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FLV is the acronym for Flash Live Video. It is a video container format that is really popular now a day, though its popularity is mainly online, not offline. On the internet, it is sort of a default video format. Some websites such as YouTube, VEVO, Hulu etc. uses this video format extensively. There are numerous websites that use this format as well.

The reasons for the popularity of FLV online are:

1.FLV uses chunks to stream the videos. So, you can watch the video that you are downloading, while the download is still in progress, which mean that the file is still not downloaded, but the amount of file that is already downloaded, you can watch that part. While you are watching, the other parts will be downloaded so it is possible to start watching just after you started the download. You do not have to wait for the full download to be over.

2.It is small in size. The FLV format compresses the video well which results in smaller size for the video.

3.We regular have to update the flash player plugin for viewing the website contents that are made in Flash. FLV videos use the same plugin for streaming videos on your browser. Therefore you do not need additional plugins to view FLV files.

As a result, many websites has adopted this video format. However, that is the scenario online. Offline, FLV video format is not much supported in media players, video editors and other video related applications. For example, Mac does not support FLV files by default. QuickTime and iTunes do not support FLV format either. Devices like iPhone, iPod etc. do not support FLV files also. Therefore you got to take other routes to use FLV files on Apple devices and applications. There are several ways:

1.Perian QuickTime components: You can use this QuickTime component. This is freeware. Once you download and install it, you will be able to play FLV files on QuickTime player.

2.VLC media player: VLC media player is a freeware, open source media player, developed by Project VideoLan. It has different versions for different OS (Operating System) and it supports a lot of video formats that are otherwise unsupported on Mac.

3.Media players can play the FLV videos but that is not all you may want to do. If you wish to play them on your handheld devices or if you want to edit them, you will need to convert FLV Mac. Converting video formats are the best option to work with unsupported files. But FLV files mostly are internet files so their video quality is not that high. So, you require a video converter that can preserve the video quality.

Video Converter for Mac, by iSkysoft is a video converter that can retain the original video quality. It also supports loads of video formats as input and output so whatever application or devices that you are planning to use your files into, this converter supports those formats.

Using a video converter actually has more advantages over other methods. With it you can use your FLV video files for any OS, devices and applications and you will have total control over your videos.

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