

SOLUTIONS GUIDE



The Adobe Video Ecosystem

Elevate Your Video Production Workflow

Adobe

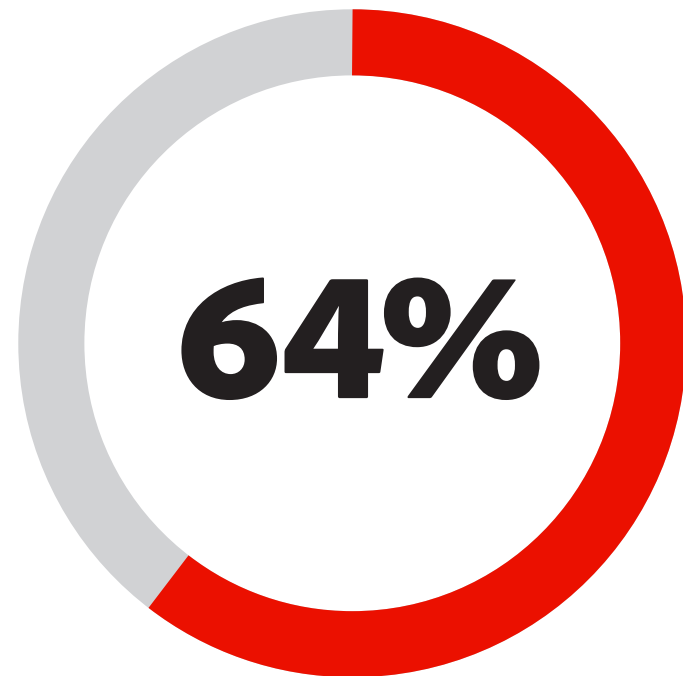
In today's content-filled landscape, video reigns supreme.

But when there's so much of it competing for eyeballs, making video content that captures your target audience can present significant challenges for businesses.

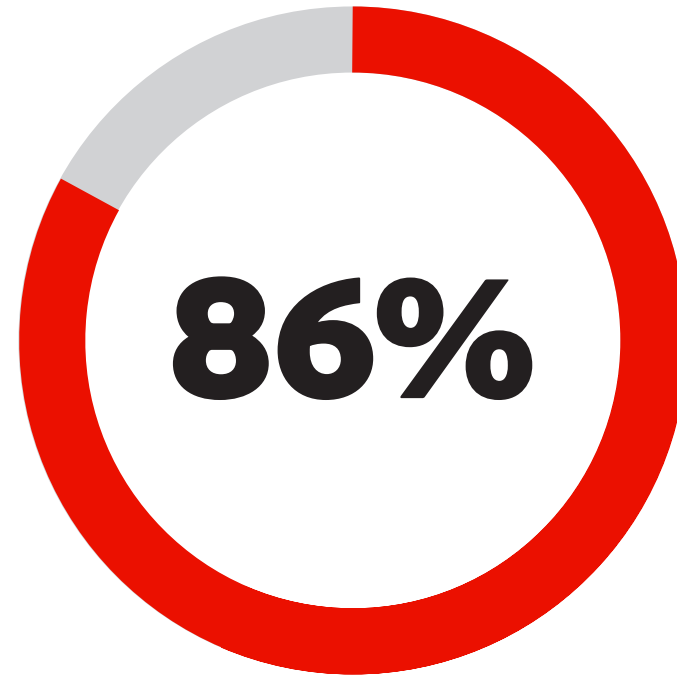
The problem?

Video production is often an expensive and laborious undertaking fraught with potential roadblocks. From creative “misalignments” in pre-production and logistical hiccups during shoots, to delays in post-production resulting from ambiguous feedback or crosstalk and immovable deadlines, making video content is a riskier proposition when it comes to ROI.

Video dominates customer attention and conversion.



of consumers prefer video
to learn about brands



boost in conversion rate
on web pages



of companies are
investing more in video

Quality and scale without breaking the bank.

In this guide, we'll show you how **Adobe Creative Cloud for Enterprise**, including Premiere Pro and Frame.io, streamlines the video production process from ideation through final delivery for companies from Princess Cruise Lines to Monster Energy, Red Bull Media House, and WebMD.

COLLABORATION



50% faster time to market

PRE-PRODUCTION



75% reduction in time to ideate & storyboard

POST-PRODUCTION



7x increase in video velocity

SCALE



40% increase in videos produced

Source: Monster Energy; IBM; Xfinity Creative; WebMD.

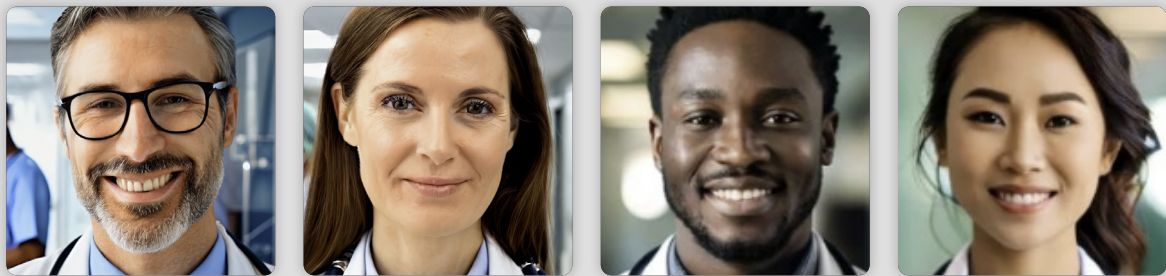
The Adobe Video Ecosystem.

We developed our end-to-end video creation platform to help video teams reduce their costs, increase their output, and successfully achieve their business goals.

With a suite of industry-leading asset creation, editing, collaboration, and asset-management tools, the Adobe video ecosystem is built for both speed and scale. And generative and assistive AI solutions powered by Adobe Firefly help you ideate more creatively, collaborate more effectively, and deliver more easily.

Adobe





View All

Frame ⓘ

↑

↑

Prompt

a smiling doctor in a hospital

🕒

Generate

The Adobe difference.

From the start, Adobe has trained our generative AI responsibly so you can be sure that what you're creating is safe for commercial use. And at a time when sustainability and diversity are especially high on the list of concerns business have when using AI, we have doubled down on our commitment to prioritize both as we continue to develop our AI solutions.

Our approach to responsible AI.



