

**Adobe Creative Cloud**

Creative Cloud gives you all of the Adobe video tools; world-class design, web, and photography apps; and Adobe Stock for sourcing assets. Get high performance video editing with powerful color, graphics, and audio tools, integrated workflows, collaboration features, and support for the latest formats. With regular updates and learning resources, Creative Cloud puts everything you need at your fingertips.

[www.adobe.com/go/video](http://www.adobe.com/go/video)

# Integrating with the Adobe video apps

## Best practices for Adobe video partners

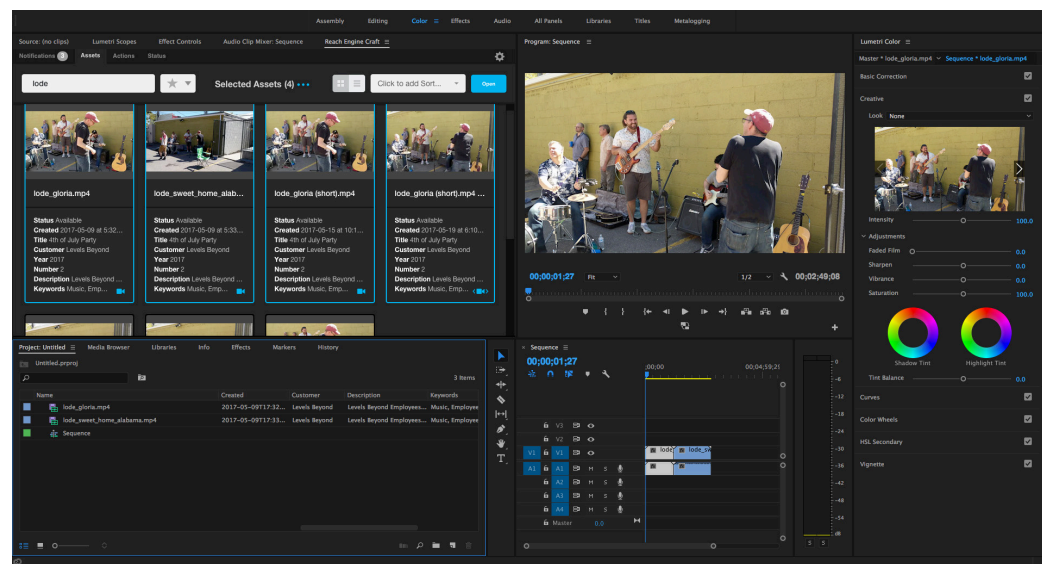
The Adobe video team helps partners build custom solutions for our users through seamless workflows and interoperability. Connecting our technologies saves time, reduces the chances of error, and simplifies video post-production. Plugins, extensions, and full extension panels make that possible.

### What is an Adobe extension panel?

An extension panel is a web page inside the Adobe application that adds third-party functionality. It can also drive functions in the host application using ExtendScript.

- **Adobe® Premiere® Pro** - video editing and post-production hub for Adobe video workflow
- **After Effects®** - motion graphics and visual effects
- **Adobe® Audition®** - audio editing and mixing
- **Adobe® Media Encoder** - transcoding and rendering of final output

Each Adobe video application offers its own APIs and unleashes a wealth of possibilities for connecting and enhancing user workflows. This guide explains how to build, market, and maintain Adobe extension panels.



The Reach Engine extension panel from Levels Beyond shows how partner technologies and Adobe video tools can be incorporated into one connected workflow for the user.



Premiere Pro is the industry-leading video editing software for film, broadcast, and social content creators.

