

Recommendations for Submitting an Application to Apple's App Store

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iOS App Publishing Requirements and Recommendations

Before publishing your application, we recommend that you to take the following steps:

- Deliver all content using HTTP Live Streaming (HLS)
- Make sure all content intended to be displayed on Apple devices is encoded properly with the correct flavors
- Make sure you have a 64Kbps audio stream for all content – Should be – stream with bitrate lower than 64kbps
- Verify that you are implementing the correct URL format when calling playlists
- Download Apple verification tools and make sure you don't receive any warnings or errors that may cause Apple to reject your application.
- View your content on all supported display types (Smartphones / Tablets / Apple TV) and try both Wi-Fi and cellular networks (where possible) and confirm good viewing quality. If not, make sure you have enough flavors to support fallbacks and large screen high quality bitrate. If you don't have access to all types of devices, we may be able to do provide assistance. Please contact Kaltura for further assistance.
- Once your app is submitted, be patient as it may take up to few weeks for Apple to reply with an answer.

Display Types

Before deciding on sets of flavors suitable for your app, select the display types you want your app to support. When picking up flavors for your app, look at the column describing which display types the flavor is recommended for, and make sure you have your supported display types covered.

Display Type	Devices	DPI	Resolution
Smartphone – Standard Display	iPhone 3GS	163	320x480
Smartphone – Retina Display	iPhone 4	326	640x960
Tablet – Standard Display	iPad 1 st and 2 nd Generation	132	1024x768
Tablet – Retina Display	iPad 3 rd Generation	260	2048x1536
TV Screen	Apple TV	Varies	Varies

Cellular Network Support

If you would like to make your content available in a non Wi-Fi environment such as 3G networks, Apple requires you to enable a lower than 64Kbps, audio only, fallback flavor to support low connectivity scenarios.

Long Form Video Content Requirements

Apple requires that HTTP live Streaming is used for video content longer than 10 minutes or 5MB for every 10 minutes of data. For consistency and to avoid application rejection from Apple, Kaltura recommends you encode all relevant content for your app using HLS compatible flavors as described in this article.

Flavors & Display Types

The following table lists the recommended flavors per display type. Please use these flavors accordingly for the display types you intend to support:

Flavor Name	Format	Video Codec	Video Bitrate	Width	Height	Audio Codec	Audio Bitrate	Display type
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V2-WEB-MBL/Audio-only/55	mp4	-	-	-	-	aac	55	Smartphone (required)
V2-WEB-MBL/Basic-Small/110	mp4	h264b	110	480	(auto)	aac	40	Smartphone
V2-WEB-MBL/Basic-Small/200	mp4	h264b	200	480	(auto)s	aac	40	Smartphone
V2-WEB-MBL/Basic-Small	mp4	h264b	400	480	auto	aac	64	Smartphone, Tablet
V2-WEB-MBL/Basic-Small/2	mp4	h264m	600	auto	360	aac	96	Smartphone, Tablet
V2-WEB-MBL/Std-Small	mp4	h264m	900	auto	360	aac	96	Tablet
V2-WEB-MBL/Std-Large	mp4	h264m	1500	1024	auto	aac	128	Tablet, TV
V2-WEB/High-Large	mp4	h264h	2500	(auto)	720	aac	128	TV
HD1	mp4	h264h	4000	(auto)	1080	aac	128	TV
HD2	mp4	h264h	6000	(auto)	1080	aac	128	TV
HD3	mp4	h264h	8000	(auto)	1080	aac	128	TV

URL Format

When retrieving asset of flavors available for an entry, it is strongly recommended to use the following format:

<http://cdnapi.kaltura.com/p/{partnerId}/sp/{partnerId}00/playManifest/entryId/{entryId}/format/applehttp/protocol/http/a.m3u8>.

By using this format, Kaltura will automatically generate an m3u8 file containing all available flavors for a specific entry that are compliant with the requesting device's playback capabilities.

Apple OS Supported Versions

Kaltura is officially supporting video playback for the following Apple devices and operating system versions:

Device	OS	Notes
iPhone 3GS	iOS 4.x, iOS 5.x	
iPhone 4	iOS 4.x, iOS 5.x	

iPad 1 st Generation	iOS 4.x, iOS 5.x	
iPad 2 nd Generation	iOS 4.x, iOS 5.x	
iPad 3 rd Generation	iOS 4.x, iOS 5.x	
Apple TV		Using Airplay

Transcoding Existing Content

If you are managing content with Kaltura that was not encoded for native application use, Kaltura has a process to automatically re-transcode your existing content library. Please contact support for further assistance.

Verification Tools

Before submitting your application for approval, it is important that you test your content with verification tools Apple provides. Please visit the following URL for downloads and further information from Apple:

<https://developer.apple.com/library/ios/#documentation/networkinginternet/conceptual/streamingmediaguide/UsingHTTPLiveStreaming/UsingHTTPLive>