

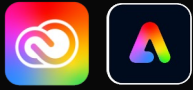


The Adobe Video Ecosystem

One holistic ecosystem to support end-to-end video workflows



Adobe's strategy



Unleashing
creativity



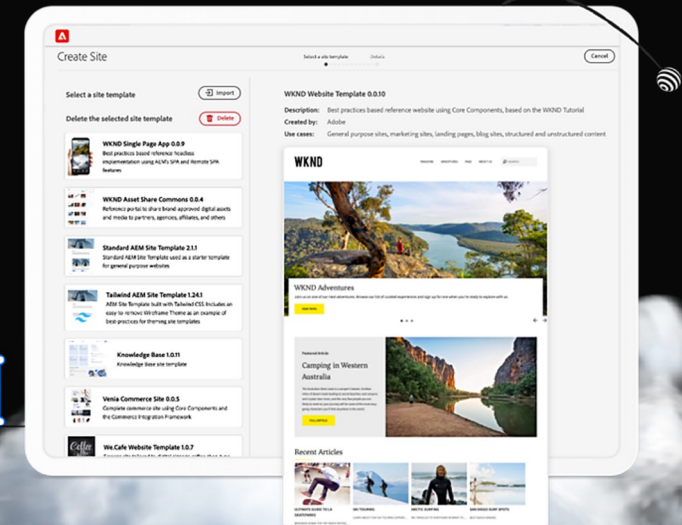
Accelerating
document productivity



Powering
digital businesses



Marketing



Changing the world through digital experiences

Imagine and express ideas



Create content and apps



Personalize and power experiences



← Students Consumers Communicators Creative Professionals Developers SMBs Enterprises →

Adobe Creative Cloud




Comprehensive offering across desktop, mobile & web

Apps




Multi-surface apps	 Adobe Express	 Photoshop	 Photoshop Lightroom	 Illustrator	 Premiere Rush	 Aero	 Acrobat	 Illustrator (web)	
Desktop apps	 Premiere Pro	 After Effects	 Photoshop Lightroom Classic	 Animate	 Audition	 Character Animator	 Prelude	 Media Encode	
Mobile apps	 XD	 Dreamweaver	 InDesign	 InCopy	 Substance 3D Painter	 Substance 3D Designer	 Substance 3D Sampler	 Substance 3D Stager	 Substance 3D Modeler
Web apps	 Adobe Firefly	 Photoshop Camera	 Photoshop Express	 Fresco					

Cloud services




Content

-  Adobe Fonts
-  Adobe Stock
-  Adobe Portfolio

Community

-  Behance
-  Adobe Live
-  Training

Teams

-  Creative Cloud Libraries
-  Share for Review
-  Frame.io

The Adobe video ecosystem



Customer

- Focus on customer
- Enhance user experience
- Generate customer value

Build

- Connected solution
- API and SDK easy to integrate

Enable

- Closing workflow gaps
- Expand beyond direct integration into the application

End to End

- Complete End to End workflows

Our goal is to create a unified and seamless ecosystem spanning all Adobe Video applications, and Partners facilitating end-to-end customer workflows.



Import



Media Management



Storage



Edit



Title



Effects



Color



Audio



Export

Our Value Proposition

Co-innovation that empowers customers.



Joint Innovation

Empowering end customers throughout their content creation lifecycle.



Seamless Workflow

Transforming the way our customers create motion-rich content.

