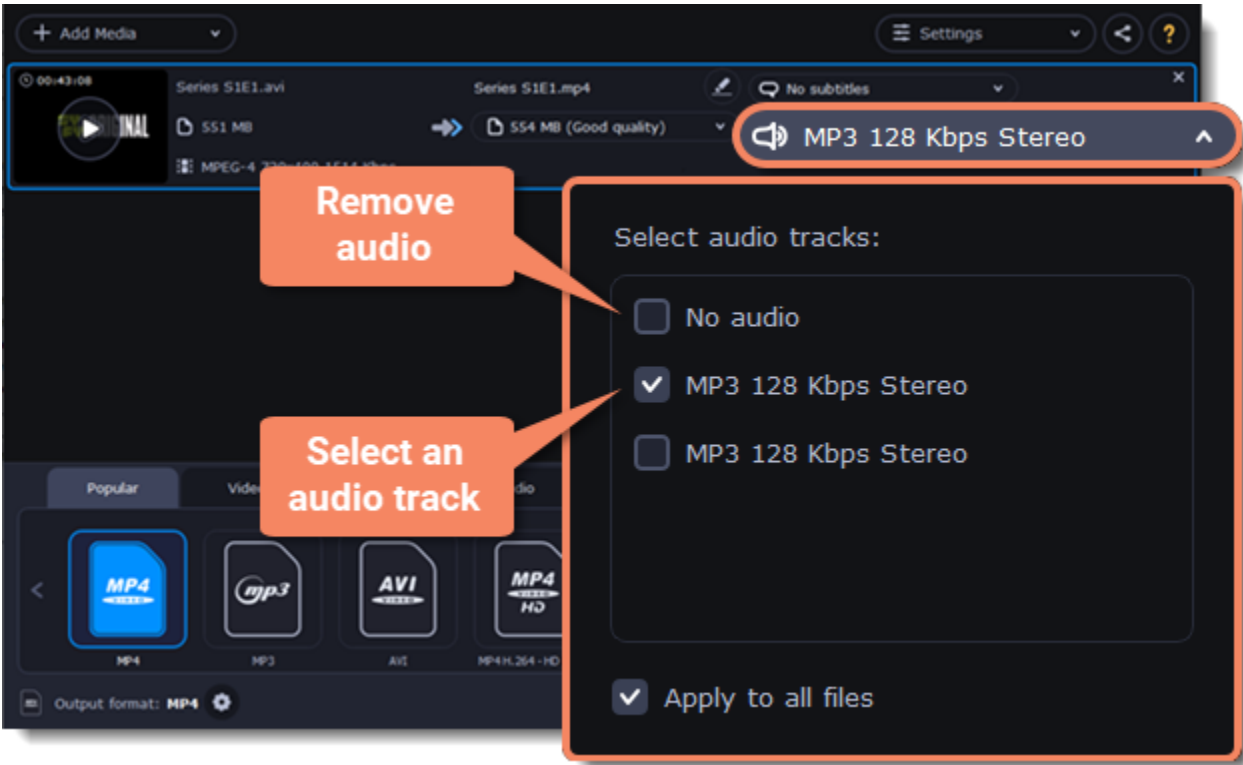
It isn't uncommon to find videos with several audio tracks, whether it's a different language or a director's commentary. Removing tracks you don't need will reduce the output file size.

Open audio track list

In the rightmost column of the file list, click the audio track information box. The audio track list will appear.

Choose audio tracks

In the box with the audio tracks, deselect the audio tracks that you don't want to appear in the output video. If you want to completely remove audio from the file, select the **No Audio** option. You can remove audio from all the files in the list by checking the **Apply to all files** box. You can also apply an audio track to all files.




Note: not all formats support multiple audio tracks. The table below shows the maximum number of audio tracks for each format:

Format	Number of audio tracks supported
3GP	1
AVI	16
DVD	8
FLV, SWF	1
MKV	16
MOV	16
MP4	16
MPEG-1, MPEG-2	16
OGV	1
WebM	16
WMV	16

Subtitle track

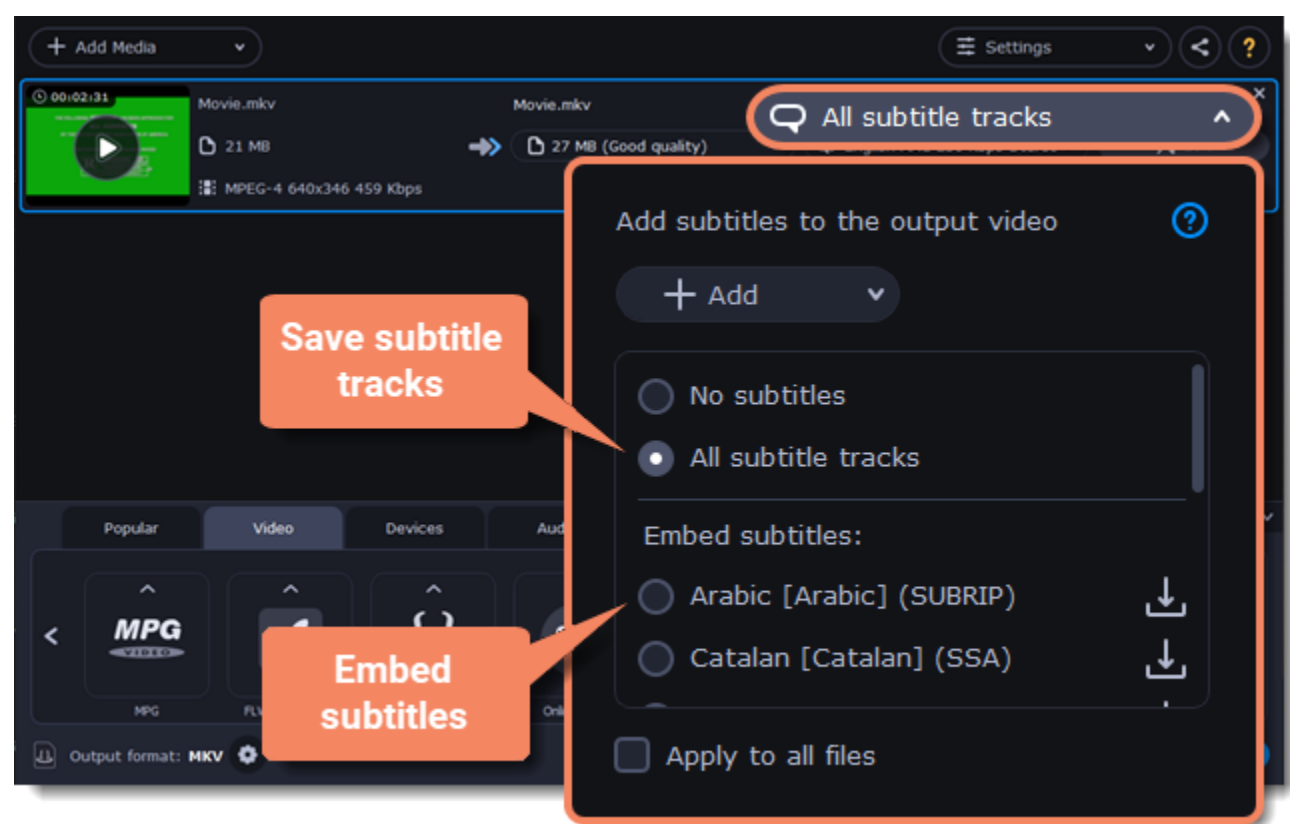
When you convert videos, you can permanently overlay any subtitle track onto the original video. This can be useful if you're watching videos on a device, or your player doesn't support subtitles.

