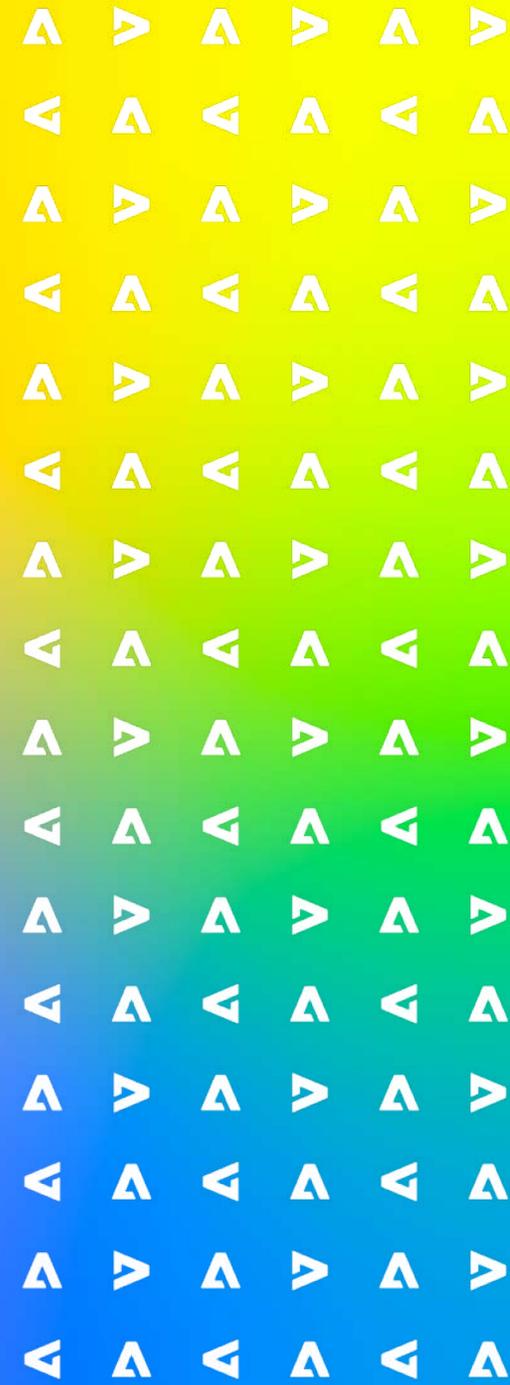


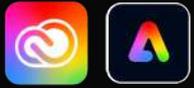


# The Adobe Video Ecosystem

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



# Adobe's strategy



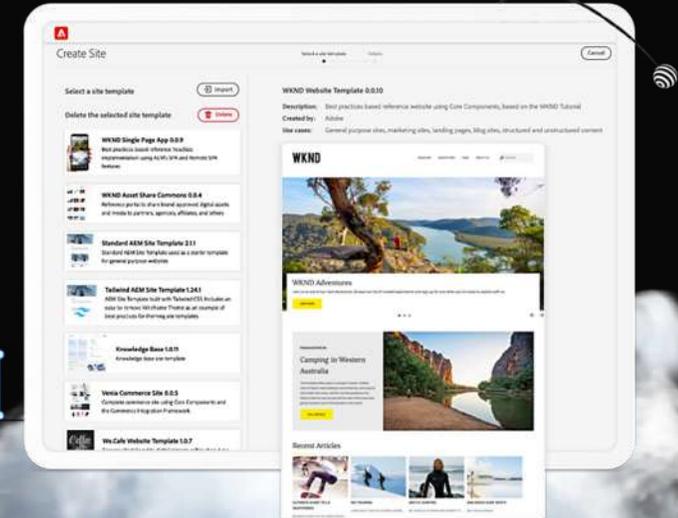
Unleashing  
creativity



Accelerating  
document productivity



Powering  
digital businesses



# 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

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

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



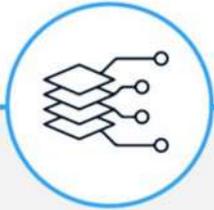
Audio



Export

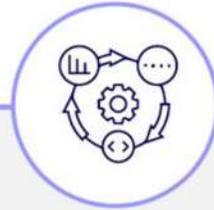
# Our Value Proposition

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.