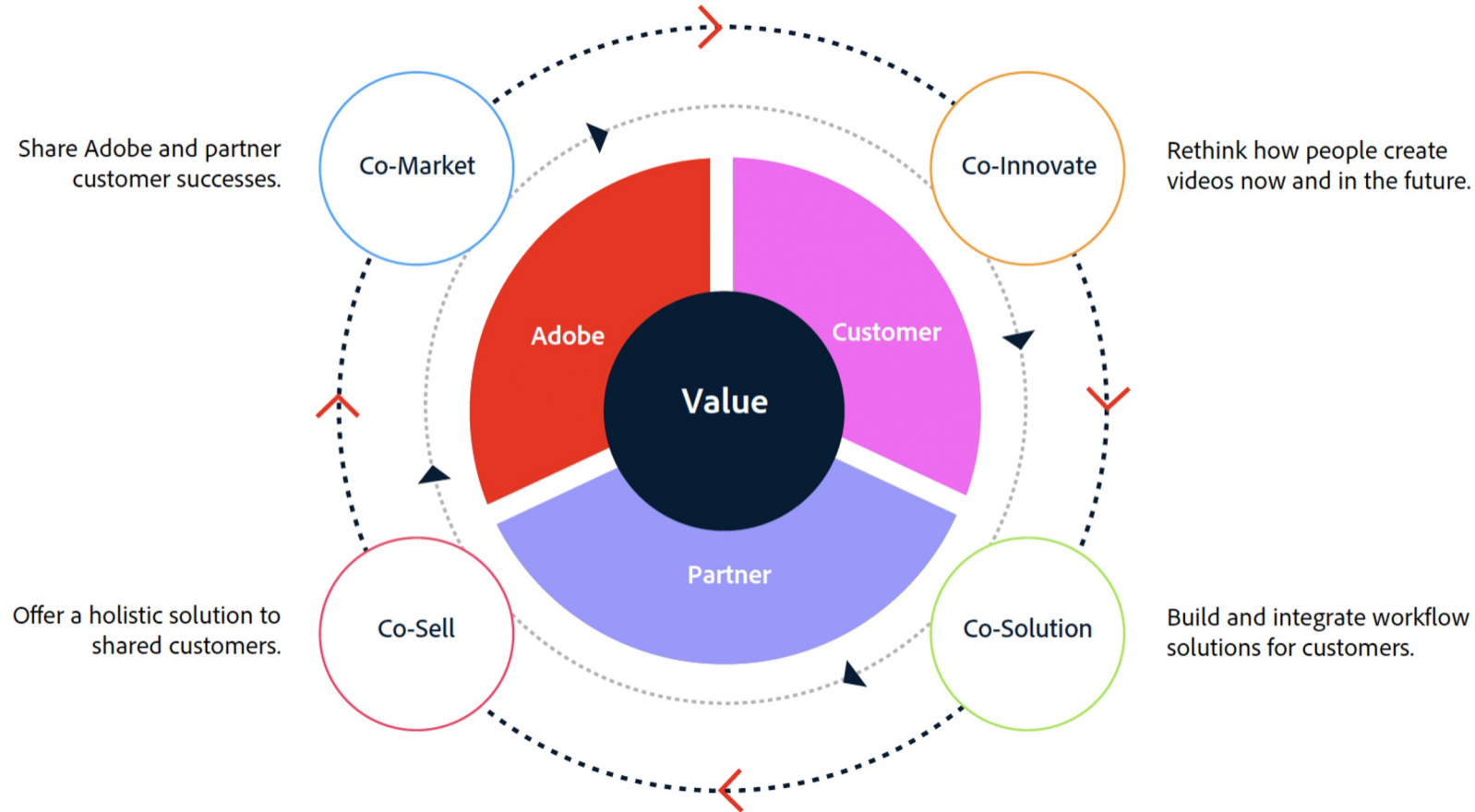


End Customer Value

Developing custom solutions that enhance joint customer experience.

