With two-thirds of the world’s mobile data traffic projected to be video in 2018, supporting video playback on non-PC devices is becoming more important than ever.

The JW Player SDK for iOS has media classes and methods that enable developers to build JW Player functionality directly into any iOS application, enabling your content to reach a wider mobile audience.

Apps you build with the SDK work with our JW Platform video hosting and streaming, and our JW Ads offering. However, unlike other mobile video SDKs, we do not require you to use our services; you can host your content anywhere and retain complete branding control of your user experience.

The JW Player SDK for iOS brings the JW Player features and ease of deployment that you love to your native iOS apps.

- Playback of adaptive HLS video streams (VOD and live)
- Playback of progressive download MP4 videos (single- or multi-rate/resolution)
- API to monitor and set adaptive HLS streaming qualities, user-selectable playback quality
- Playback of AES-encrypted HLS streams
- Playback of video resolutions from mobile to HD
- H.264 video format (Baseline, Main, High profiles)
- AAC, AAC-HE, MP3 audio formats
- Audio-only playback (AAC, MP3)
- In-app portrait and landscape video playback, as well as full screen playback
- Customize video player controls and user interface using your JW Player skins
- VAST 3.0 preroll, midroll, and postroll advertising, including skippable ads
- APIs to report video playback and ad metrics to your JW Player dashboard
- API documentation and Developer Guide with examples for getting started in Objective C and Swift
- Delivered as an iOS framework, easily incorporates into any iOS app
- Supports iOS 7 and later

For more information and pricing, please contact us at sales@jwplayer.com