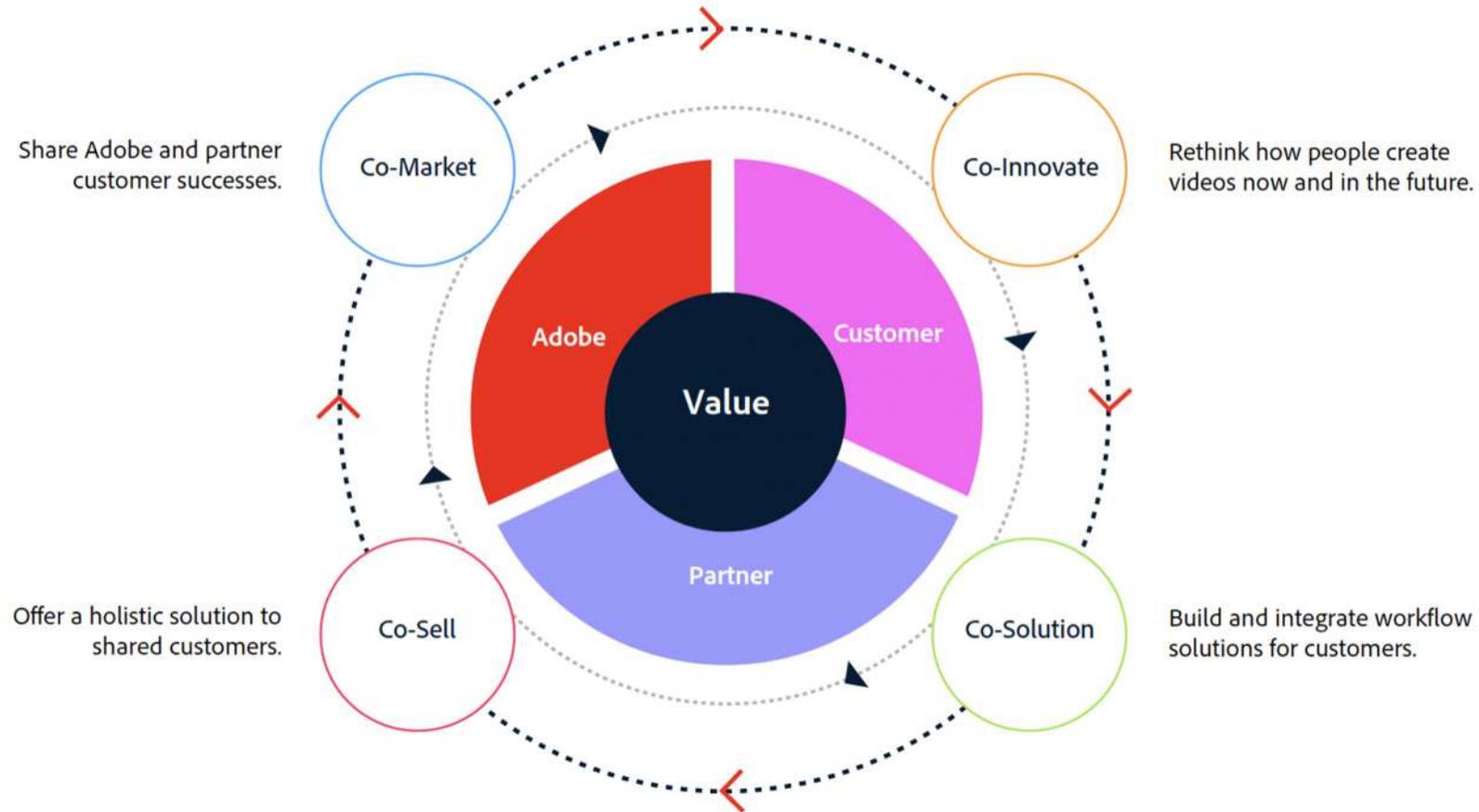


## End Customer Value

Developing custom solutions that enhance joint customer experience.