Aspirational Partner Lifecycle

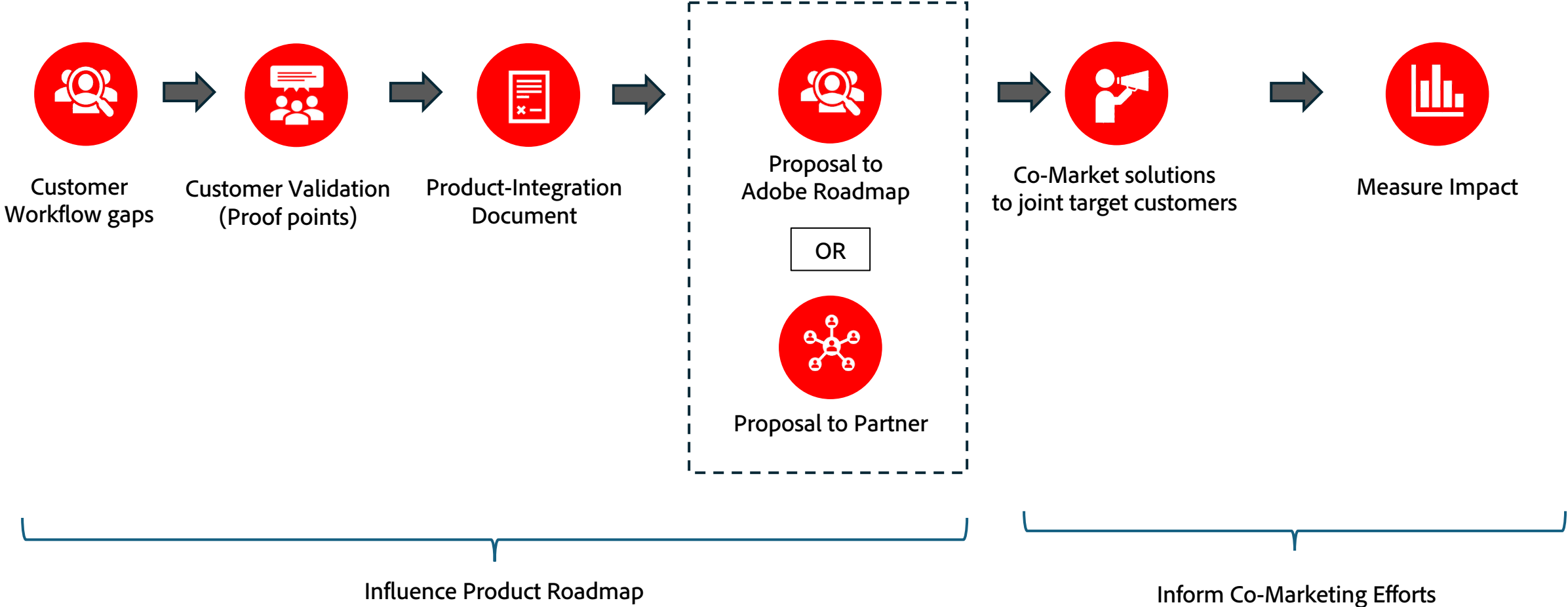
"Customer first, but Partner-Centric"