Choose a subtitle track

In the rightmost column of the file list, you can see the subtitle and audio track information for each file. Click the information next to the subtitle balloon  to open the list of subtitles. In the subtitle list, click the subtitle track that you want to use.

You can choose **soft** or **hard** subtitles:

- Softsubs** are stored as a separate track and you can add several subtitle tracks to a single file. All the subtitle tracks will be saved if you choose **All subtitle tracks** option. The option available when converting to MKV only.
- Hardsubs** are permanently drawn on top of the video and cannot be turned off, but they are guaranteed to be visible in any player. Choose subtitles you want to embed from the list.



Adding subtitles

To add your own subtitles that aren't stored inside the original file, click the **Add** button above the subtitle list and then open the subtitle file that you want to add. You can use *.srt, *.ass, *.smi, or *.ssa subtitle files.

Subtitle encoding

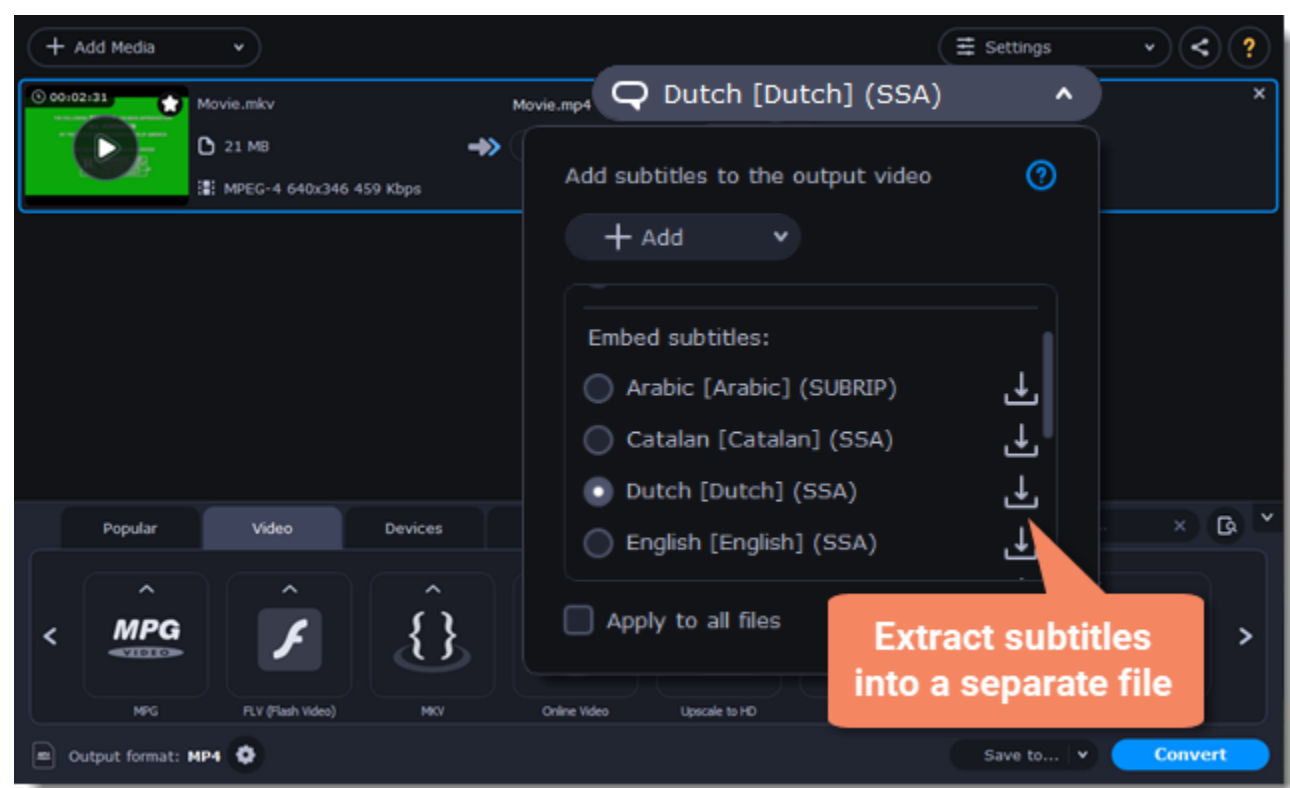
If the subtitle text looks scrambled, open the **Subtitle encoding** box and try setting the encoding with the right language.

Applying a subtitle track to all files

Choose a subtitle track and select **Apply to all files**. This function works only in case you have files with the same quantity of subtitle tracks, for example, it is a series.

Extracting subtitles

1. Click on the **subtitles field** next to the video you want to extract subtitles from.
- Make sure to choose the video format.



2. In the pop-up menu, click the **Extract subtitles into a separate file** button.
- Now, the file with the extracted subtitles will be saved by default in *Movavi Library folder*.
 - The file will be automatically shown in folder at the end of the extracting process.

Uploading files to iTunes

Adding converted videos and music to your iTunes library will allow you to play them on any of your devices connected to the same iTunes account.

Before you start

To upload files to iTunes, you will need iTunes 6.0 or higher installed on your computer.