# Aspirational Partner Lifecycle

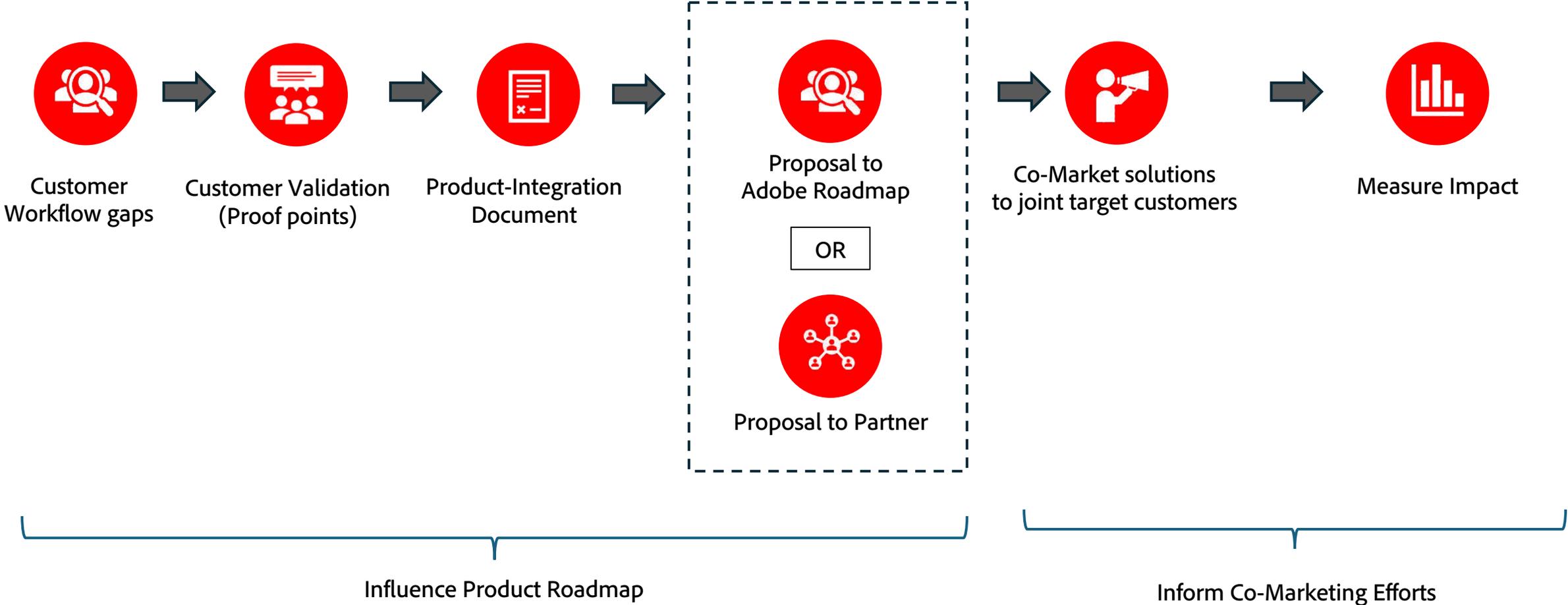
"Customer first, but Partner-Centric"