Bidirectional: Product Strategy <-> Partner Ecosystem

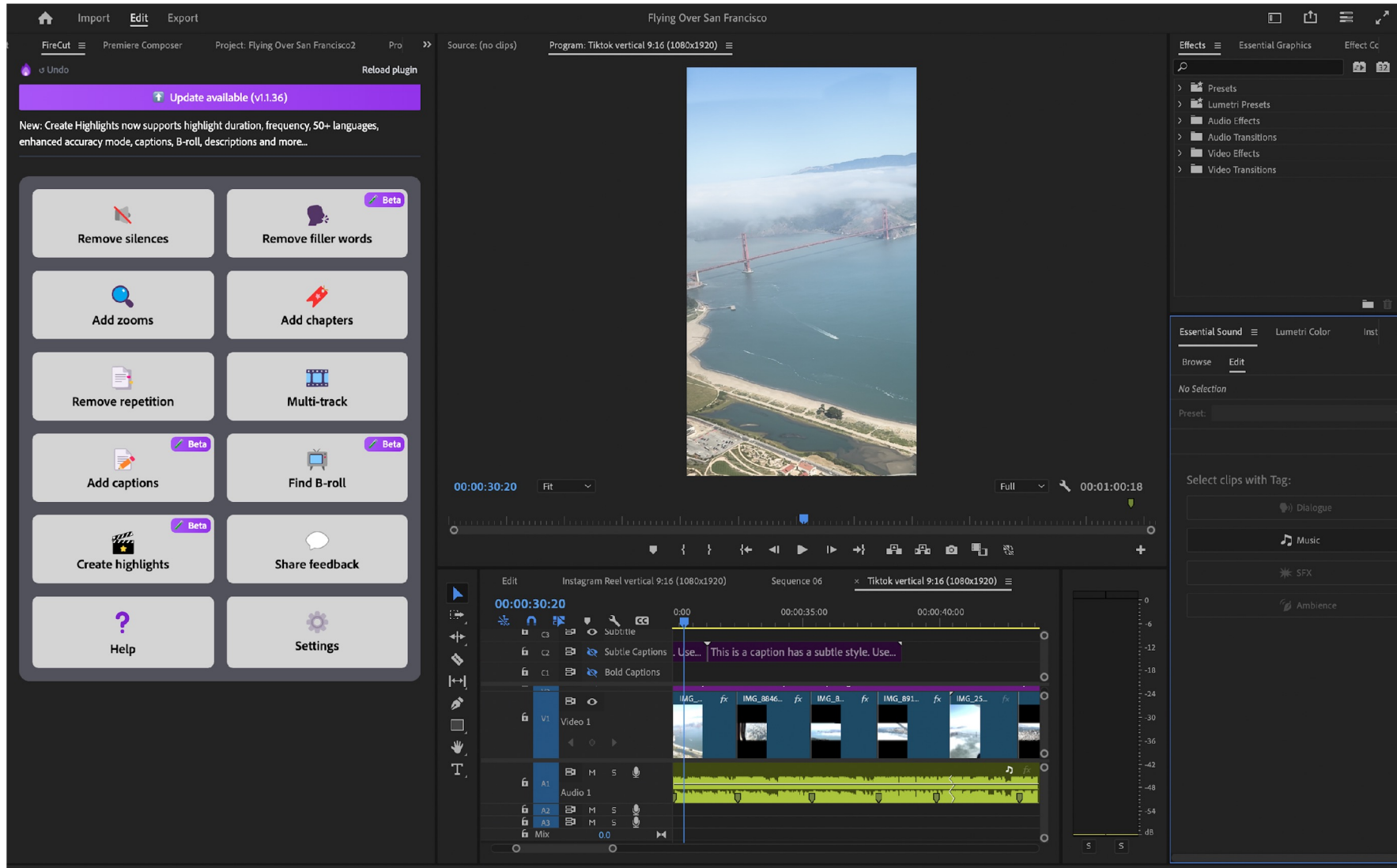


Product Ecosystem Strategy: End-to-End Process



Cross-functional collaboration with PM, PMM, Data Science, legal, Engineering, Strat Dev, PR, Community, Social, studio & A.com teams

Sample extension panel



- Seamlessly integrates with Premiere Pro and After Effects' UI
- Solves for "context switching" that takes away from seamless workflows
- Users don't want to leave the Adobe ecosystem to accomplish their tasks

Spotlight on customer workflows



Customer Stories

Discover customer workflows powered by Adobe Video Partners.



CUSTOMER STORY

Professional YouTube video editing tips from the team behind Premiere Gal

Take a behind-the-scenes look at how the Premiere Gal team — distributed across Poland, California, and Thailand — works.



CUSTOMER STORY

An insider's look into the world of live sports editing with Premiere Pro

Markus Bledowski, co-founder of all media agency framefloor in Cologne, works on the broadcasts of some of the biggest sports events in the world.



CUSTOMER STORY

Crafting Bollywood cinematic mastery with Adobe Premiere Pro: Spotlight on "12th Fail", a true story

Adobe Premiere Pro and the surrounding video ecosystem of additional tools, plugins, and third-party integrations is used by filmmakers around the world.



CUSTOMER STORY

Behind the scenes of India's Gen Z media organization Yuvaa, recipients of the Adobe Film ...

Earlier this year, we announced the first-ever Adobe Film & TV Fund across the Americas and India to support creators and filmmakers from diverse backgrounds.