## Extension Panel Best Practices

There are five phases in the lifecycle of an Adobe extension panel:

1. Build and test your extension with real users
2. Provide extension information to the Adobe video team
3. Submit panel to the Adobe Exchange marketplace
4. Market and promote your extension
5. Update extension and marketing materials



### Why build an Adobe extension?

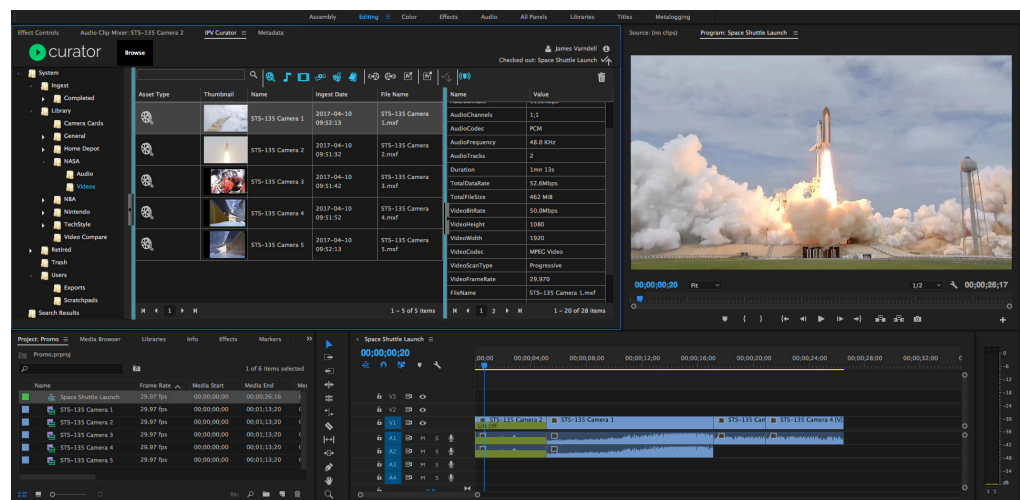
Integrated tools provide a more streamlined, efficient workflow for users, automating tedious tasks and removing opportunities for user error. Our APIs enable innovation between the tools.

The Adobe video tools are used in a wide range of production settings and workflows, often requiring additional capabilities, including areas like:

- Media Asset Management
- Shared storage
- Review and approval
- Effects and graphics
- Newsroom automation
- 360 VR
- Audio tools and assets
- External transcoding and file transfer

All of these, and more, are enabled by Adobe video partners.

If your technology adds functionality to the core video workflow and requires direct interaction between our tools and yours, an extension panel will improve the user experience and gives your technology visibility within the Adobe environment.



Example of an Adobe extension panel for Media Asset Management (MAM). The IPV Curator panel allows editors and motion graphics artists to find assets and bring them into the Premiere Pro Timeline or into After Effects compositions.

## Part 1: Build an extension panel for Adobe video tools

Download the SDK and begin exploring!

### Resources for building extension panels

- [Sample Premiere Pro extension panel](#)
- [Guide for setting up an extension development environment](#)
- [The Premiere Developer Center with resources for other plugins](#)
- [Premiere Pro scripting guide: how to build a custom panel](#)
- [After Effects scripting guide](#)
- [AME scripting guide](#)
- [Audition scripting guide](#)
- [Adobe developer resources: Explore our APIs](#)

Our integration engineering team is available to answer any questions or help solve problems you run into:  
[papro\\_integration@adobe.com](mailto:papro_integration@adobe.com)

If you have questions that are not answered in these materials, you could also participate in our forum:  
[SDK Community Support](#)