# Bidirectional: Product Strategy <-> Partner Ecosystem

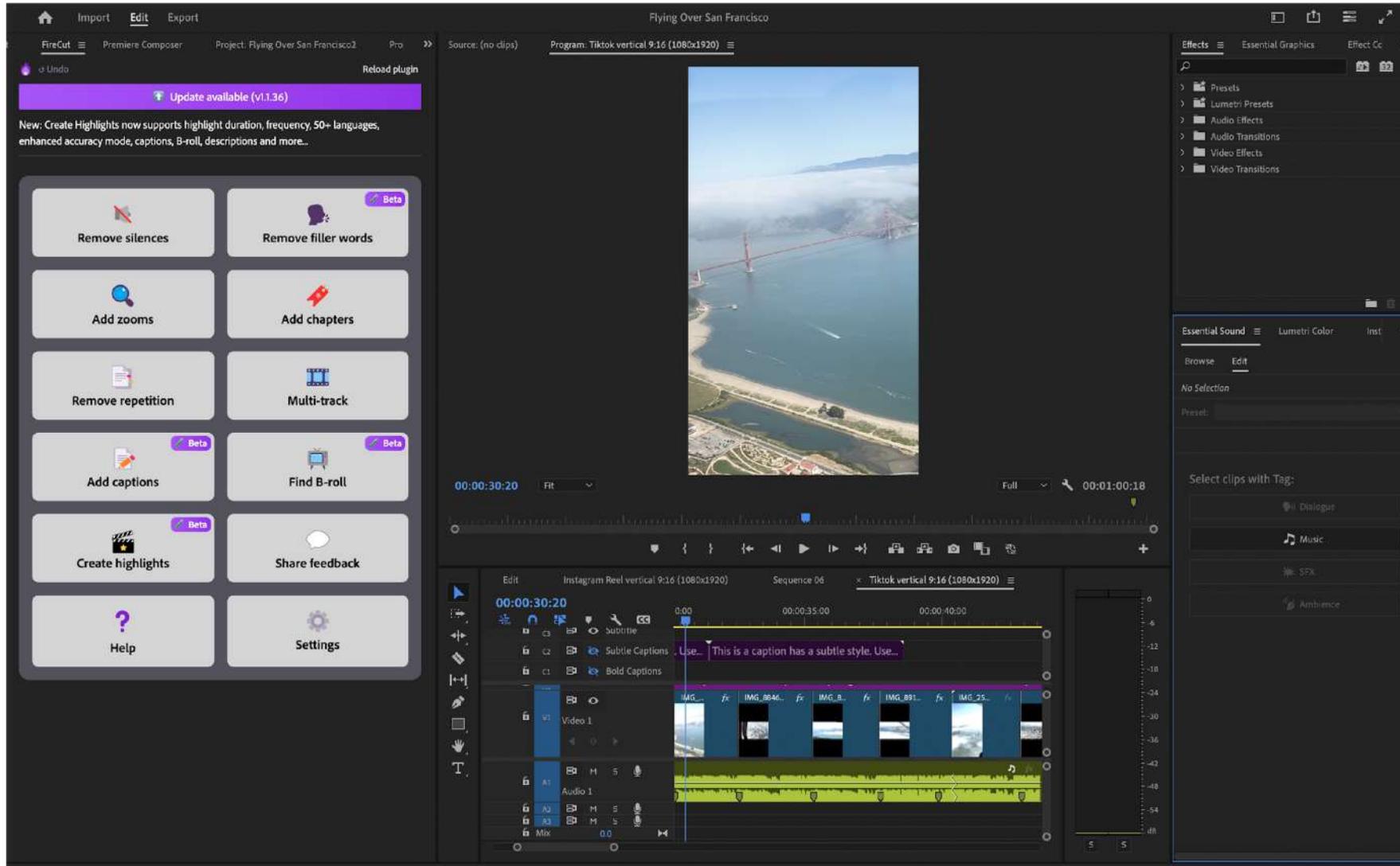


# Product Ecosystem Strategy: End-to-End Process



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 framelfloor 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 Fall", 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



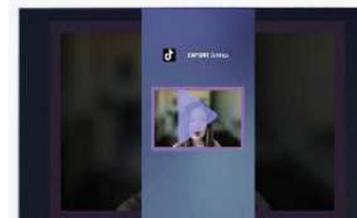
Mastering Sony's BURANO Digital Cinema Camera & Adobe Premiere Pro: Tips & Tricks