ARTICLE

5 Tips to Master the Sony BURANO in Adobe Premiere Pro

Workflow tips for editing footage shot on the Sony BURANO



CUSTOMER STORY

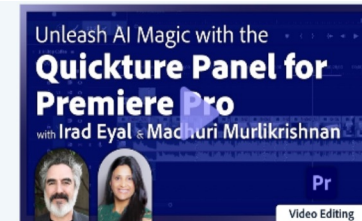
Independent Filmmaking at Raindance Film School Dubai

How using cutting edge software and hardware from Adobe and ASUS helps Raindance Film School Dubai give its students an advantage.

Monthly Adobe Lives



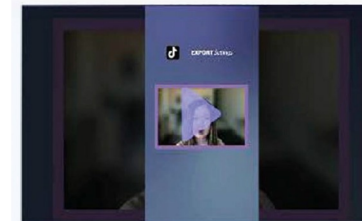
Mastering Sony's BURANO Digital Cinema Camera & Adobe Premiere Pro: Tips & Tricks



Revolutionize Your Editing: Unleash AI Magic with New Quicktore Panel for Premiere Pro



3 Insider Tips from a Pro YouTube Video Editor! with Rikard Tholén & Eliza Tan



Maximize Your TikTok Potential



Elevate Your Sports Event Coverage: Master Storytelling and Video Editing Techniques!