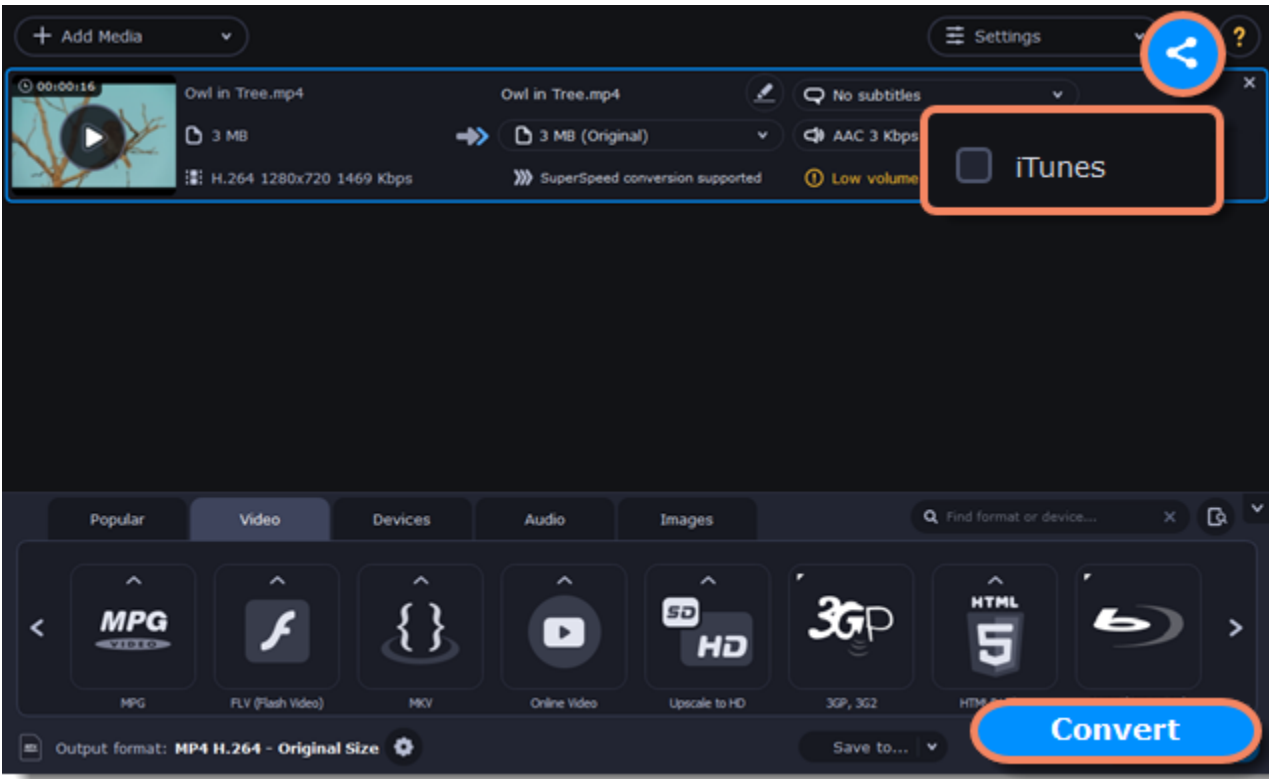
[Download iTunes](#)

Prepare the files

1. Open the files you want to convert. [Opening media](#)
2. Choose an output format. [Choosing output format](#)

Choose iTunes uploading

- 1. Click the the sharing button at the top of the window.
- 2. Select **iTunes** from the pop-up list.



Convert files

Click **Convert** to start processing your files. After conversion is completed, the files will be uploaded to your iTunes cloud storage.

iTunes® is a trademark of Apple Inc.

SuperSpeed acceleration

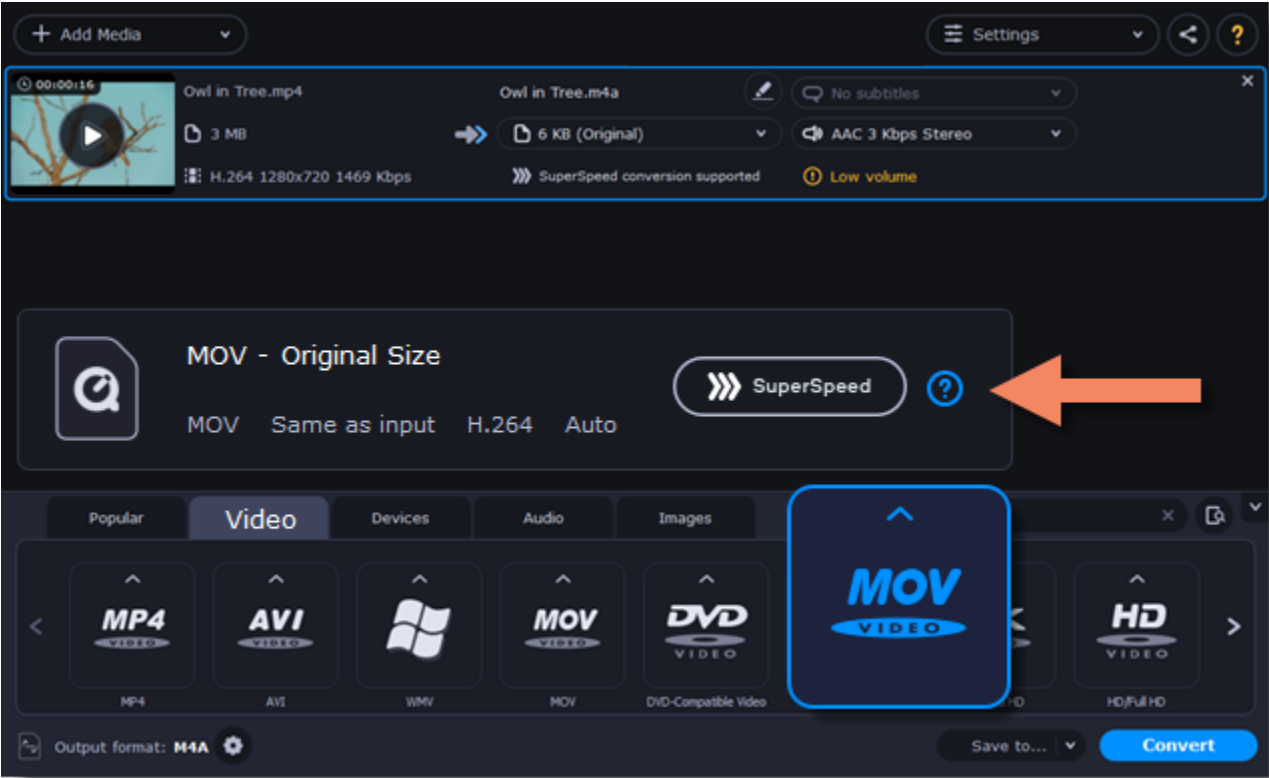
SuperSpeed mode allows you to convert video files much faster than usual without losing any quality. When you convert videos, encoding the video from one codec to another takes the most time. If you don't need to change the video codec or resolution, the video data can simply be copied to the new file, without having to convert it. This is also sometimes called *remultiplexing* or *remuxing*.

When can it be used?

- SuperSpeed mode can be used any time when the video stream in the output file is the same as the original:
- The output codec is the same as the video codec in the original file (*e.g. when converting MKV files with the H.264 codec to MP4 files with the H.264 codec*)
 - The output resolution is the same as the original
 - No video adjustments are used. *This includes stabilization, video adjustments, denoising, subtitles, watermark, crop, and rotation.*
 - No video compression is used.
 - You can still enjoy SuperSpeed conversion when trimming files.