### Download Beta versions of the apps and offer feedback to us directly!

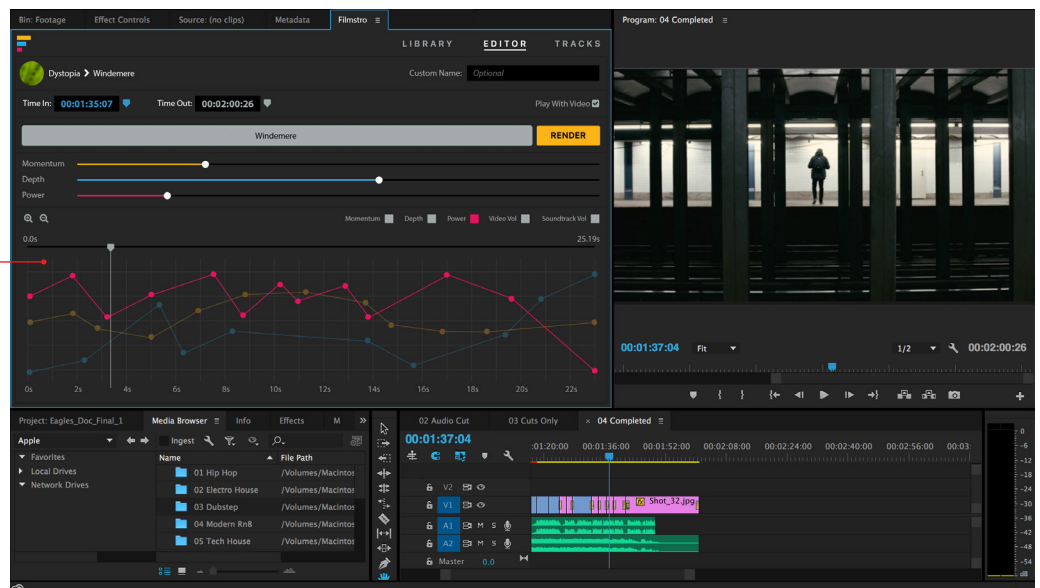
First launched in March 2020, the Adobe Creative Cloud Public Beta for video and audio apps provides an opportunity to engage directly in the development process for the Adobe video and audio applications by testing new fixes and features before they are released and sharing their feedback with the Adobe product teams.

To install the beta apps, open the Creative Cloud desktop app. Select Beta apps in the left sidebar of the Apps panel. Then select Install for your beta app. You can run beta builds side by side with the release version of the apps. Learn more about the beta program and how to test beta builds of apps: [Adobe Creative Cloud Beta FAQ](#)

### Best practices for extension panel UI design

The visual style and functionality of the extension panel UI should fit in with the look and feel of the host application. The panel name should be short and easily recognizable. Your own logo or branding should be visible but not distracting. Above all, the panel should communicate its function as simply and clearly as possible - including tool tips or other cues to help orient new users.

Clean, minimalist UI  
simplifies user experience  
and blends with Premiere  
Pro tools and visual styling.



The Filmstro panel for Adobe Premiere Pro allows editors to create customized soundtracks that match their video content.

## Part 2: Tell the Adobe video team about your extension

Provide information on your Adobe extension panel to the Adobe video team. This information will be shared internally to keep our team up-to-date on your tools and integration.

What to include:

1. A short description (50-100 words):
  - *What is the name of the extension panel?*
  - *What does it do?*
  - *Who is it for?*
2. Screenshots showing your panel in a current version of an Adobe video application
3. Two-minute demo video showing how to set up and use the extension panel

### Make updating a part of your development cycle!

As new versions of Adobe video apps are released - and as your own technology evolves - update your Adobe internal product information. Send screenshots and extension panel information to the Adobe video team.

## Part 3: Distribute your extension panel in the Adobe Exchange and Creative Cloud Desktop plugin marketplaces

[Adobe Exchange](#) is a marketplace where technology partners can distribute plug-ins and extensions.

Use [Developer Distribution](#) to submit and manage extension marketplace listings.

- New developer org will be created/named upon first login to Developer Distribution using personal AdobeID login credentials [firstuser@yourcompanyemaildomain.com](mailto:firstuser@yourcompanyemaildomain.com). Will get "Access Denied" from Teams org enterprise login email.
- Self-service for adding additional user access to developer org: Add multiple [users@yourcompanyemaildomain.com](mailto:users@yourcompanyemaildomain.com) personal AdobeIDs to developer org in [Adobe Admin Console](#)
- Create public facing Publisher Profile with first extension submission. All subsequent published listings will be consolidated on one publisher profile page.
- First paid listing submission will prompt for FastSpring (payment vendor) receivable account setup (FastSpring key).
- Helpful links: [FAQs](#), Developer support email: [ccintrev@adobe.com](mailto:ccintrev@adobe.com)



After Effects is the industry standard for motion graphics and cinematic visual effects

## Part 4: Market your extensions

The most successful Adobe partners are those who actively promote their Adobe integrations.