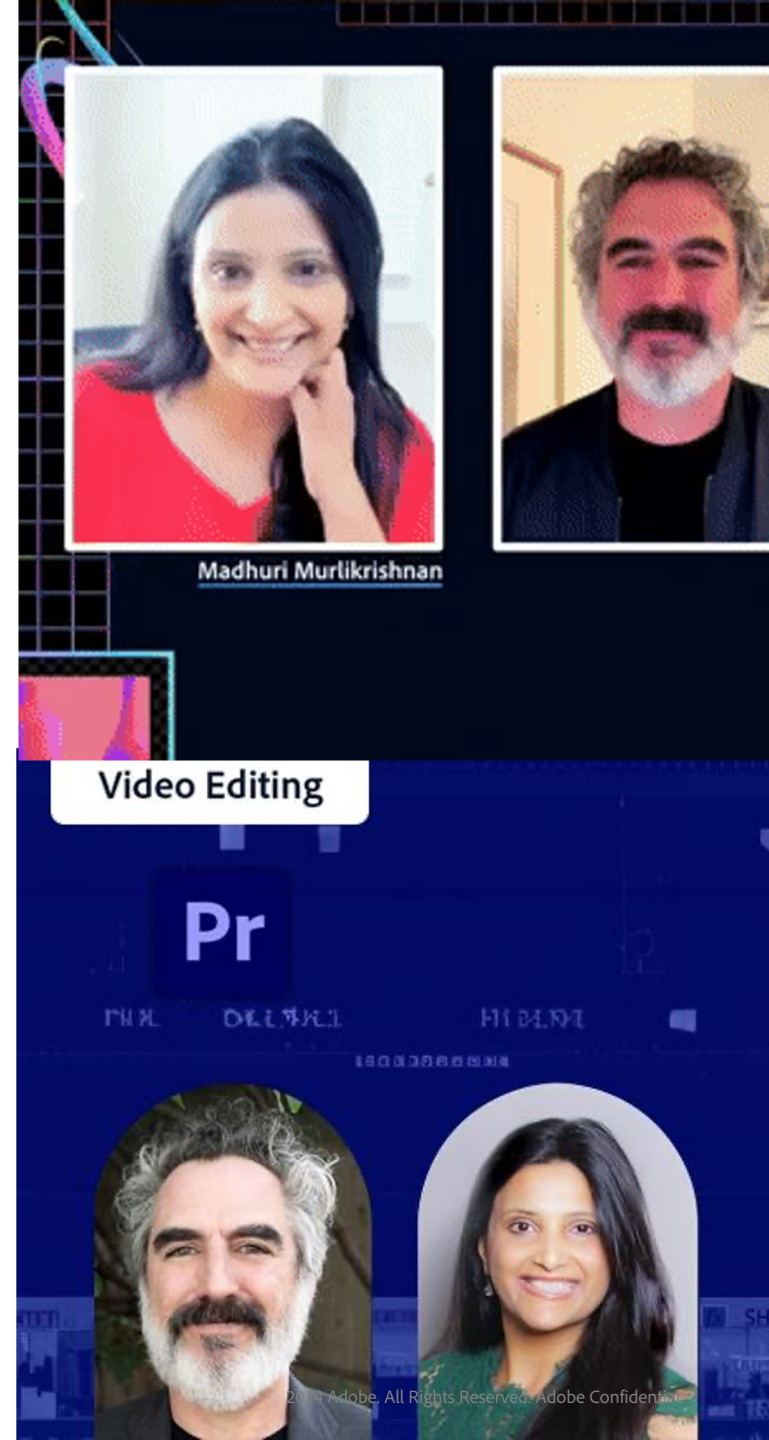


Editing Beyond Borders Real-Time Collaboration in Premiere Pro with Brian Sanford

Example: Unscripted Documentary and Interviews

- AI Panels that speed up and eradicates manual tasks
- Intelligent, prompt-based workflows

Ecosystem partners



Example: YouTube Content Creation

- Plugins and panels for speedy edits and quick turnarounds
- A myriad of choice for filters, transitions, effects, and captions
- Cloud storage tricks for remote collaboration

Check out
the playlist! ↪



Eliza Tan

Adobe Live

Rikard Tholén with Eliza Tan

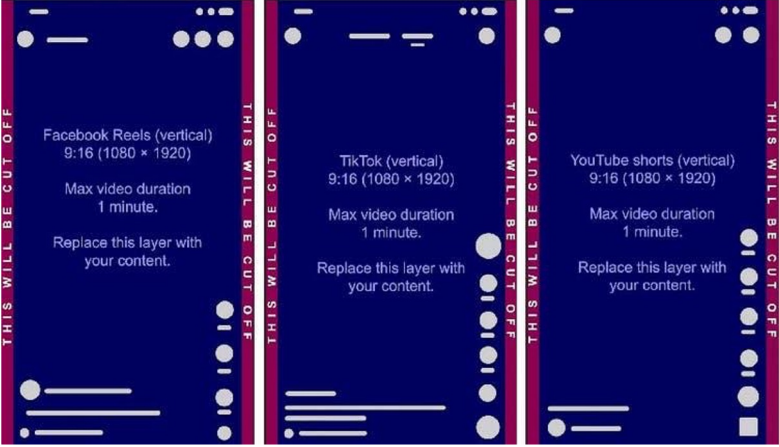
Ecosystem partners



Example: Editing for Social Media


- Format using safe zones in in-built Social Media Project Templates
- Caption using speech-to-text
- Export directly to TikTok and YouTube Shorts, among other destinations, without compromising the quality or ranking of your videos


Ecosystem partners





The screenshot shows three vertical safe zone templates for social media exports. Each template is a dark blue rectangle with white text and red vertical bars on the sides indicating the safe zone boundaries. The text in each template reads: 'Facebook Reels (vertical) 9:16 (1080 x 1920)', 'TikTok (vertical) 9:16 (1080 x 1920)', and 'YouTube shorts (vertical) 9:16 (1080 x 1920)'. Below the format information, it says 'Max video duration 1 minute.' and 'Replace this layer with your content.' The word 'SUBMACHINE' is written in a stylized font across the top of the templates.