Responsible training

Firefly generative AI models are trained on licensed and public domain content



Diverse representation

Training designed to be representative of regional markets and built to avoid harmful bias across gender, age, and skin tone



Content transparency

Content credentials and provenance details automatically attached to Firefly-generated assets



Security & privacy

We will not train our foundational Firefly generative AI models on your enterprise content



Accountability

Adobe's AI Impact Assessments and Ethics Board provide ongoing review and refinement of Firefly data, approach, and outputs



Sustainability

Prioritize energy efficiency and emissions reduction to minimize the footprint



Protection

Adobe defends intellectual property rights by advocating for the Federal Anti-Impersonation Right Act, and indemnification is available on select Firefly workflows*

**opportunity to obtain an IP indemnity from Adobe for content generated by select workflows powered by Firefly under certain Adobe offers. Terms will apply.*

Premiere Pro with Firefly Video Models.

Time isn't "just" money. Time can also be the thing that pulls you out of the creative flow, especially when doing laborious tasks like trying to find the best take. Now, with Media Intelligence and the Search panel in Premiere Pro (beta), AI helps you find exactly what you need by automatically recognizing the content in your clips including objects, locations, camera angles, and more.

You can use natural language to find visuals, spoken words, or content with embedded metadata like shoot date or camera type—all at the same time.

And what editor hasn't bumped up against the heartbreak of realizing that the take everyone loves isn't

quite long enough? Or that you don't have B-roll when you need it?

New Firefly video models in Premiere Pro solve a multitude of real-world problems for editors and clients by saving time—and even sometimes saving the day by eliminating the need for reshoots.

Firefly Video Models

Generative Extend in Premiere Pro (beta)

Text to Video in Firefly (beta)

Image to Video in Firefly (beta)

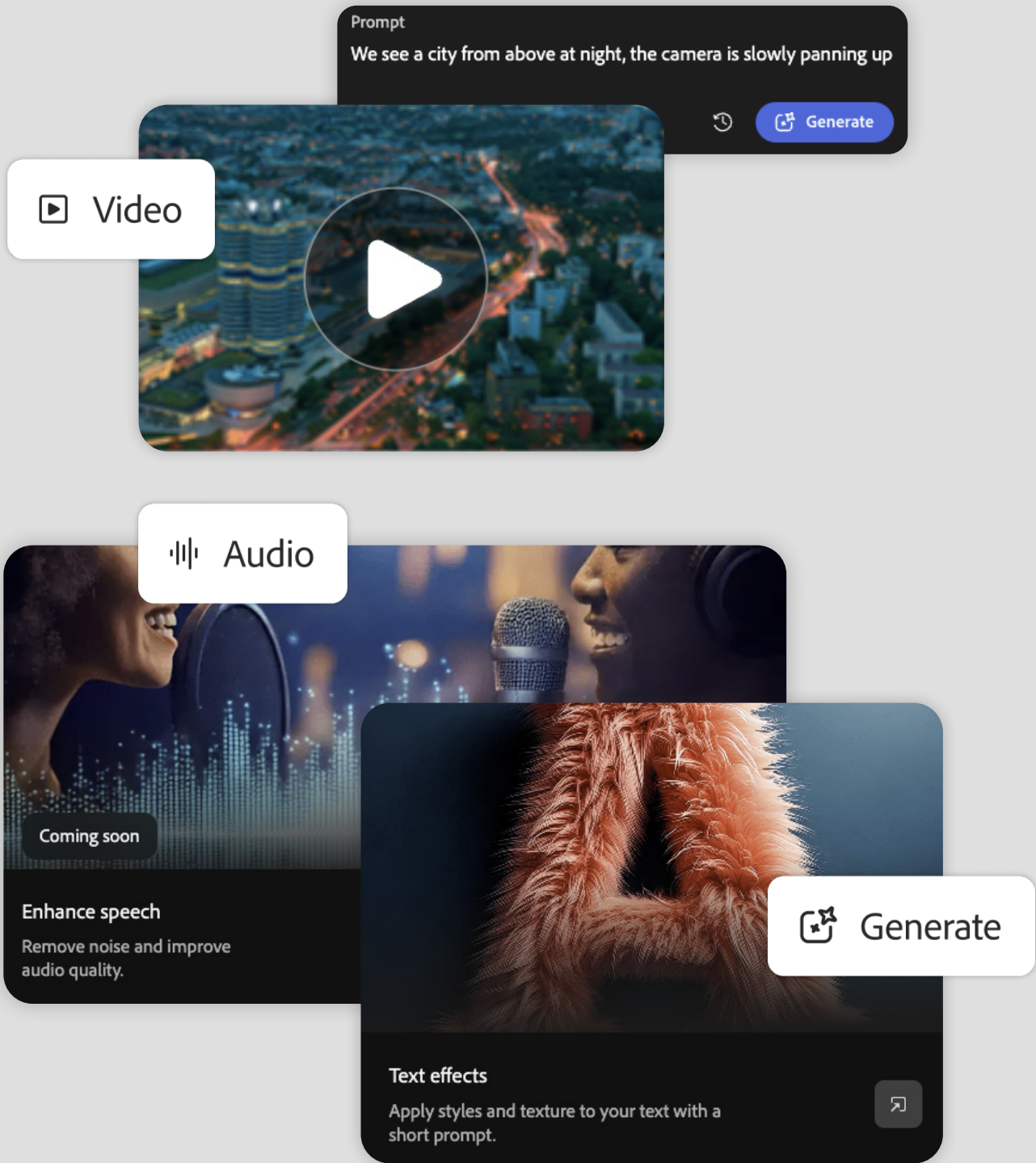
Shot size
How much of the subject and its surroundings are visible within the frame.

- ✓ Auto
- Closeup
- Extreme closeup
- Long shot
- Extreme long shot
- Medium shot

Camera angle
The orientation of the camera relative to the subject.

- ✓ Auto
- Aerial
- Eye level
- High angle
- Low angle
- Top down





Create video at the speed of imagination.