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



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



Maximize Your TikTok Potential



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

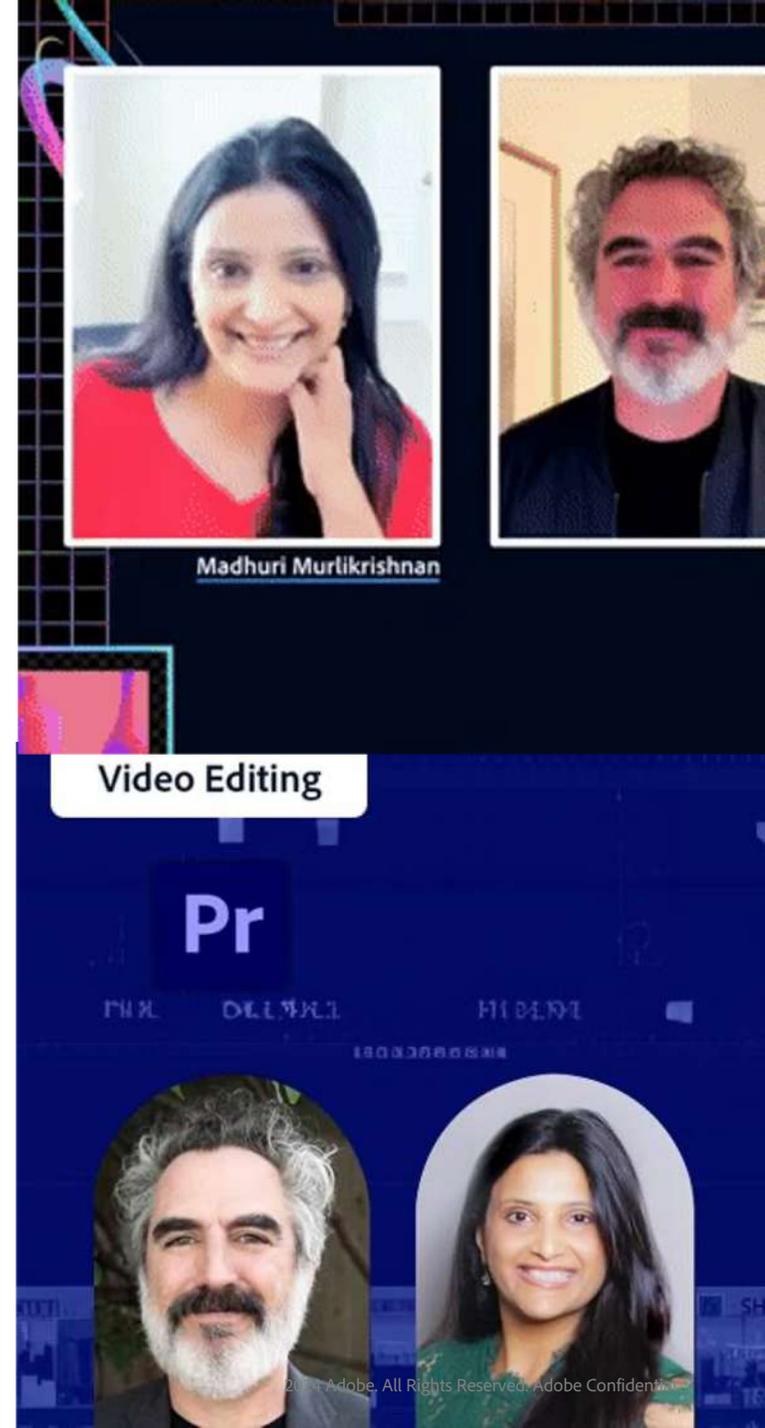


Editing Beyond Borders: Real-Time Collaboration in Premiere Pro with Brian Sanford

## 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



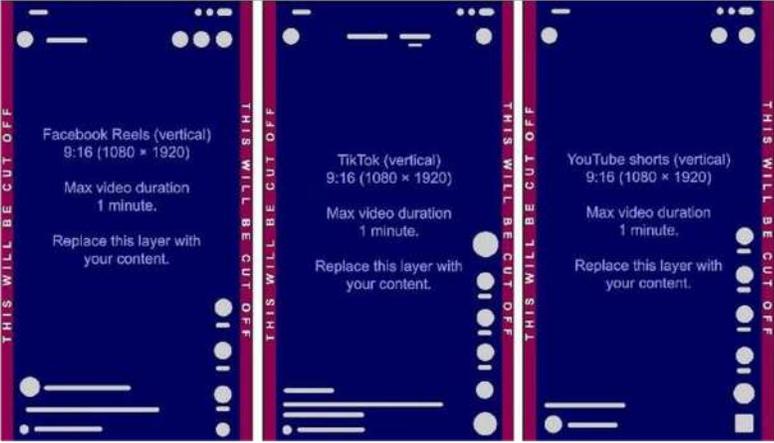
## Ecosystem partners



# 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 includes the following information:

- Facebook Reels (vertical):** 9:16 (1080 x 1920). Max video duration 1 minute. Replace this layer with your content.
- TikTok (vertical):** 9:16 (1080 x 1920). Max video duration 1 minute. Replace this layer with your content.
- YouTube shorts (vertical):** 9:16 (1080 x 1920). Max video duration 1 minute. Replace this layer with your content.

Vertical text on the left and right sides of each template reads "THIS WILL BE CUT OFF".



The logos for ecosystem partners are displayed below the safe zone templates:

- SUBMACHINE**
- YouTube**
- Meta**
- TikTok**
- 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

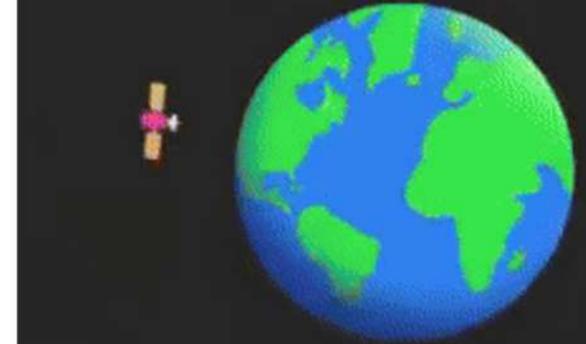


Project management  
Motion graphic  
Automation



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

**GRAVE ROBBER**  
You show me the graves, I'll dig out the clips

**WATCHTOWER**  
Defeat incoming hordes of files with auto sync

**EXCALIBUR**  
Behold, the Sword of Power

**TIPS & TRICKS**

Pr

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](http://www.adobevideopartner.com)

# How to Partner with us?



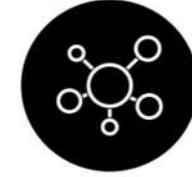
## Build

- 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

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DEVELOPER GUIDE



PRODUCT ECOSYSTEM  
WEBSITE



AI IN PREMIERE PRO



TRAINING PORTAL



Contact us: [dva-partnerships@adobe.com](mailto:dva-partnerships@adobe.com)