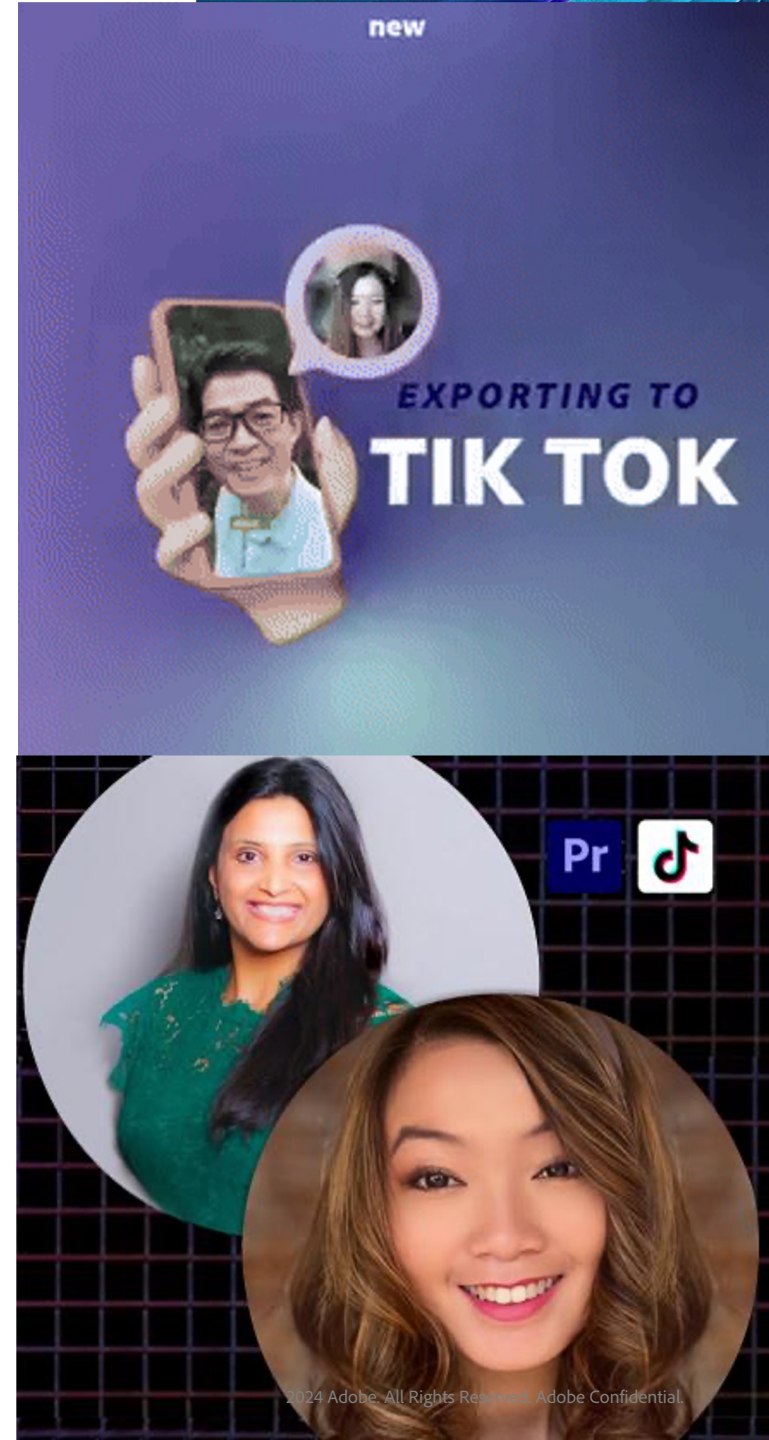
SUBMACHINE

 YouTube

 TikTok

 Meta

 vimeo



Example: Sports highlight production

- End to End solution to produce events for billions of viewers worldwide
- Robust, proven, agile, deeply integrated and optimized for YOUR workflows