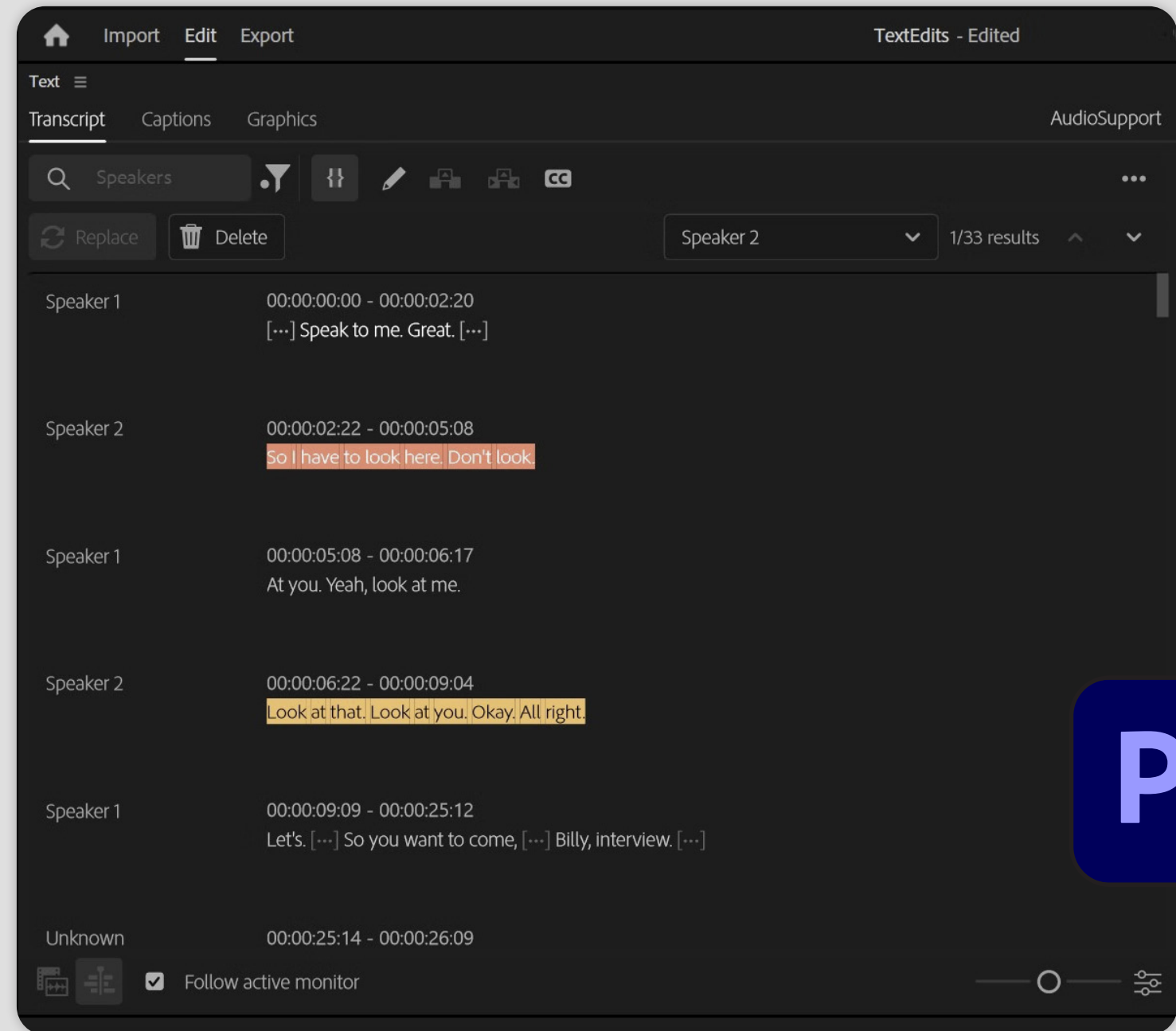
With Firefly, you can seamlessly extend your shot by up to 2 seconds, create B-roll or animations from text prompts, or input a still image that can be turned into video.

Eliminate intrusive noise on your audio or easily remove background distractions from your video. Create motion graphics within Premiere Pro. The next time someone asks, “Can we fix it in post” you’ll be able to nod and smile.

-  B-roll from reference image
-  Animation in 2D/3D
-  Atmospheric elements
-  Text graphics

Editing video is as simple as copy and paste.

Text-based editing in Premiere Pro is another time saver, especially for interview and testimonial-intensive videos, allowing editors to essentially create a “paper cut” in video by finding the takes that correspond to word searches automatically.



Around the world in seconds.

With the addition of fast, accurate translations into 17 languages, taking your videos to global audiences is also radically easier. As “personalization” has become the buzzword of our time, seeing on-camera talent speak naturally no matter the language opens up the opportunity to bring your message to more markets, more authentically.

Plus, you can have multiple caption tracks visible at the same time to display various languages, or even assist you through editing in a different language.