How to use SuperSpeed conversion

To use SuperSpeed conversion mode, choose output presets marked with the SuperSpeed badge:

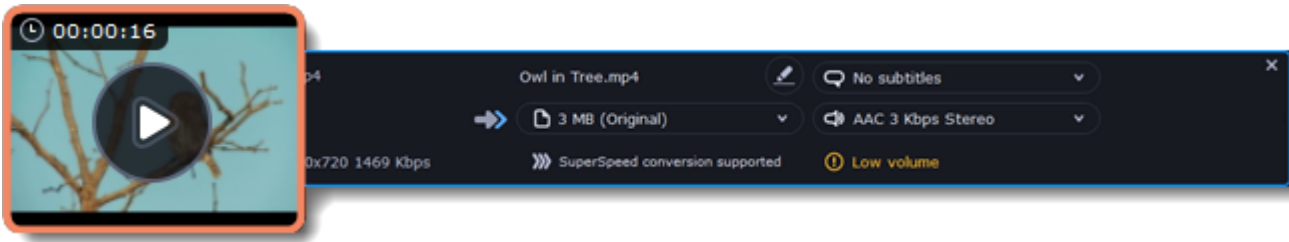


This can be a video format or a device preset that has the same codec and resolution as your original files.

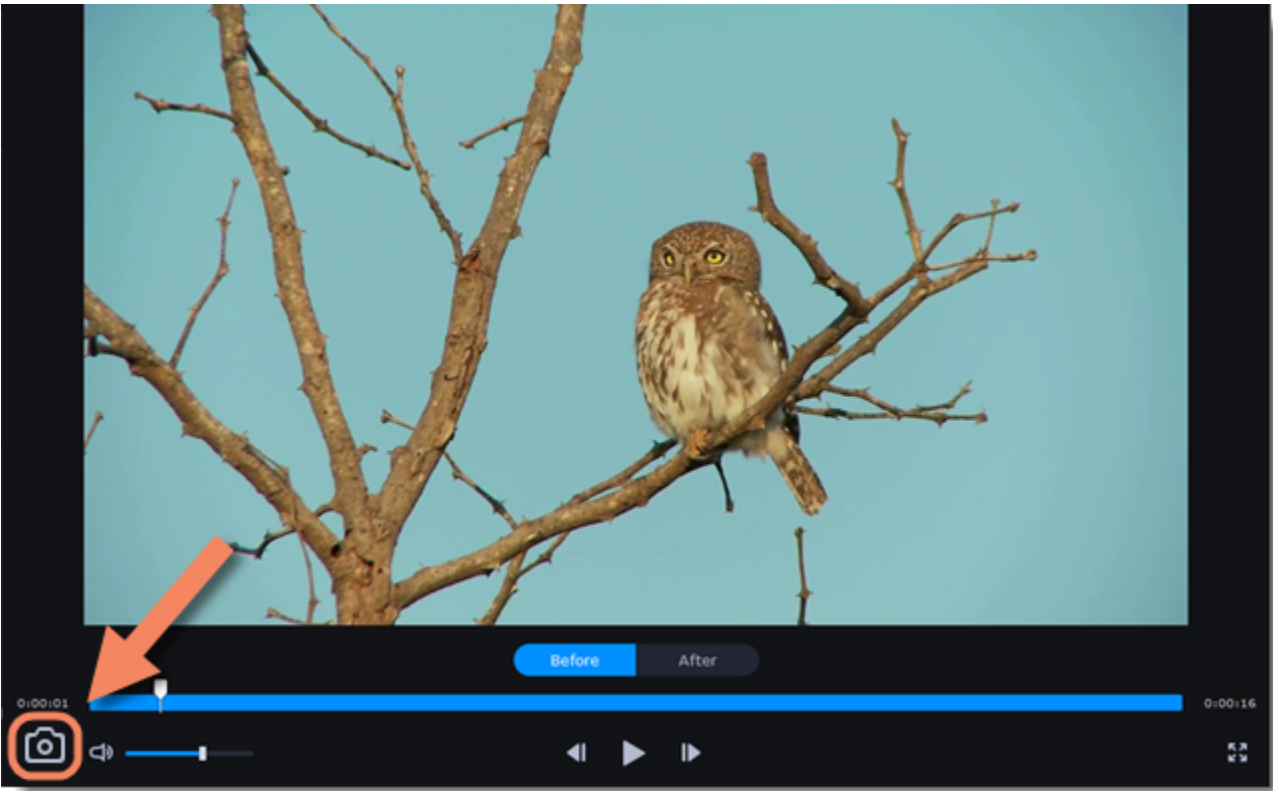
Taking a snapshot

To save a single frame from the video:

1. Click the **Play** button on the video's thumbnail in the list to view the original file.



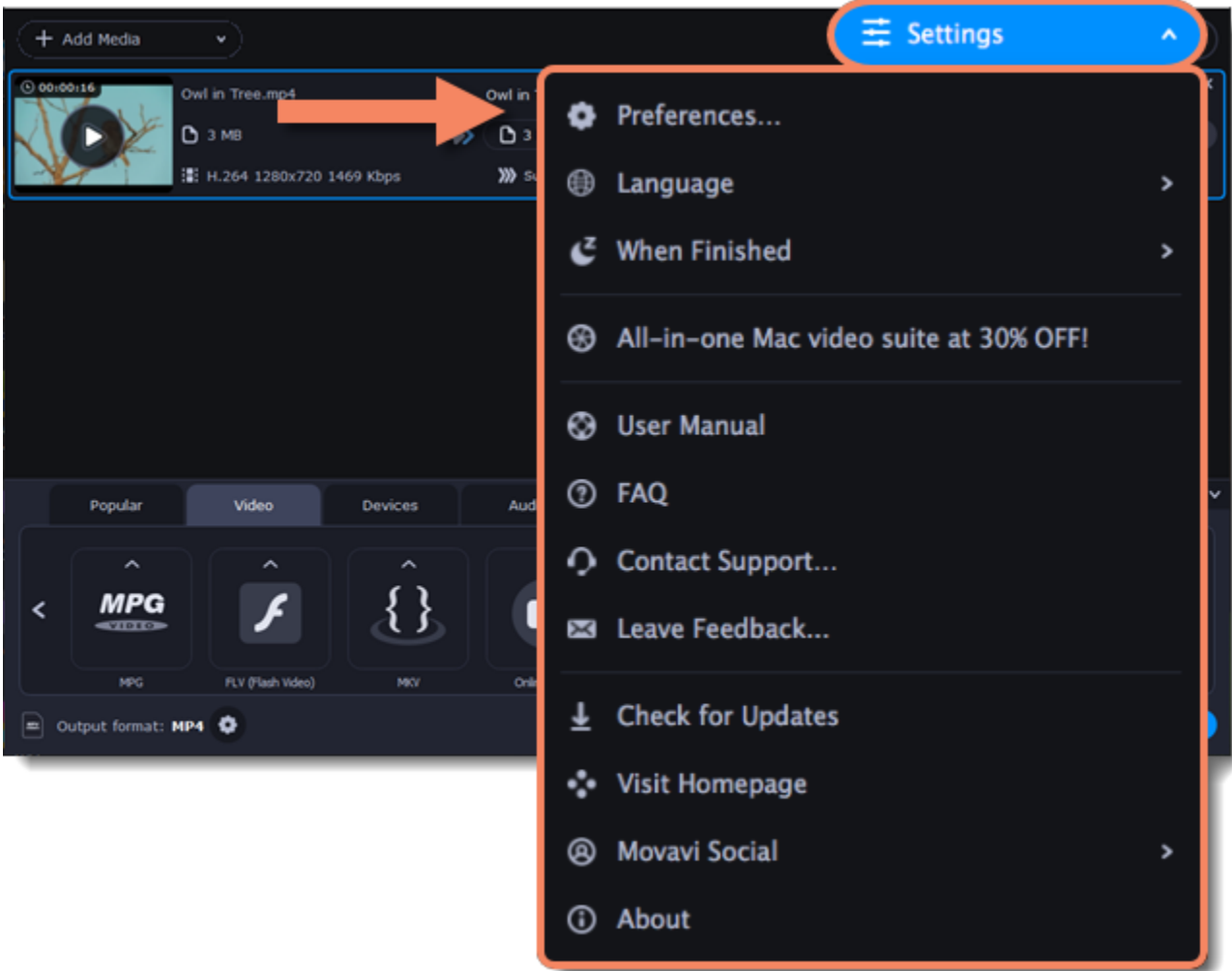
2. In the player window, move to the frame you want to save and click the **Take a Snapshot** button.