Ecosystem partners



Ingest
media management



Project management
Motion graphic
Automation



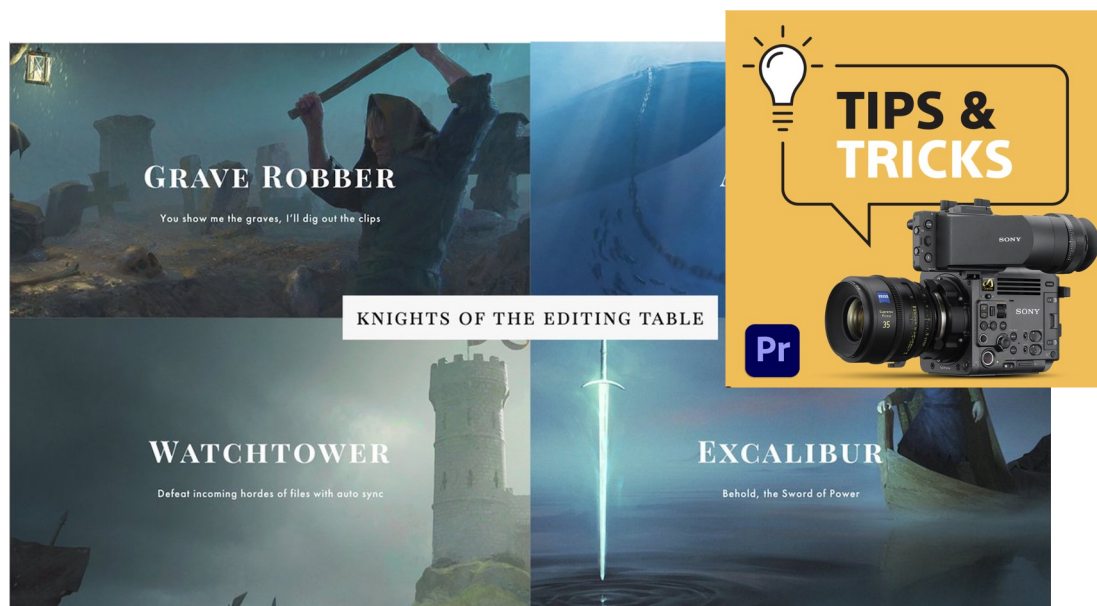
LucidLink

Cloud NAS and
remote workflows

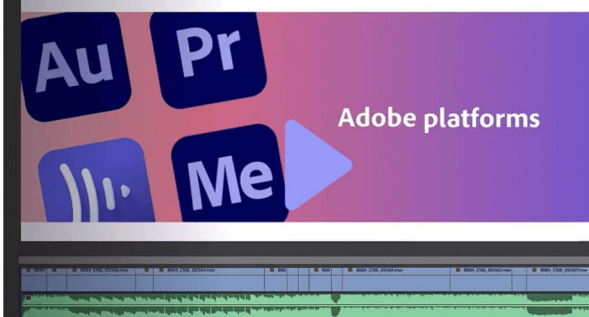


More episodes

- 5 Tips for working with the Sony BURANO and Premiere Pro
- Cloud and on-prem storage solutions for Adobe Premiere Pro and After Effects (featuring workflow automation panels and plugins)
- Mastering the Insta360 Reframe plugin



Check out the playlist!



Adobe Live: Video Ecosystem

Adobe Live

8 videos 104 views Last updated on May 13, 2024



▶ Play all

↻ Shuffle

Elevate your content game with our holistic ecosystem. From creation to final edits, we've got you covered with seamless end-to-end video workflows. Learn more at www.adobevideopartner.com

How to Partner with us?



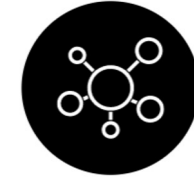
Build

- Build an extension panel or plugin
- List on the Adobe Exchange Marketplace



Market

- Write case studies, customer stories, press release and blog posts
- Tag us on social media [@adobevideo](#) for reshares/retweets!
- Follow latest brand guidelines



Connect

- Stay in touch with Adobe teams to get NDA roadmap updates
- Interact with Adobe teams and customers at industry and community events



Browse our library of resources

Learn more

DEVELOPER GUIDE



PRODUCT ECOSYSTEM
WEBSITE



AI IN PREMIERE PRO



TRAINING PORTAL



Contact us: dva-partnerships@adobe.com