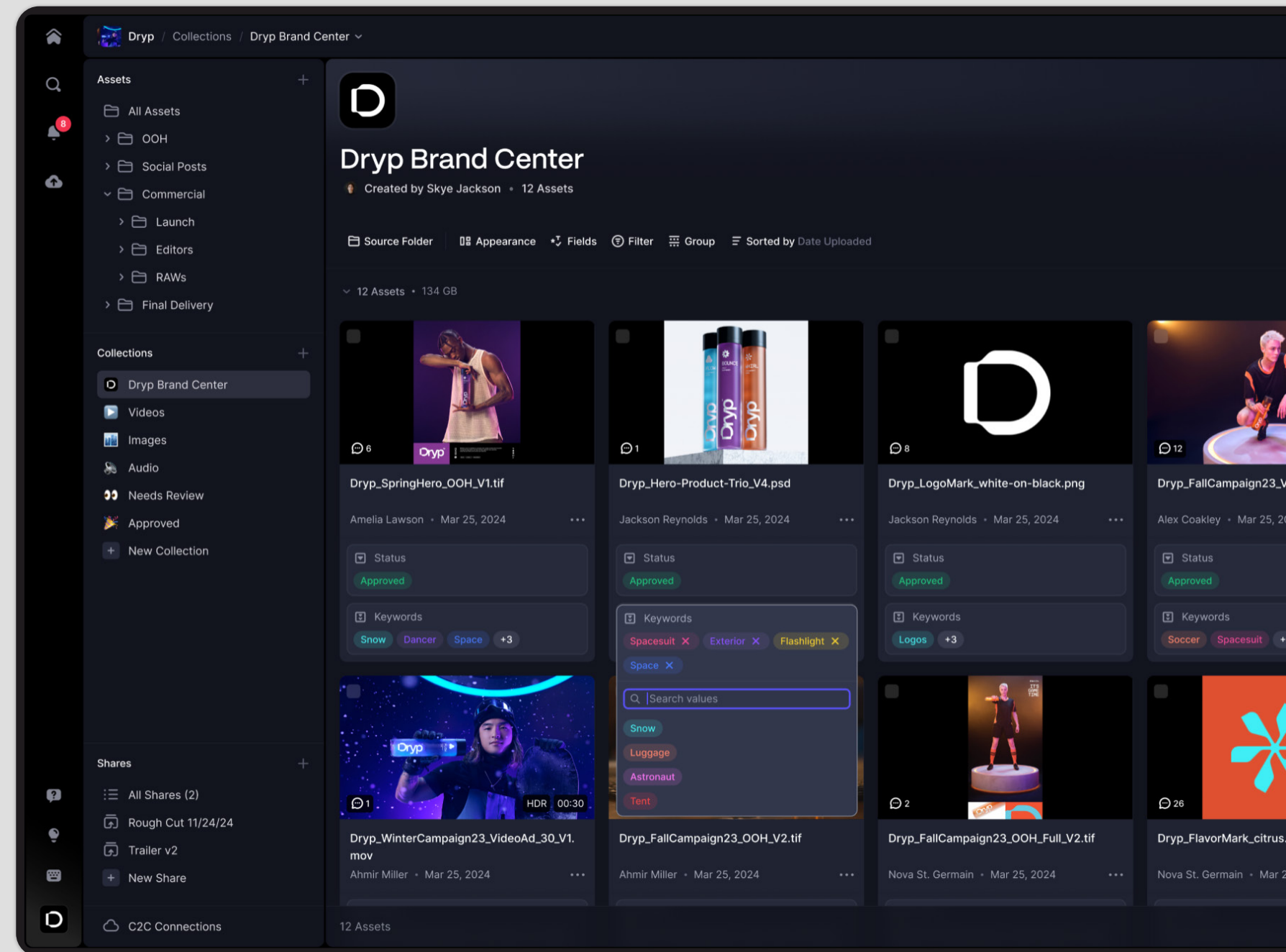
That, along with the ability to automatically reframe video so that your action stays properly composed no matter the size or aspect ratio, also lets you deliver your videos to multiple channels faster—so instead of laboring over producing dozens (or hundreds) of versions your editor can spend their time polishing their creative cut.

Frame.io: flexibility, agility, security.

Creating video content involves a lot of moving pieces. Keeping every part of the process, the multitude of assets, and all the people involved—in one place—is what you need for optimal clarity and efficiency.

Frame.io provides a single surface for your video team while giving you the flexibility to structure your workflow in the way that works best for you—along with full control over who has access to your projects and assets.

The Frame.io web and mobile apps also let you communicate with your team and stakeholders wherever they are and access your assets whenever your team needs them.



Frame.io creative management.



File management

Fast file transfer, intuitive navigation, and the flexibility to connect your own storage



Secure sharing

Build branded, secure shares from one central space that can be accessed anywhere



APIs & integrations

Native integrations and an open API to connect to the systems you already use



Workflow management

Metadata framework to organize and build end-to-end creative workflows



Review & approval

Intuitive, immersive reviews with precise comments, attachments and annotations



Governance & security

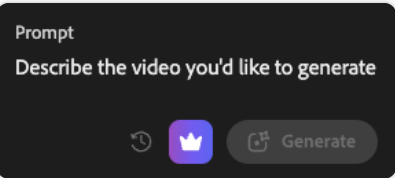
Granular roles, access controls, and permissions for greater peace of mind

The power of the platform.

What makes the Adobe video ecosystem so powerful is that it's now possible to solve problems from pre-production through final delivery within one platform. The applications are designed to give you an intuitive experience that allows you to stay in your creative flow rather than laboring over time-consuming tasks like downloading and uploading, or resizing and reformatting.

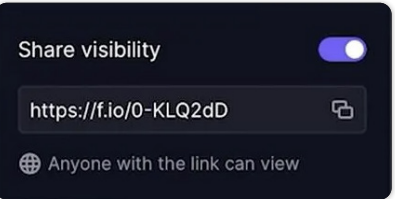


A connected platform to elevate your video workflows.



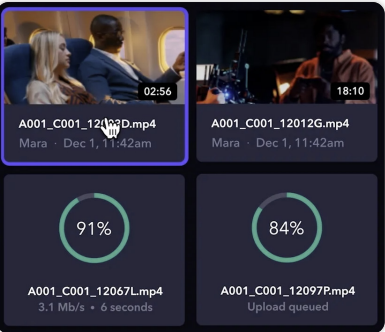
Free your imagination

Use text prompts to create images or video with Firefly to capture your ideas, or upload references to Photoshop and iterate to achieve your vision. It's so fast that even when time is limited, your creativity isn't.



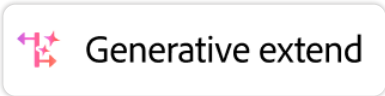
Collaborate early

Share storyboards or previsualizations with stakeholders and collaborators in Frame.io to make sure that everyone is creatively and logistically aligned from the very beginning.



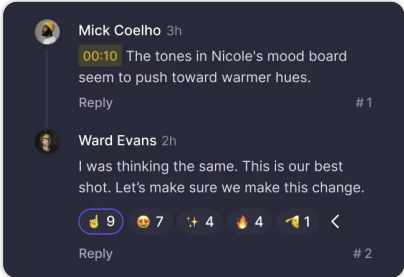
Connect your set and editor

Frame.io Camera to Cloud and Premiere Pro let your editor work while cameras are still rolling. Editors can flag any issues to reduce the need for costly reshoots, creatives have peace of mind that they have what they need “in the can,” and there's no need to ship drives or wait for dailies.