3. A **Finder** window will open. Choose where you want to save the snapshot and click **Save**. The snapshot will be saved with the original video's size and quality.

Preferences

To open the converter preferences, click the **Settings** button at the top of the window to open the settings menu. There, click **Preferences**.



The preferences are organized into tabs at the top: General, Conversion, and Acceleration. Click the related tab to find the preferences you need.
[General preferences](#)
[Conversion preferences](#)
[Acceleration preferences](#)

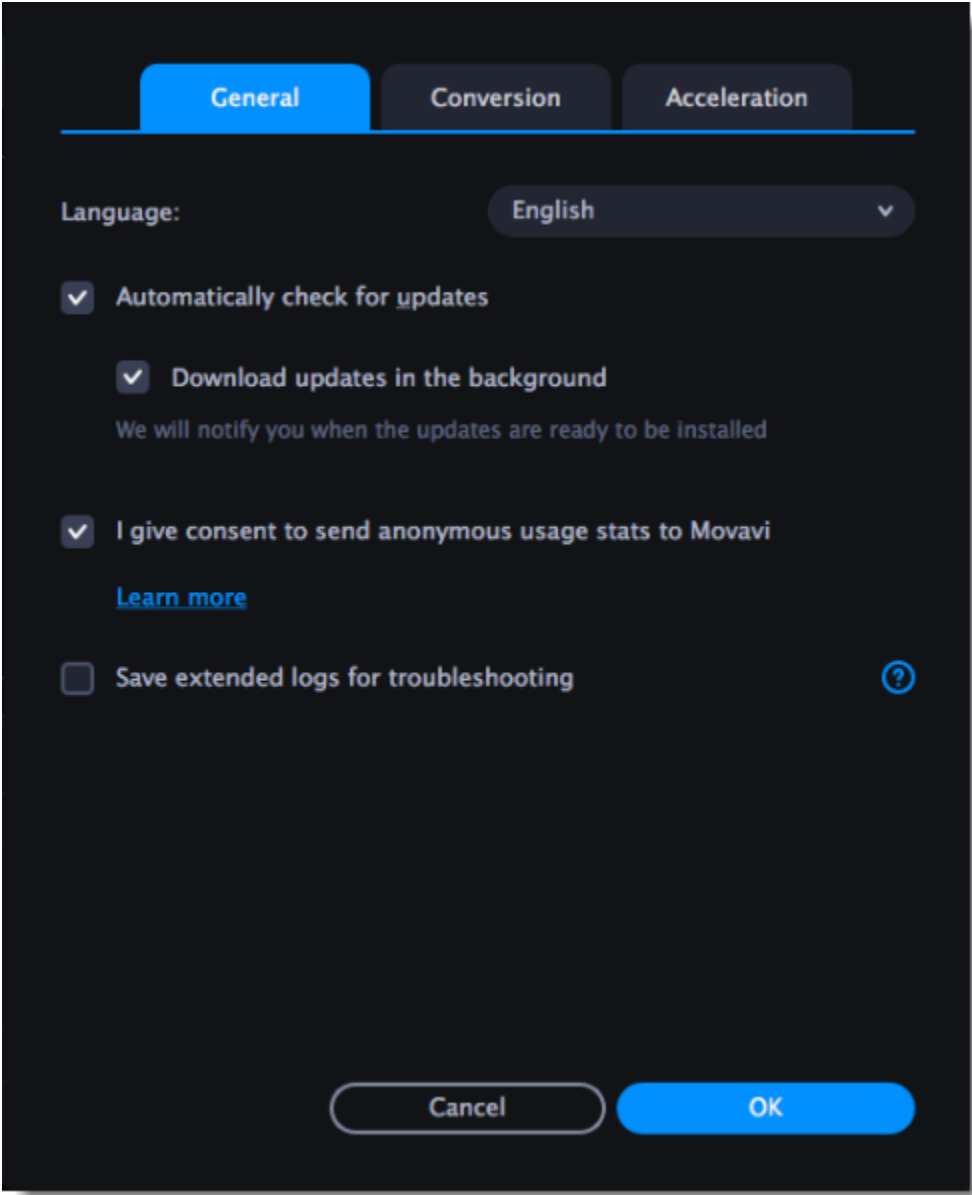
General preferences

On the General tab of the preferences, you can choose the interface language and control how the application behaves.

Automatically check for updates – select this option and you'll be notified whenever a new version is available. Updates within your version are absolutely free (e.g. 1.0 to 1.1), while new releases are offered with a hefty discount to registered users.

Send anonymous usage stats to Movavi – checking this box will allow the program to send usage statistics to our development team, enabling us to fix any bugs you may encounter much faster, as well as add new features that you might be missing. The data contains no personal information, will not be disclosed to third parties and will be used for software improvement purposes only.

[Learn more about how we use the statistics](#)
[Read our Privacy Policy](#)



