

What does **VideoAI** actually mean?

What does the term “VideoAI” refer to?

Any standard Google search will give you 1000's of start-ups promoting **VideoAI platforms**. But, what is a videoAI startup? What was the context for your search? What do you want the AI to do?

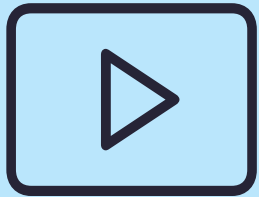
This is where the issue is!

How are brands, content creators, and production managers engaging with these VideoAI platforms, and how do THEY know what they're looking for?

VideoAI is being used as a collective term for all genres of video content generation - but like “content” - video encompasses such a wide range of services, solutions, & specialisms - it's easy to see why uptake on some of these services is based on PR prowess alone.

Once we understand the terminology and possibility, creators and producers can start integrating these processes into full stack workflows.

So, lets start by breaking down the categories:



Video Asset Generation



Automated Video Creation



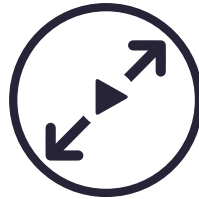
Computer Vision



Multifunctional VideoAI Tools



Online NLE Automation

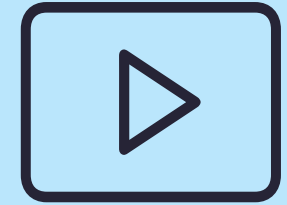


Video Asset Optimisation



Video & Voice Avatars

Video Asset Generation

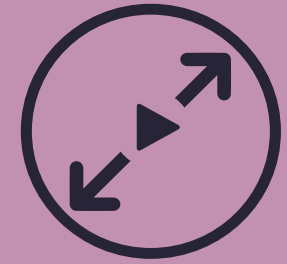


As the name suggests this category is specifically for AI platforms that are creating video assets; from a text, video, or Image prompt architecture. The progress in this space has been astonishing in 2024, with the introduction of multi modalities, and enhanced input influences. Some tools can

reference video, physical, or global world models to improve the temporal understanding and cohesion. We're also seeing more control of how the assets are realised; with camera and motion influences helping the LLM's 'weight' their creative understanding of the input prompts.

Platform	URL	Camera Controls	Motion Control	Price Per Month (\$)
RunwayML	https://runwayml.com/	Yes	Yes	\$28
Krea AI - Animate Diff	https://animatediff.github.io/	No	No	Local Model
Pika	https://pika.art/home	Yes	Yes	\$28
ZeroScope	https://zeroscope.replicate.dev/	No	No	Local Model
ModelScope	https://github.com/modelscope/modelscope	No	No	Local Model
Kaiber	https://kaiber.ai/	No	No	\$15
Genmo	https://www.genmo.ai/	Yes	Yes	Free
MoonValley	https://moonvalley.ai/	No	No	Discord
DomoAI	https://domoai.app/	No	No	\$15.99
Stable Diffusion	https://stablevideo.com	Yes	No	\$50
Plaiday	https://plaiday.io/	No	No	App
Decohere	https://www.decohere.ai/	No	Yes	\$29
Vispunk	https://vispunk.com/video	Yes	No	Discord
Magic Hour	https://magichour.ai/	No	No	\$10
Open.AI Sora	https://openai.com/sora	Unkown	Unkown	Unkown
Haiper	https://haiper.ai/	Unkown	Unkown	Free
FullJourney	https://www.fulljourney.ai/	Yes	No	Discord

Video Optimisation



In visual content production the final 10% of production time, is often the difference between good & great - this is where grading, mixing, mastering, GFX, optimisation, and a whole manner of 'bells & whistles' collaborate to tweak and enhance the final piece.

This process is usually a manual and specialist subject - mastered by few, but relied upon by so many. For years, content creators have relied upon filters, plugins, and presets to support this phase cheaply. But this leads to copycatting, improper balancing, and over utilised functions.

AI is being integrated to help reduce the commoditisation of this process, and bring some of the individuality back to the process.

Where the true innovation in these tools is being harnessed is in the pipeline manipulation BECAUSE of these tools. How can video upscaling tools influence the rest of the creative / production process? Could we use this approach to increase efficiency, improve clarity, or reduce emissions across the rest of the production process?

Tools such as TopazAI have been doing this for years, offering AI and ML upscaling, de-noising, and artefact restoration, as well as compression and optimisation across a fleet of imagery and now video content.