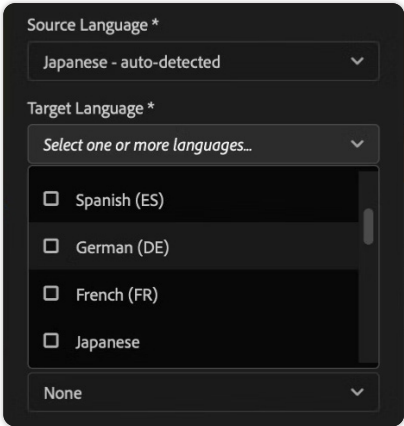
Fix it in post (easily)

Firefly services in Premiere Pro let you seamlessly add frames to a shot, create B-roll, add motion to still images, remove distractions from a shot or background noise from your audio, and easily color grade your footage.



Get to final faster

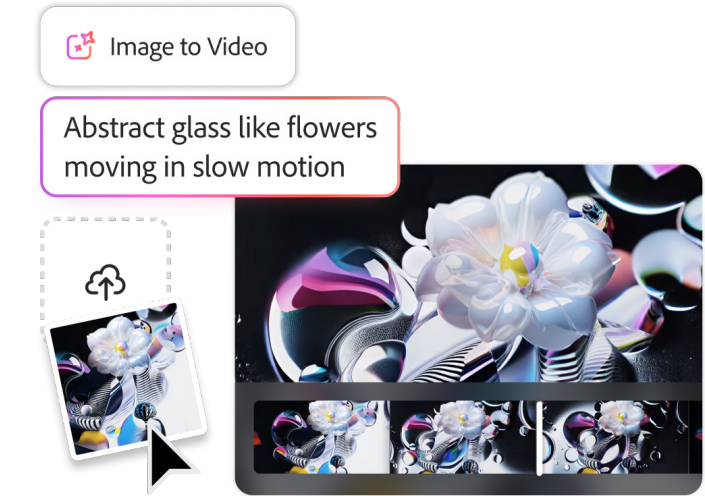
Frame.io keeps all your edits, collaborators, and stakeholders together so you get the feedback you need when and where you need it. Less confusion and accelerated approvals reduce your time to market.



Maximize your investment

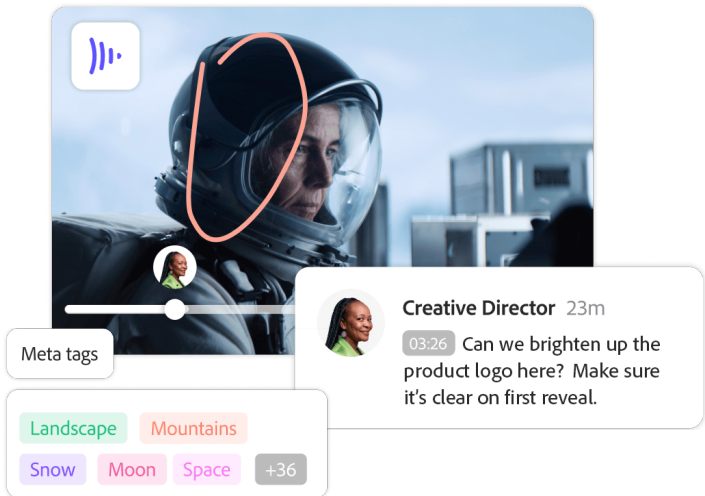
New AI features in Premiere Pro let you quickly make multiple versions of your videos by effortlessly translating them into different languages and reframing or resizing them for all your distribution channels.

Seemingly seamless production.



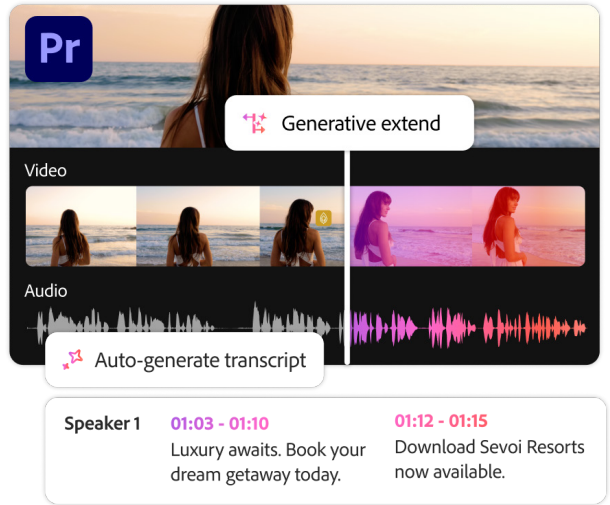
Align creatively and execute efficiently

Ideate, iterate, and engage your team and stakeholders early for creative alignment so you can deliver your vision effectively.



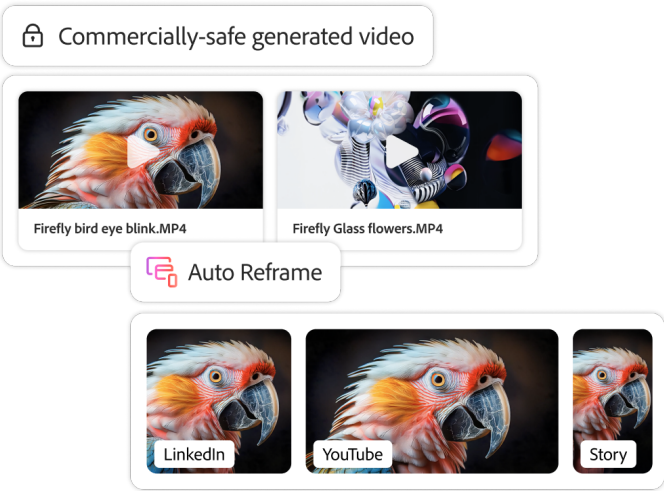
Streamline media management and collaboration

Centralize all your media, people, and workflows to remove blockers, reduce reshoots, and get to market faster with Frame.io.



Accelerate post-production workflows

Now your team can spend more time creating and less time on tedious tasks with AI in Adobe Premiere Pro.