Conversion preferences

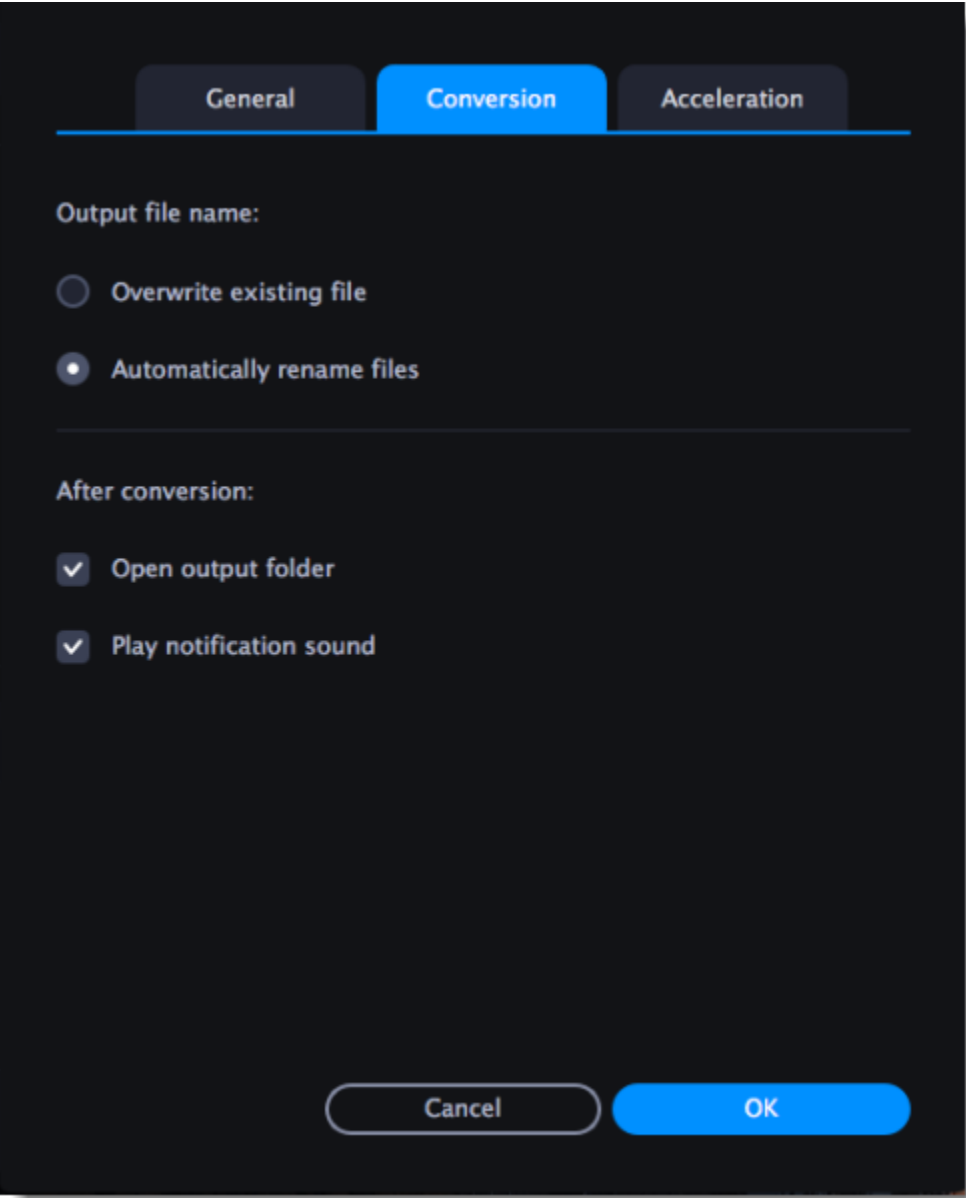
On the **Conversion** tab of the preferences, you can manage how files are converted.

Under *Output file name*, you can choose what happens if a file with the same name already exists in the output folder:

- **Overwrite existing file:** the old file will be permanently replaced with the newly converted file.
- **Automatically rename files:** new files will be automatically renamed, and both files will be preserved.

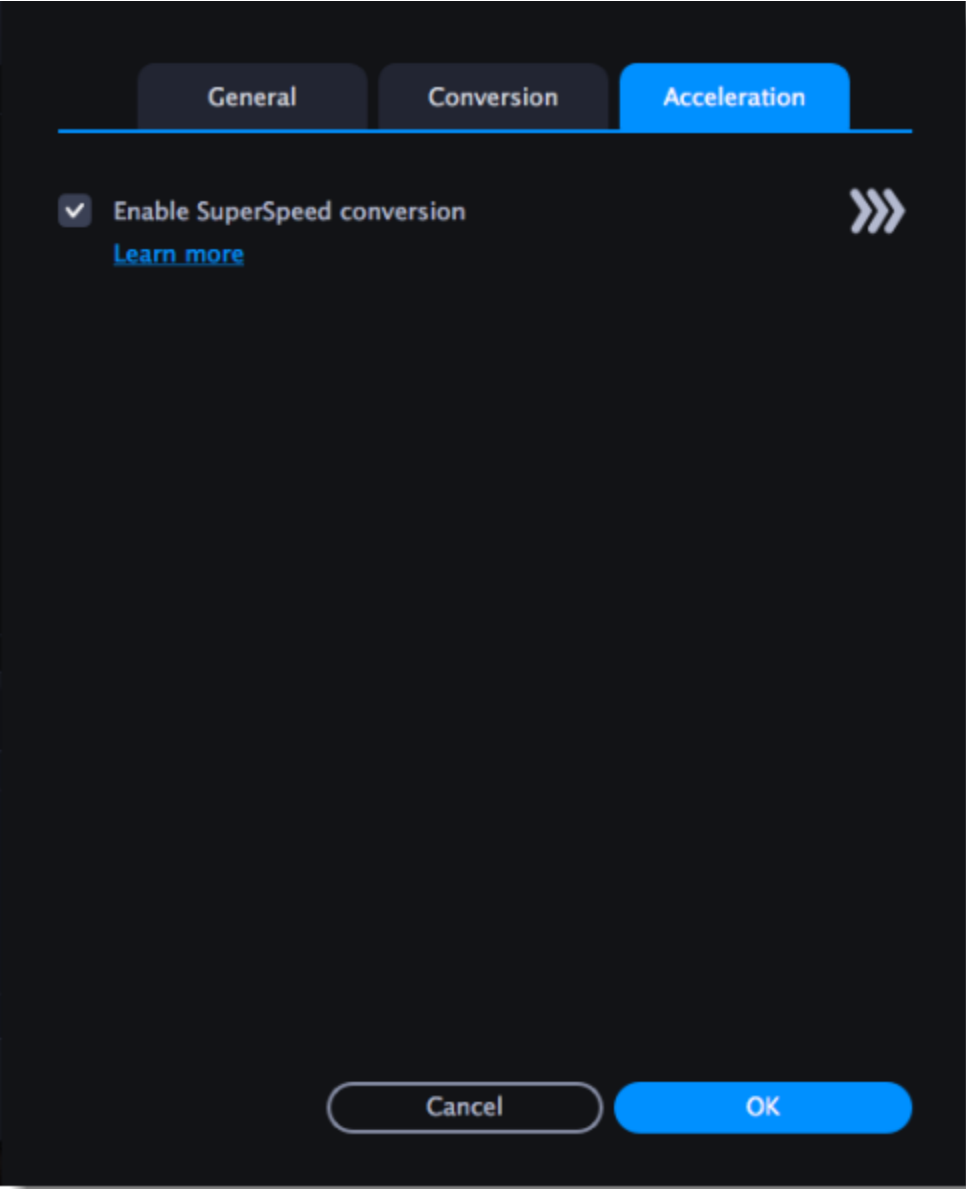
Under *After conversion*, you can choose what happens when conversion is finished:

- **Open output folder:** shows the converted files in the output folder.
- **Play notification sound:** the program will notify you when it has finished converting your files.



Acceleration preferences

On the **Acceleration** tab of the Preferences, you can accelerate conversion using the latest technologies.



