How to Play iTunes Movies on Xbox 360/Xbox One

The Xbox family, including the original **Xbox, Xbox 360** and **Xbox One** developed by Microsoft, is one of the best video game console series in the world. Apart from a top video game console, the Xbox series also perform as multimedia entertainment devices which feature an online service, Xbox Live that allows users to play and download games online, purchase and stream music, television programs, and films through the Xbox Music and Xbox Video portals and access third-party content services through media streaming applications. In addition to online multimedia features, the Xbox 360 and Xbox One also allow users to stream media from local PCs.

It sounds like an "all-in-one entertainment system", right? But that's not the case if you are trying to stream movies from iTunes to Xbox 360/Xbox One for playback:

"I got a new Xbox One recently and was wondering how to transfer my purchased HD movies and TV episodes from iTunes to Xbox One for playing. I have tried to import the media directly from iTunes to Xbox One but failed. Is it possible to stream iTunes videos to Xbox One? If so, what shall I do?"
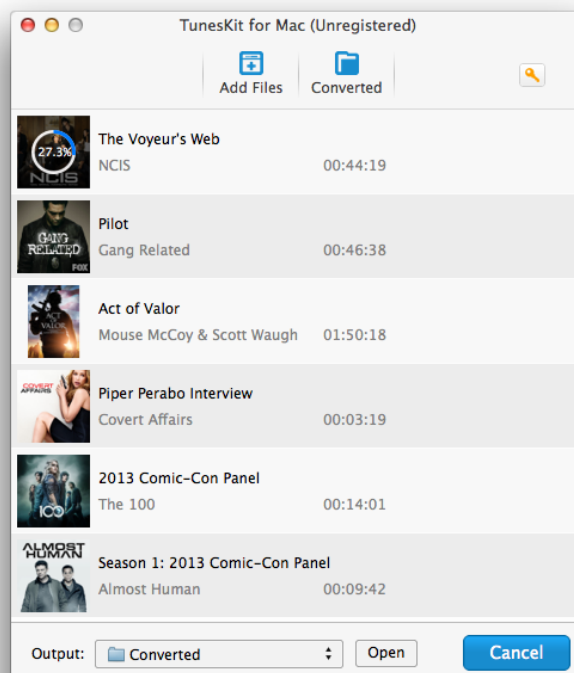
In this article, we will show you the reason why we can't stream media files directly from iTunes to Xbox series and at meantime provide you a simple solution to make iTunes movies playable on Xbox 360/Xbox One.

Why Can't We Directly Stream iTunes Videos to Xbox

Media content like movies, TV shows purchased or rented from iTunes are encrypted with DRM protection, with which users are restricted to play iTunes videos on Apple-approved devices like iTunes, iPhone, iPad, and iPod. That's to say, you are not allowed to directly transfer movies from iTunes library to Xbox One, Xbox 360 or any other non-Apple devices for watching unless you strip the DRM lock from iTunes movies and TV shows.

Transfer iTunes Movies to Xbox with iTunes to Xbox Video Converter

To remove DRM from protected iTunes videos, you'll need a third-party iTunes DRM removal tool to help you. Here we will recommend TunesKit iTunes to Xbox Video Converter for Mac, which is specially designed to crack DRM from locked iTunes movie rentals and purchases and convert the DRM-ed videos to unprotected MP4 format that is compatible with Xbox One and Xbox 360 on Mac OS X 10.8 or later. Windows users are suggested to use TunesKit iTunes to Xbox Converter for Windows to remove DRM from iTunes and convert iTunes movies to Xbox compatible video formats on Windows.

Now here we will take iTunes to Xbox Video Converter for Mac as an example to show you how to convert iTunes DRM-ed videos to DRM-free MP4 for Xbox One/Xbox 360 on Mac. Before that, you can download and install the free trial version of the iTunes DRM Video Converter for Xbox on your computer.

Guide: Convert iTunes DRM-ed Videos to Xbox One/Xbox 360

Step 1 Add Protected iTunes Movies
Open iTunes to Xbox Video Converter and click "**Add Files**" button displayed in the program interface. Then select movies or TV shows you want to convert to Xbox 360 or Xbox One from the drop-down iTunes library. Then click "**OK**" to load the movies.

Step 2 Choose Output Audio Tracks & Subtitles
Once the iTunes movies are added successfully, select the output audio tracks and subtitles by clicking the "**Settings**" icon listed behind the movie names.

Step 3 Convert iTunes M4V to MP4 for Xbox 360/Xbox One
Click "**Convert**" button to begin converting iTunes M4V movies to Xbox compatible MP4 format.

TunesKit iTunes to Xbox Video Converter works at 20X faster speed to remove DRM from iTunes movies and convert iTunes M4V to MP4 while 100% preserving video quality and original subtitles. After the iTunes to Xbox conversion, you can go to the output folder to find the converted DRM-free iTunes videos and stream them into Xbox One or Xbox 360 for playback via USB.

Comparison: Xbox vs Xbox 360 vs Xbox One

	Xbox	Xbox 360	Xbox One
Console			

Release Date	November, 2001	November, 2005	November, 2013
Media	CD, DVD	CD, DVD, HD DVD with add-on drive	CD, DVD, Blu-ray Disc
CPU	733 MHz x86 Intel Celeron/Pentium III Custom Hybrid CPU	3.2 GHz IBM PowerPC tri-core CPU codenamed "Xenon"	1.75 GHz AMD x86-64 eight-core CPU codenamed "Jaguar"
Memory	64 MB DDR SDRAM @ 200 MHz; in dual-channel 128-bit configuration giving 6400 MB/s	512 MB of GDDR3 RAM @ 700 MHz 22.4 GB/s, 10 MB EDRAM GPU frame buffer memory	8 GB of DDR3 RAM @ 2133 MHz 68.3 GB/s,[36] 32 MB ESRAM GPU frame buffer memory
Video	VGA, Component (YPbPr), SCART, S-Video, Composite	HDMI, VGA, Component/D-Terminal (YPbPr), SCART, S-Video, Composite	HDMI (one in, one out)

Stream iTunes movies to other devices? Read on...

- How to Stream iTunes Movies to Sony PlayStation 4
- How to Convert iTunes Videos to Samsung Galaxy S5/S4/S3
- How to Transfer iTunes Video to HTC One M8/M7
- How to Play iTunes Movies through Kindle Fire HD/HDX
- How to Sync iTunes Movies to Amazon Fire Phone
- How to Watch iTunes Movies on Samsung Smart TV