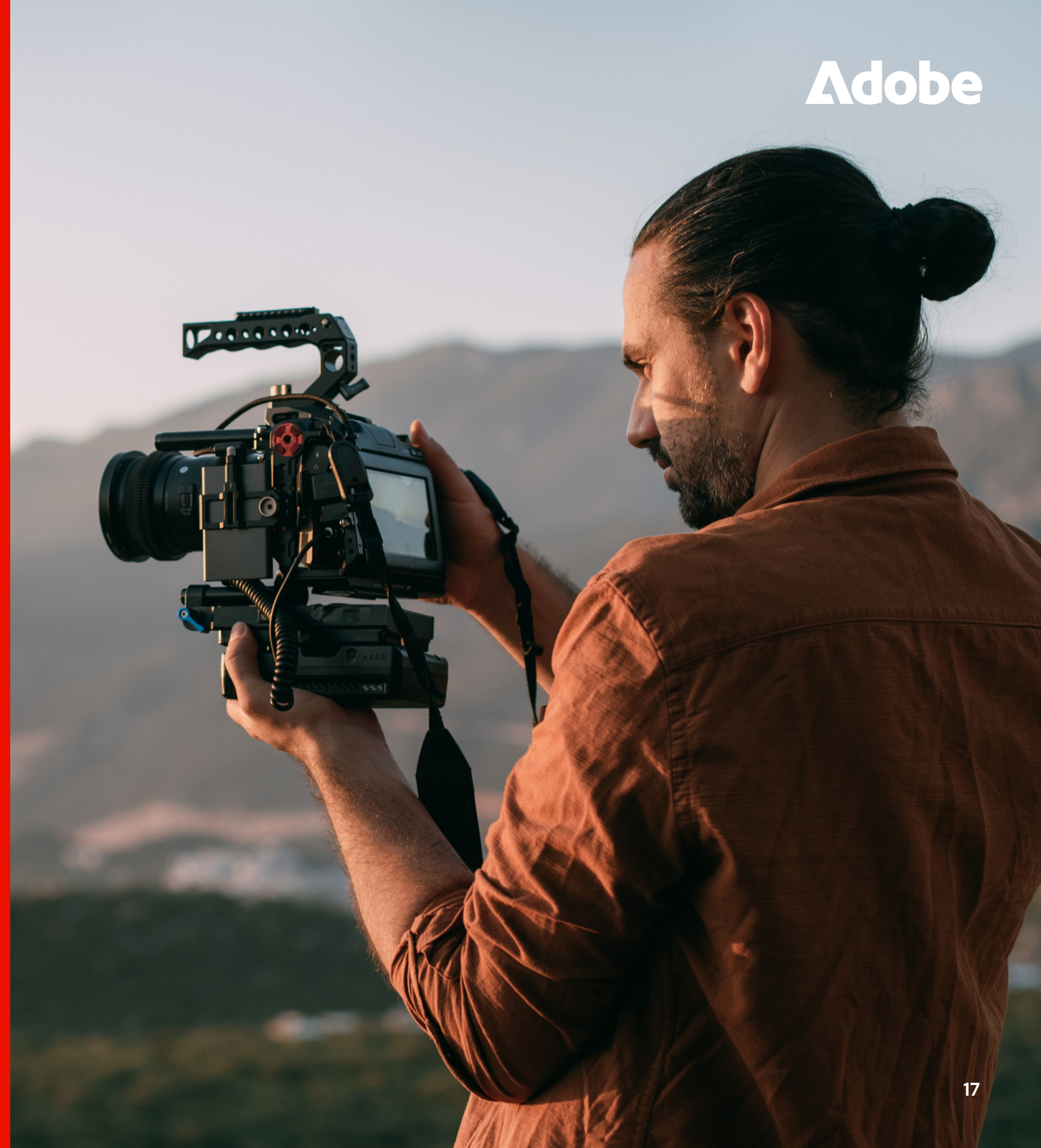


Scale video content across audiences, channels, and markets

Customize your videos for a multitude of channels and markets to maximize your investment. Personalizing and localizing has never been faster or more efficient, and every deliverable is safe for commercial use with Adobe's ethically trained generative AI.

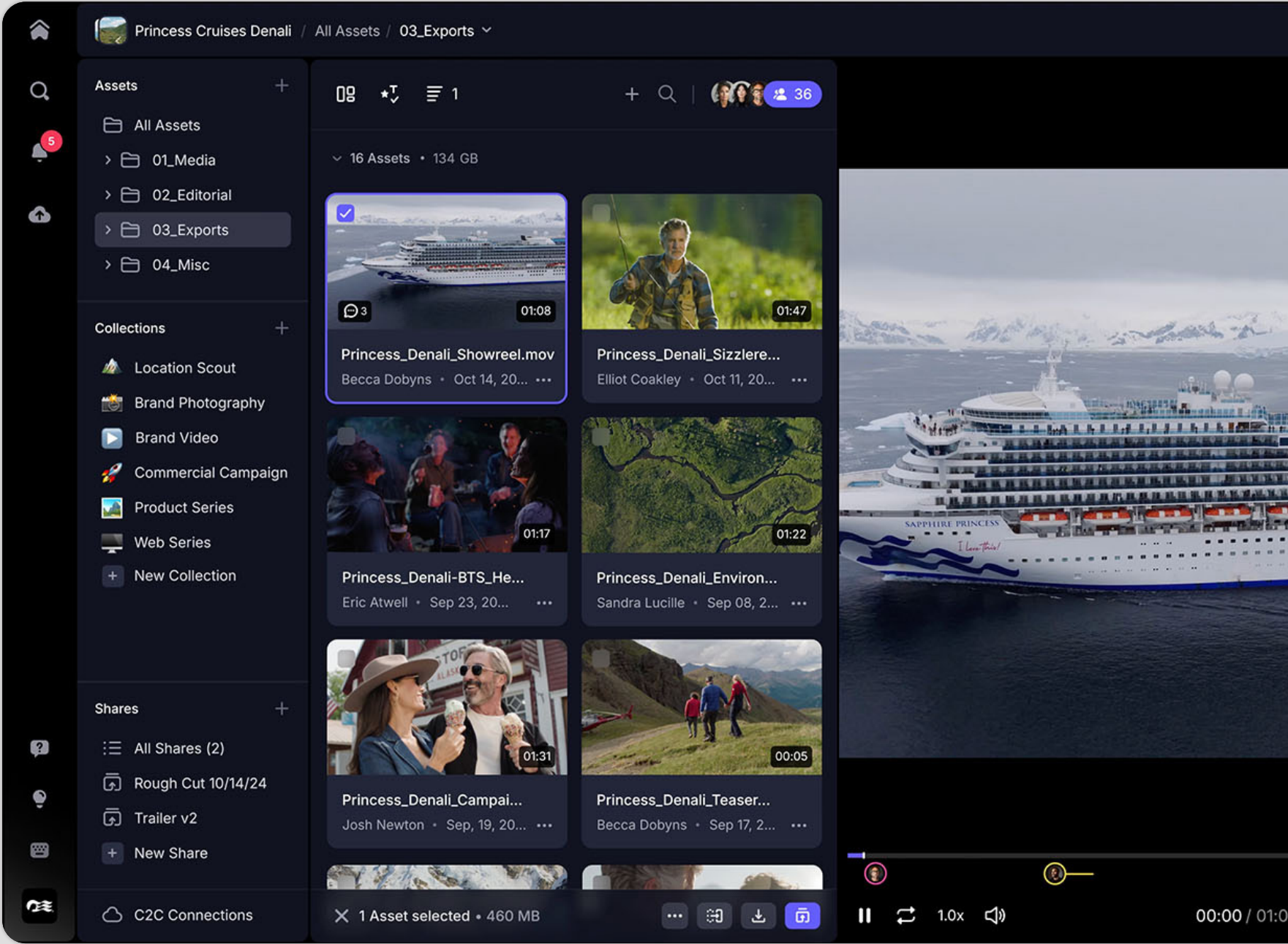
The proof is in the project.