Adobe properties, such as the Technology Partner Portal and Adobe Exchange marketplace provide visibility for your integration. Adobe social channels can help amplify your marketing efforts, especially for partners who create a lot of great content for their Adobe solutions.

Here are key elements of successful marketing for your Adobe workflow integration:

### Distribute a press release

A press release is still the best way to make a splash when you launch your product, or announce a major update. Timing your announcements for major trade shows, like NAB or IBC can help, since the media and customers are looking for the latest news at these events.

Please note: press releases that mention Adobe, or Adobe properties, must be submitted to Adobe for review and approval by Adobe PR at least two weeks before your scheduled distribution date.

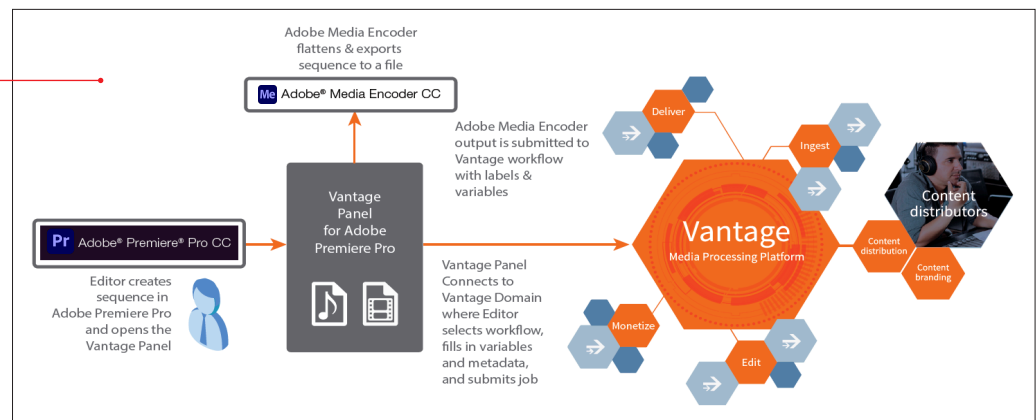
See our [Adobe Video Partner Press Release Guide](#) for details and tips. Important: Please review the [official Brand Guide](#).

### Create white papers and setup guides

Customers need resources that clearly explain your solution and how to implement your tools with the Adobe workflow. Use screen shots and diagrams to illustrate the information. Please submit drafts to the Adobe video team for review.

See [Adobe Video Product Descriptions](#) and [Adobe Trademark Guidelines](#) for Third Parties for more information

Even a simple schematic of the workflow is extremely helpful for customers and partners



From marketing materials prepared by Telestream to promote their Vantage integration panel for Adobe Premiere Pro.

### Focus on customer stories and case studies

This is one of the best ways to generate interest in your Adobe integration. [Case studies and customer stories](#) provide windows into real-world usage with authentic testimonials and allow you to maintain interest and awareness of your technology.

### Blogs, tutorials, and social media

Create a blog post to share news, updates, and tips for users. Short video tutorials are an easy way to help prospects understand your Adobe integration. Useful information delivered in a conversational, hype-free style builds trust and generally gets significantly more traffic than content that sounds like a sales pitch.

Promote this content on your social media channels. In some circumstances, you can even submit your content to the Adobe social media team to potentially share your content on some of our channels.