Platform	URL	Automatic NLE Editing	Computer Vision	Upscaling	Frame Interpolation	Motion Tracking	Price Per Month (\$)
Muse AI	https://muse.ai/	Yes	Yes	No	No	No	\$39.98
TensorPix	https://tensorpix.ai/	No	No	Yes	Yes	No	\$11
Topaz Labs	https://www.topazlabs.com/topaz-video-ai	No	Yes	Yes	Yes	No	\$299
Zeroscope	https://zeroscope.replicate.dev/	No	No	Yes	Yes	No	Unkown
Wonder dynamics	https://wonderdynamics.com/	Yes	Yes	No	No	Yes	\$84
Winxvideo	https://www.winxdvd.com/winxvideo-ai/	Yes	No	Yes	Yes	No	\$25.95

Video & Voice Avatars



Visual content is a holistic collection of multiple different (but equally valid) forms of content. From the written word to the multiple forms of content that combine to support, influence, and engage with consumers across their buying / education journey.

Where we are seeing a huge advancement is in the realisation of realtime and rendered video chatbots & talking heads across the information and service sectors.

While we are not there with realtime chatbots and interaction (zero latency), we are seeing impressive results with rendered solutions.

Education content, functional, and regulatory content is a huge part of our learning processes, and learning digitally from a person talking to us is one of the most effective ways of retaining the info - This form of content can be fairly laborious and inflexible. So it stands to reason that this market is primed for AI disruption.

Platform	URL	No of AI Avatars	Variable Wardrobe	Custom Avatars	Closed Captions	Environment Change	Languages	Price Per Month (\$)
HeyGen	https://www.heygen.com/	100+	Yes	Yes	Yes	Yes	40	\$29 (1000 for custom Avatars)
Neiro	https://neiro.ai/	20	No	No	No	Yes	140	\$30
Hour One	https://hourone.ai/	80	No	Yes	Yes	Yes	100+	\$112
Elai	https://elai.io/	80+	No	Yes	Yes	No	75+	\$29
Colossyan	https://www.colossyan.com/	50+	No	Yes	Yes	No	31	\$87
RePhraseAI	https://www.rephrase.ai/			Yes	Yes			Acquired
Pipio	https://www.pipio.ai/	30	No	Yes	Yes	Yes	40+	\$25 (500 for Custom Avatars)
D-ID	https://www.d-id.com/	0	No	Yes	No	No	120	\$29
Synthesia	https://www.synthesia.io/	160	No	Yes	Yes	No	130	\$69

Online NLE Automation



Many marketing teams are aiming to connect multiple platforms, channels, and consumer streams - across an ever increasing niche and targeted engagement demographic. This all means running 'always on' campaigns across more than one type of content — To support this growth, brands are

looking for ways to automate, simplify, and inhouse parts of these processes to allow for agility and reactivity to live throughout their content. These AI startups are aiming to commoditise the video editing workflow for simple and repetitive tasks.

Platform	URL	Clip Editor	Compression	Dynamic Subtitles	Eye Contact	Keying Subject	Dynamic Trimming	Price Per Month (\$)
Captions	https://www.captions.ai/	Yes	Yes	Yes	Yes	No	Yes	Unknown
Capcut	https://www.capcut.com/	Yes	Yes	Yes	No	Yes	Yes	Unknown
Dumme	https://dumme.com/	No	No	Yes	No	No	Yes	Unknown
Vizard	https://vizard.ai/	Yes	Yes	Yes	No	No	Yes	\$30
Clipchamp	https://clipchamp.com/en/	Yes	No	Yes	No	Yes	Yes	\$9.99
Wisecut	https://www.wisecut.video/	Yes	No	Yes	No	No	No	\$57
Qlip	https://www.qlip.ai/	Yes	No	Yes	No	No	Yes	\$30
Munch	https://www.getmunch.com/	No	No	Yes	No	No	Yes	Unknown
Camcorder AI	https://get.camcorder.ai/	Yes	No	Yes	No	No	Yes	Unknown
Vidyo ai	https://vidyo.ai/	Yes	No	Yes	No	No	Yes	\$50
opus Clip	https://www.opus.pro/	Yes	No	Yes	No	No	Yes	\$19
Ozone	https://www.ozone.pro/	Yes	No	Yes	No	No	Yes	Unknown
Filmora	https://filmora.wondershare.net/	Yes	No	Yes	No	Yes	Yes	\$49.99
Aug X labs	https://augxlabs.com/	Yes	No	Yes	No	No	No	Unknown
Morph Studio	https://app.morphstudio.com/waitlist	No	No	No	No	No	Yes	Unknown
Assistive	https://www.assistive.video/	Yes	No	No	No	No	No	\$19

Multifunctional Video AI Tools



The inhouse video editor, copywriter, graphic designer, illustrator, director, proof reader, social media exec, Trainer, compliance content creator, first aider, and data analysis - Marketing teams are increasing being relied upon to become multi skilled specialists across so many different disciplines.

Some of the more established creative AI platforms are attempting to leverage these multi disciplined demands placed on poor marketing teams to help create interconnected toolkits for brands and agencies to engage with. Whether this is cutting down podcasts, interviews, or sales videos - to creating baked subtitles for EMEA content distribution pieces.