Like fingerprints or snowflakes, every project has its own unique identity. It's why we like to learn from our customers about how they're discovering new ways for Adobe creative tools to help them improve their workflows—no matter how complex their productions, how remote the locations, how tight the deadlines, or how many assets they deliver.



Princess Cruises Staying on course creatively.

According to Princess Cruises' Senior Manager of Media Production, Scott Martin, Adobe Creative Cloud is an essential part of his pre-production process. For a recent "once-in-a-decade" shoot in the wilds of Alaska the 35-person team, distributed across two continents, had 100 days to prep for a shoot that would involve seven cameras capturing 15 TB of footage.



On location and on target.

As part of his preparation, Scott relied on Photoshop and Frame.io. Photoshop allows him to put screengrabs together or storyboards for the DPs, producers, and crew. When using an image from a specific location, he's able to adjust the image easily or eliminate distractions, so he can focus the team on his precise vision.

“

We've coined the term 'collaboration velocity.' We're able to see footage quickly and communicate at speeds that we have never been able to before.”

—**Scott Martin**
Sr. Manager of Media Production, Princess Cruises



Putting all his storyboards, photo references, location scouts, and more into Frame.io lets him communicate with the entire crew and keeps his team creatively and logistically aligned so they're prepared for whatever curveballs Alaska can throw at them.

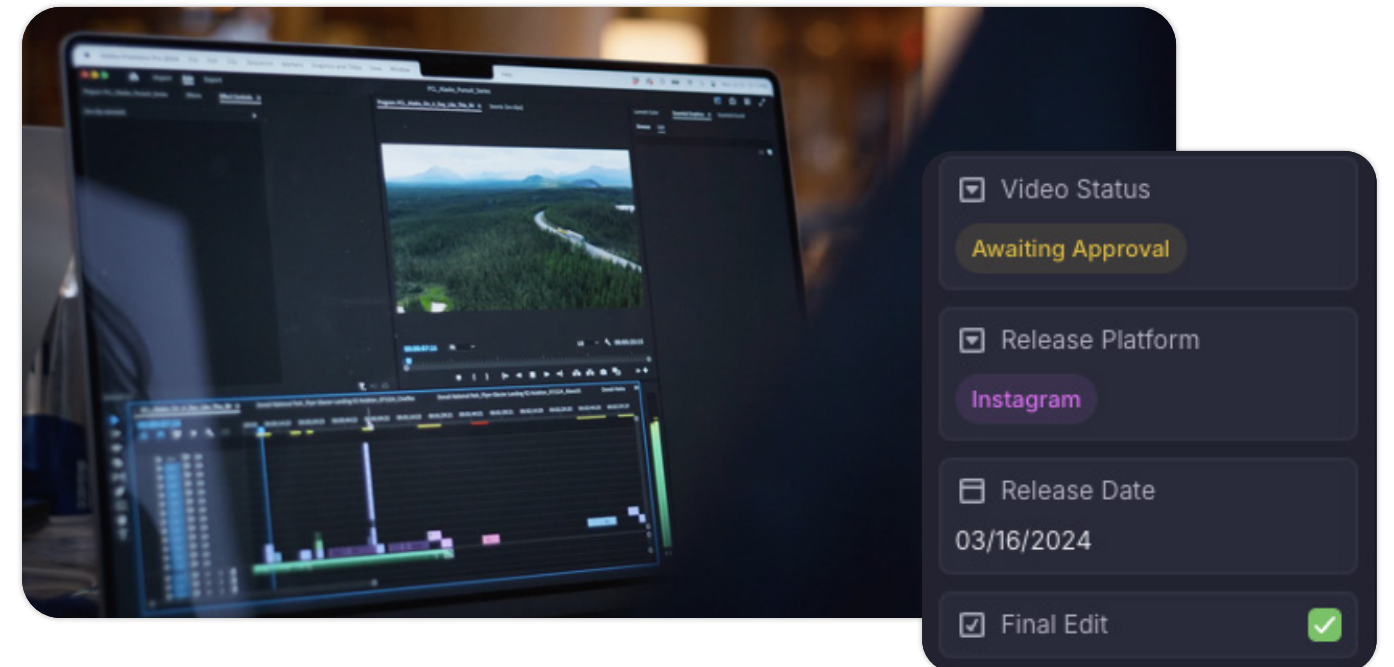
“We’ve accumulated a lot of trust over the years and have a track record of going into very remote environments with small teams, but it’s still important to make sure the stakeholders feel that it’s a strong investment.”

—Scott Martin
Sr. Manager of Media Production, Princess Cruises

Better alignment across teams and stakeholders.