For more information, see our [Adobe Video Partner Social Media Guide](#)

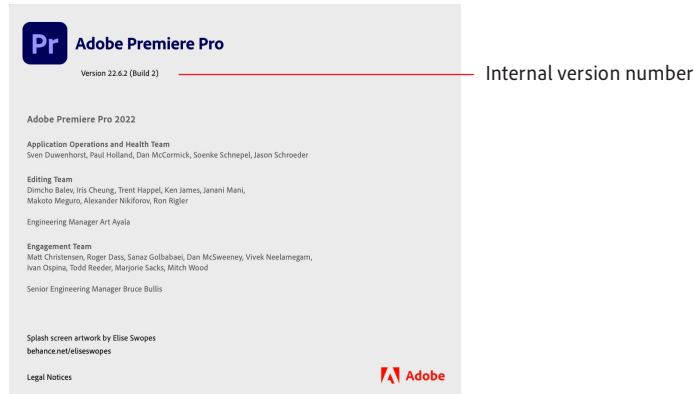
### Leverage industry events and Adobe announcements

Major industry trade shows like NAB and IBC are ideal times to announce launches or updates for your Adobe integrations. Events like Adobe Video World (organized by FMC) and Adobe's marquee event, Adobe MAX, provide an opportunity to interact with Adobe customers. These are times when customers and the media are looking for news about Adobe and Adobe-related technologies.

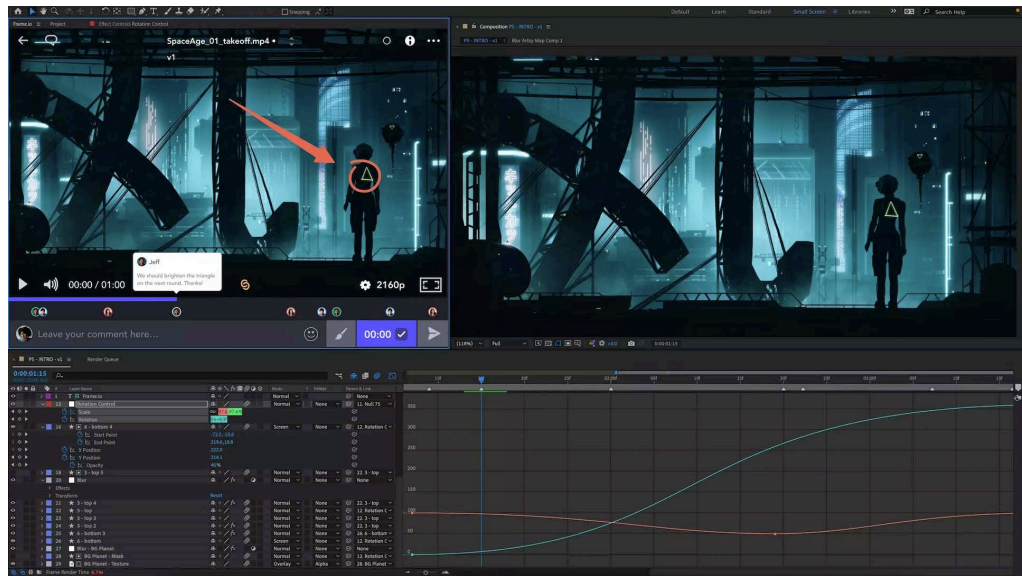
## Part 5: Update Regularly

### Best practices for compatibility and updates

The Adobe video applications are updated regularly with feature bearing releases, along with occasional "point releases" to fix issues or add minor features. Each application has its own internal version number, which your integrations will reference. Extensions can detect the API version based on that number.



Beta versions of the Adobe video apps are available to all Creative Cloud subscribers before release via the beta program. We strongly encourage all integration partners to regularly test their extensions with beta versions of Adobe apps and update as required.



The Frame.io panels for Adobe Premiere Pro and After Effects provide a streamlined workflow for review and approval

### For more information

[www.adobe.com/  
products/premiere/switch](https://www.adobe.com/products/premiere/switch)

### Your Adobe video contacts and resources

This guide best covers best practices for building, testing, marketing, and maintaining your integration. For further information, use the following contacts:

- General questions: [vidprtnr@adobe.com](mailto:vidprtnr@adobe.com)
- Technical and integration questions: [ppro\\_integration@adobe.com](mailto:ppro_integration@adobe.com)
- Uploading or updating your apps on the Adobe Exchange marketplace: [ccintrev@adobe.com](mailto:ccintrev@adobe.com)



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