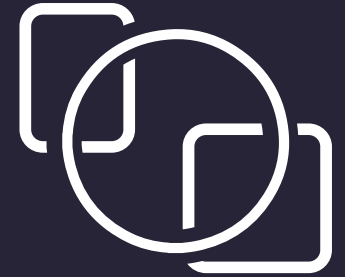
AI can do this in seconds - and incorporate data-driven predictions into which clips or elements will engage different audiences. These tools are not simply automating this process, they are analysing and iterating on it too!

This is helping marketers and content creators automate these boring components and focus more time on what really matters... the story. We are also seeing these tools help plan and schedule distribution better - where budgets were wasted on re-shoots, re-edits, and repeat tasks - we are now seeing online NLE's and multifunctional tools support agile creator teams to optimise and deploy properly.

We will likely see this list grow considerably over the coming years, as more AI tool-kits expand their remit, acquire to innovate, or adapt / pivot to service new markets. What users will want to see is brand personalisation, simple training, and consistent quality.

Platform	URL	Video Editor	AI Avatars	Dynamic Subtitles	Eye Contact	Keying	Translations	Price Per Month (\$)
Veed.io	https://www.veed.io/	Yes	Yes	Yes	Yes	Yes	Yes	\$18
Hypernatural	https://hypernatural.ai/	Yes	No	Yes	No	No	No	\$15
DeepBrain AI	https://www.deepbrain.io/	Yes	Yes	Yes	No	No	Yes	\$30
Descript	https://www.descript.com/	Yes	Yes	Yes	Yes	Yes	Yes	\$15

Computer Vision



Object classification and detection has been a staple part of ML and Deep-AI functionality for years. However, this once 'out of reach' hyper specialist manufacturing, or security datasets, is now more flexibility available for unique and personalised training and classification endeavours.

Tools such as Vertex and 7labs are providing tokenised, and trainable models designed to help teams educate and evaluate the real-world

environment. We've seen the power multi-modal understanding will be to adaptable LLM's and these broader realworld > digital world categorisation engines are helping us make better and more reliable services.

For marketing and visual content production, its re-enforcing market analysis, its supporting VisualSEO activities, and creating more engaging and reactive immersive experiences.

Platform	URL	PreTrained Obj Models	Streaming Video Annotation	Custom Tagging ML	Object Tracking	Text Detection OCR	Face Detection
Google Vertex	https://cloud.google.com/video-intelligence	Yes	Yes	Yes	Yes	Yes	Yes
Viso	https://viso.ai/features/#annotate	Yes	Yes	Yes	No	No	No
Clarifai	https://www.clarifai.com/	Yes	No	Yes	Yes	Yes	No
Solomon 3D	https://www.solomon-3d.com/	No	Yes	Yes	Yes	Yes	Yes
7Labs	https://www.v7labs.com/	Yes	Yes	Yes	Yes	Yes	No
Vision Genius	https://visiongenius.ai/	No	Yes	Yes	Yes	Yes	Yes
We are Nova	https://www.wearenova.ai/	Yes	No	Yes	No	No	Yes
TheBlue	https://theblue.ai/video-analytics/	Yes	Yes	Yes	Yes	Yes	No

Automated Video Creation



Creative teams are contending with multiple platforms, channels, and content streams continuously. This content is often multi purpose, not just front facing, it's: Internal town-halls, education, T&D, HR, and bespoke sales content. This all means running BAU as well as campaigns, as well as internal content across multiple types of content — To support this expectation, creative teams are looking

for ways to increase the pace, automate, and simplify parts of this demand. Using these platforms to generate simple headless video content. These AI startups are aiming to commoditise the process of simple video production, briefing videos, and pitching videos - allowing creatives and content creators to focus on more creative endeavours.

Platform	URL	Text to scene video	Edit interview with transcript	Slides to video	AI Voiceovers	Dynamic Trimming	Price Per Month (\$)
Pictory	https://pictory.ai/	Yes	Yes	Yes	Yes	Yes	23
Fliki	https://fliki.ai/	Yes	No	Yes	No	No	28
Invideo AI	https://invideo.io/ai/	Yes	Yes	Yes	Yes	Yes	25
Flexclip	https://www.flexclip.com/	Yes	Yes	Yes	No	Yes	19.99
Kapwing	https://www.kapwing.com/	Yes	Yes	Yes	Yes	Yes	16
Adobe Premiere	https://www.adobe.com/products/premiere/ai-video-editing.html	No	Yes	No	No	Yes	21.98
HitPaw	https://www.hitpaw.net/	Yes	Yes	No	Yes	Yes	29.95
Visla	https://www.visla.us/	Yes	Yes	No	Yes	Yes	24
Peech	https://www.peech-ai.com/	Yes	No	No	No	Yes	39
Lumen5	https://lumen5.com/	Yes	Yes	No	Yes	Yes	29
Descript	https://www.descript.com/	Yes	Yes	Yes	Yes	Yes	15