Audio and video

Support audio and video content in your app.

You can use Apple technologies to handle multimedia content, whether you're playing sounds as part of your interface, streaming video from your servers, or creating a professional media-editing app. Explore higher-level functionality when you want to focus on content, and let the system manage the presentation of that content. Adopt lower-level technologies when you want more control over the media experience.

Video

Apple's robust support for video playback, capture, and editing enables you to create powerful apps that seamlessly handle complex multimedia tasks. By providing a comprehensive set tools and frameworks, Apple enables you to build apps that deliver smooth, high-quality video experiences that take advantage of system hardware and software features.

- Create and prepare video assets for playback and editing.

- Present and play video in system and custom playback interfaces.

- Capture video from built-in and external cameras, and record a person's device screen.

- Compose media assets for playback and export, and directly edit the contents of QuickTime files.

- Adopt lower-level frameworks to build advanced custom video processing pipelines.
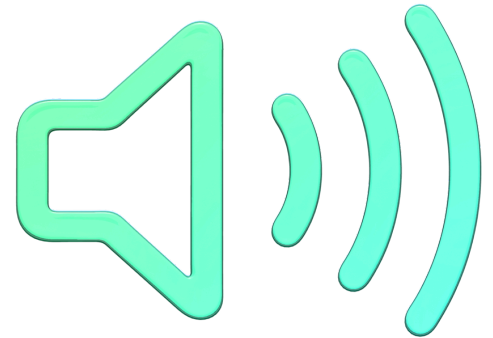
To learn more, read Video.

Audio and music

Apple platforms offer comprehensive support for playing and processing audio in a wide range of formats that provide an ideal environment for audio developers. Whether you want to stream audio from Apple Music, support Spatial Audio your game, or intelligently identify audio and music, Apple provides the tools that enable you to bring your ideas to life.

- Deliver intuitive app experiences with user interface sounds and tactile feedback.

- Explore the vast Apple Music catalog and play audio from people's music libraries and playlists.

- Enable playback, recording, and processing of stereo and Spatial Audio.

- Create apps that intelligently identify music and sounds.

- Support speech synthesis and enable real-time audio transcription.

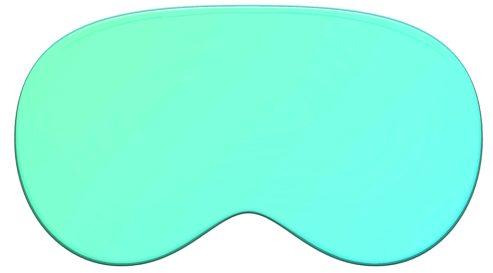- Build advanced apps for musicians with Audio Unit plug-ins and MIDI data.

To learn more, read Audio and music.

Immersive media

Apple Vision Pro is an incredible platform for media playback that enables you to create immersive, interactive, and highly personalized viewing experiences. With its high-resolution displays and dynamic Spatial Audio support, it offers an immersive, theater-like environment to experience audio and video playback. Whether you're building an app for people to watch video in an immersive environment, enabling them to relive memories they've captured in spatial video, or placing them in the middle of the action with Apple Immersive content, Apple provides the technologies you need to create revolutionary media playback experiences.

- Capture spatial video in a custom camera app.

- Provide deeply immersive playback experiences that put people at the center of the action.

- Build custom pipelines to support the creation of Apple Immersive video content.

To learn more, read Spatial and immersive media.

Streaming

Apple's media streaming technologies enable the seamless delivery of audio and video. People can wirelessly stream their favorite music, TV shows, and movies to devices like Apple TV, HomePod, and an ever-growing list of supported third-party devices. Content creators can deliver their media over the internet to a wide variety of devices to provide a smooth, secure, and adaptive playback experience.

- Stream media to AirPlay-enabled devices like TVs, receivers, and speakers.

- Deliver your media with HTTP Live Streaming to provide the best playback experience wherever people are.

To learn more, read Media streaming.