Enable SuperSpeed conversion

- SuperSpeed is an express conversion mode that converts compatible formats over 50x faster than regular conversion.
- SuperSpeed works if the output codec is the same as the original codec, and no effects have been applied to the video.
- When choosing an output format, look for presets with the **SuperSPEED** badge. This means that converting to this format will be much faster than others.

[Learn more about superspeed](#)

Help and support

If you have any questions or concerns regarding Movavi software, you are welcome to contact our support team.

You can contact us using:
E-mail: support@movavi.com – guaranteed response in 3 business days
[Live Chat](#) – available 12 A.M. – 6 P.M. GMT \ 4 P.M. – 10 A.M. PST
[Or use the contact form](#)

Please describe your problem in as much detail as possible; any screenshots, log files, or information about your system will allow us to help you faster.

Frequently asked questions:
Why is "Trial Version" written on my videos?
The watermark is only placed on videos in the trial version. Buy an activation key and use it to activate the program. After that, you can convert files without the watermark.
[Removing trial restrictions](#)

My file does not open
• Check the list of supported formats to see if this file format is supported by the converter.
• If the format and codec are supported, the file may be damaged.
• Some DVDs and files can be protected with DRM against copying. The converter is not intended to make illegal copies of such files.
[Supported formats](#)

System requirements

	Minimum system requirements	Recommended configuration
Operating system	Mac OS X® 10.10 or higher	
Processor	64-bit Intel® processor	
Resolution	1280x768 screen resolution, 32-bit color	1280x1024 or higher
RAM	128 MB RAM	2 GB
Available disk space	120 MB available hard disk space for installation, 750 MB for ongoing operations	2 GB Video conversion may require several GB of additional space.
Additional features	Sound card for audio playback Administrator permissions are required for installation	

Movavi Video Converter may also run on slower machines, however, we cannot guarantee stable performance if the minimum requirements are not met.

Supported formats

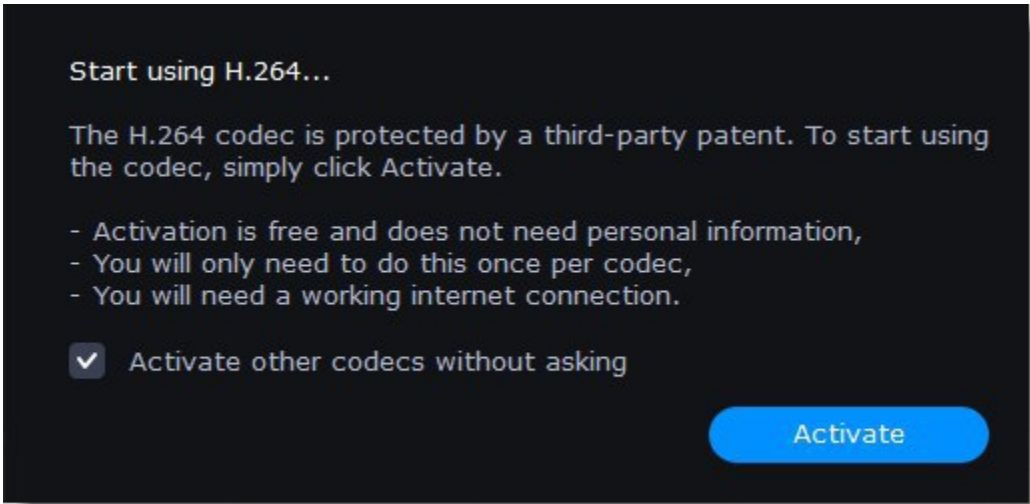
Video Formats	Supported Codecs	Input	Output
3GP, 3G2	H.263, H.264, MPEG-4	✓	✓
ASF	MPEG-4, VC-1, WMV V7	✓	
AVCHD	H.264	✓	
AVI	H.264, MPEG-4, MJPEG	✓	✓
	DivX, Xvid, DV, Cinepack, Fraps, TechSmith, Uncompressed	✓	
DivX	DivX	✓	
DVD	MPEG-1, MPEG-2	✓	
FLV	FLV1, H.264	✓	✓
	H.263, VP6, Flash Screen Video	✓	
M2TS	MPEG-2, H.264	✓	✓
M2TS, TS, MTS, M2T	MPEG-2, H.264	✓	
MKV	H.264, MPEG-4, MJPEG, Theora, VP9	✓	✓
	DV, Uncompressed	✓	
MOV	H.264, MPEG-4, MJPEG	✓	✓
MOV, QT	H.264, MPEG-4, MJPEG, AIC, ProRes, Sorenson 1/3, PNG	✓	
MP4	MPEG-4, H.264	✓	✓
MP4, M4V	MPEG-4, H.263, H.264, MJPEG, ProRes	✓	
MPG, VOB	MPEG-1, MPEG-2	✓	✓
MPG, MPEG, MPE, M1V, VOB, DAT, MOD, TOD, VRO	MPEG-1, MPEG-2, H.264	✓	
MXF	MPEG-2, DV	✓	
OGV	Theora	✓	✓
	MPEG-4	✓	
RM, RMVB	Real Video 2/3/4, Cooker	✓	

SWF	FLV1	✓	✓
	MJPEG		✓
WebM	VP8, VP9	✓	✓
	VP7	✓	
WMV	WMV V8	✓	✓
	WMV V7, WMV 9, WMV 9 Screen,WMV 9 Advanced profile, MPEG-4,WMV 9.1 Image V2	✓	
WTV	H.264, MPEG-2	✓	
Audio Formats	Supported Codecs	Input	Output
AAC	AAC	✓	✓
AIF, AIFF	Uncompressed	✓	
APE	Monkey's Audio	✓	
AU, SND	PCM	✓	
FLAC	FLAC	✓	✓
M4A, M4B	AAC, ALAC, PCM	✓	
M4A	AAC, ALAC	✓	✓
MP3	MP3	✓	✓
OGG	Vorbis	✓	✓
Opus	Opus	✓	
WAV	PCM, AAC, MP3	✓	✓
WMA	WMA Pro, WMA Voice	✓	
	WMA 9	✓	✓
Image Formats		Input	Output
APNG		✓	
BMP		✓	✓
DPX		✓	
GIF		✓	✓
JPEG (.jpg, .jp2, .jls)		✓	
JPEG (.jpg)		✓	✓
Netpbm formats (.pam, .pbm, .pgm, .ppm)		✓	
PCX		✓	
PNG		✓	✓
PTX		✓	
SGI		✓	
TGA		✓	
TIFF		✓	✓
WebP		✓	
XBM		✓	
XWD		✓	

Codec activation

Some video and audio codecs are patented by other companies, and it is required that new users activate the codecs they use to comply with patent law.

1. When you open a media file or export your project with one of these codecs, you may see a Codec Activation message.
2. Select the **Activate other codecs without asking** box to activate all codecs automatically in the future. The codecs will be activated automatically, but an Internet connection is still necessary.
3. Click **Activate** to complete the codec activation.



If you see a codec activation error, make sure that you have a working Internet connection. Without Internet, the codecs cannot be activated even if you've chosen to activate them automatically. After you've restored the network connection, please restart the application.

What kind of data is being sent?

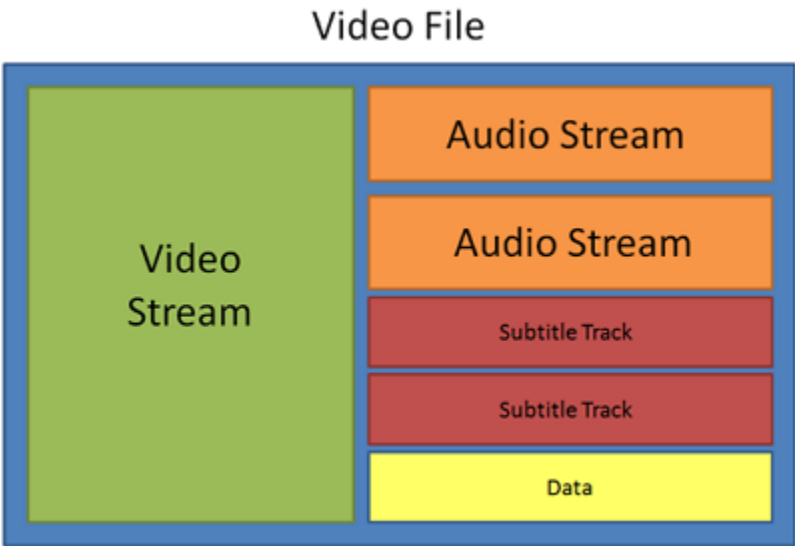
The data we send does not contain any information that can personally identify you. We only receive information about which codecs were used.

Glossary

General

Container Format (Video Format)

A container format is a file format for storing video or audio files that *contains* video and audio data in separate streams, as well as any other associated data, such as subtitle tracks and additional data about the file. You can think of a container format as a box that holds together all the parts that make up a video file, as illustrated below. The container format is what you usually see when you work with video files: you can judge which format your video is in by the file extension: *.mp4 corresponds to MP4 format, *.mkv to Matroska format, etc.



Codec

While a video file contains video and audio streams, these streams are in turn *encoded* using a video or audio codec that compresses the data. You can think of a codec as a language: to play a video encoded with a certain codec, your player needs to be able to 'understand' how it was encoded, so that it can *decode* or decipher the file. If your computer does not know how to decode a new codec, you can fix this by converting the file to a different format or by installing a codec pack. However, please keep in mind that a lot of malware programs disguise themselves as codec packs; you should only download codec packs directly from codec manufacturers or from trusted sources.

Bitrate

When referring to media, bitrate is the number of bits that is played back each second. The higher the bitrate, the more details that can be conveyed with each second of the video or audio stream, and therefore, the higher the quality. There are two types of bitrate: constant bitrate (CBR) and variable bitrate (VBR). Videos with **constant bitrate**, as you can probably guess from the name, have the same bitrate for each and every frame of the video, no matter the complexity of the frame: simple frames, for example, those completely filled with black, have the same number of bits as complex, colorful frames. This has a number of limitations, since the simple frames take up more bits than needed to convey them, while complex frames are limited in quality. With **variable bitrate**, however, each frame is allotted only as many bits as it needs, without limiting quality or wasting data. In most cases, we recommend that you use variable bitrate, however, CBR is sometimes useful for streaming media.

Frame Rate

The frame rate, or frames per second (FPS) is the number of video frames that is contained in a second of video. At low frame rates, you may notice that the video is 'jittery', while higher frame rates produce a smooth high-quality video. Shooting videos at high frame rates (48 or 60 FPS) requires more resources and disc space, but you can easily slow down a high-FPS video to produce a slow-motion effect without producing visual stutter. The industry standard for cinema frame rate is 24 or 25 frames per second, which is perceived as comfortable to the human eye.

Resolution (Frame Size)

Resolution is the number of pixels that can fit inside the video frame. It is usually presented as "width x height" of the frame, for example, 1280x720 or 1920x1080. Sometimes, resolutions may also be referred to as "720p" or "1080p", by the number of pixels in a frame vertically. At high resolutions, each frame is conveyed using more pixels, therefore allowing for more detail and higher quality, though taking up more disc space. Whenever you convert a video to a lower resolution, you irretrievably lose some data, but if you convert a low-resolution video to HD, the quality will stay the same. If you need to do so, however, we recommend that you use *Upscale SD, DVD to HD* presets in Movavi Video Converter, as they use an algorithm that slightly improves video quality when converting to larger resolutions.

Aspect Ratio

A video's aspect ratio is the ratio of a video's width to its height in pixels. The two most frequently used aspect ratios are 4:3 and 16:9. The former is used by most analog television broadcasts, while the latter, also referred to as widescreen – in films, DVDs, and modern HD video. When the aspect ratios of your screen and a video do not match, you may notice black bars on two sides of the video.

Sample Rate

Sample rate, measured in Hertz, determines how many samples of digital audio are recorded each second. Higher sample rates allow to record higher quality audio, although the files will take up slightly more space. The recommended sample rate is 44100 Hz, which is the standard for audio CDs, delivering sound that covers the full range of human hearing. To reduce file size, you can convert audio with lower sample rates, as low as 22 kHz, but keep in mind the quality deterioration.

Video Formats

Audio Video Interleaved – AVI (*.avi)

AVI is a multimedia container format created by Microsoft in the early 1990s. AVI supports multiple video and audio codecs and can contain up to 16 audio and 16 subtitle tracks. While support for AVI is widespread on all operating systems, it is steadily being replaced by more efficient formats.

DivX (*.divx)

DivX is a proprietary video format developed by DivX, Inc. Using its own codec, DivX allows for high compression rates while retaining high quality. Sometimes the DivX codec is also used to encode video in AVI files. DivX is not supported by many media players, and requires a codec pack to play, but you can convert DivX files into AVI or other formats using Movavi Video Converter.

QuickTime – MOV (*.mov)

Developed by Apple, QuickTime is natively supported on Macs and iOS devices, so if you need to be sure that your video can be played on a Mac, converting it to MOV would be a good idea. To play MOV files on Windows, you can either [download](#) and install the QuickTime player from Apple's official website, or view it using [Movavi 3D Media Player](#).

Other

Interlaced Video, Deinterlacing Video

Video interlacing is a method used in traditional analogue video broadcasting that arose due to the limitations of early television. Each frame of the video is split into half-frames, each frame containing even and odd rows consecutively. This allows to broadcast at double the frame rate, producing a seemingly smoother video stream, while the eye does not notice the missing rows. However, on digital displays, interlaced video may produce visible defects in the form of horizontal lines. Deinterlacing helps remove these defects using algorithms by merging the two half-frames into one. Movavi Video Converter automatically deinterlaces output videos, and you can use the Deinterlace effect if you are editing analogue video in Movavi Video Editor.

Preset

A preset is a pre-made configuration that contains all the necessary properties to convert a video file, including format, codec, resolution, etc.