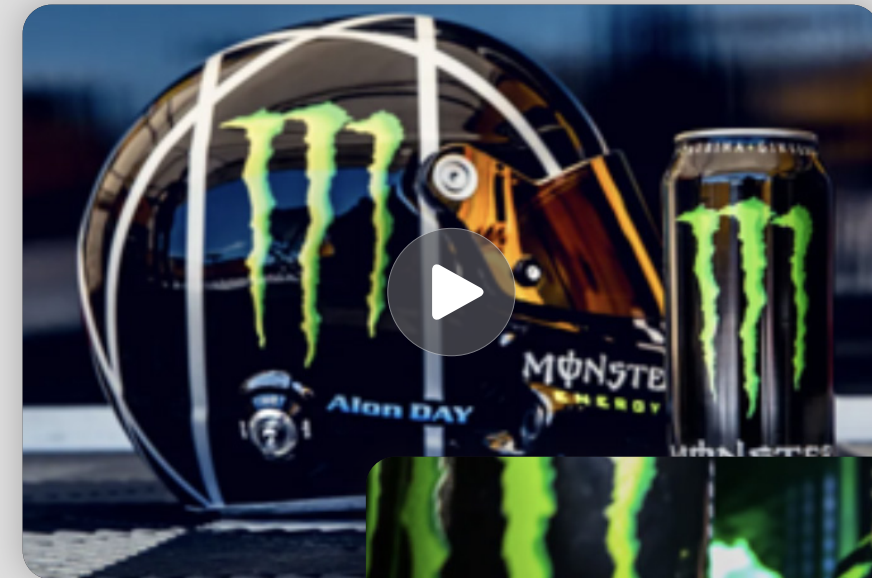
Maybe more importantly, it helps him communicate his vision to his stakeholders so they know what to expect as the outcome. In this case, the final product exceeded their expectations—delivering a vast

array of video and photographic assets that could be used for everything from broadcast TV ads to websites, social media ads, and print ads that garnered more than 200 million impressions.



Monster Energy Keeping it real (time).

Monster Energy grows its brand organically by sponsoring elite athletes, artists, fighters, musicians, and gamers as they perform around the world and share their achievements across social media, YouTube, and the Monster website. Covering approximately 1,500 events annually, their success is measured by how efficient they are in creating their content and how quickly they can get it to their loyal followers.



Over the course of three years, Monster has increased their video output by 200%, publishing 3,000 public-facing videos each year along with another 1,000 internal videos.

“

There's so much that goes into making a brand stand out. A lot of it comes down to consistency...we need to easily share assets so people can find the right versions at any time.”

—John Martinez
Vice President of Creative, Monster Energy



200% increase in
video output

Winning creativity with speed.

With a workflow powered by Adobe tools, the video team relies on Premiere Pro and Frame.io to reduce their time from video capture to completion. With multiple teams working concurrently, creatives can share videos for review with people anywhere in the world, who can add their comments or draw directly on the frame for clearer feedback. Monster is also turning Frame.io into a repository where videos will be categorized and tagged so that teams across the company can quickly find the clips that they need.

Over 1 hour

of time saved per person per day

“Working with Frame.io saves creative teams over an hour per day per person. We’re reducing time to market by 50% while giving teams more time to be creative and deliver videos that get our audiences’ attention.”

—Phillip Kauffman
Senior Director Digital Asset Management, Monster Energy



Red Bull Media House Camera to Cloud gives them wings.

Not to be outdone by the competition, Red Bull Media House similarly depends on Frame.io to energize their end-to-end video workflow.

Using Frame.io Camera to Cloud (which automatically uploads video takes to Frame.io while a shoot is ongoing) with the Real-Time Logging (RTL) feature, they likewise stay on the cutting edge of video technology to serve their hungry fans the latest action from events like the Red Bull Cliff Diving World Series and Hard Enduro races.

Integration at the push of a button.

RTL works by connecting small Ambient NanoLockit devices (which the director or producer would hold in their hand) to a Frame.io project. With buttons that are pre-programmed to indicate certain comments, RTL creates a heat map of timecode-accurate, customizable comments that go directly to the editor. For example, one button on the device might indicate “great moment” while the other might indicate “leave this out.”

Not only does it save time by essentially creating an instant log of “circle takes” for the editor, the director or producer can stay more connected to the post-production process by giving editors immediate feedback that helps carry their creative intention through to the final product. It also, of course, means that because fans receive the videos faster, Red Bull keeps the momentum and excitement high.

“The editors could simply jump to certain markers in the cloud proxy and go through the footage without having to listen through the idle talk in between.”

—Dennis Wiehberg
Senior Project Manager Innovation, RBMH Media Production Services

WebMD

The importance of “more.”

WebMD and Medscape produce a lot of video content. With a monthly audience of 127 million people, the 60-person video team creates 3,000 videos each year—approximately 60 per week—including personal documentary stories, expert interviews, roundtable discussions, animated explainers, live events, webinars, and more. And because they’re communicating vital information about medical research, treatments, and technology, they need to publish their videos to keep pace with the latest changes in the world of medicine.



Built for speed.

WebMD built their workflow on Adobe tools for speed and organization, relying on Premiere Pro and After Effects for editing and graphics. Features like Dynamic Link accelerate the process by allowing editors to efficiently change graphics without constant rendering or exporting. Frame.io helps their remote team stay on track throughout the review process.

“Frame.io makes our review workflow twice as fast. Reviews are so critical to our work at WebMD and Medscape.”

—Zachary Bennett
Vice President, WebMD and Medscape Studios



Previously, editors uploaded to a shared file service and reviewers emailed their feedback. With Frame.io, comments from all reviewers live in the same place so the editor has all reviews consolidated in one spot.

Workfront works for WebMD.

Notably, WebMD also uses Adobe Workfront as a work management tool. By giving them visibility into the team's workloads, they were able to find ways to improve workflows and speed up turnaround times. From the pre-Workfront norm of 30 days from inception of a video to posting, they were able to reduce the time down to 20 days for filmed videos, and as little as seven days for simpler graphic-based videos.



**reduction in video
turnaround times**

“

By using Adobe apps to improve internal workflows and reviews, we can concentrate on delivering important medical videos that are both accurate and engaging.”

—Zachary Bennett
Vice President, WebMD and Medscape Studios

Greater than the sum of its parts.

Looking at different examples of use cases only tells part of the story. That's why we'll pop back to Princess Cruises' Scott Martin to sum up the many ways the Adobe Video Ecosystem helps them from pre-production through delivery.



Access to assets: "A lot of internal and external folks use Frame.io to access our system. Whether it's an editor or a VFX artist or a producer or an outside agency, all of them are heading into Frame to get the information and the resources they need. We also have stakeholders based in the US, Canada, the UK, Australia, and Asia, and we're constantly sending review links out all the time. Frame.io allows us to collaborate with whoever we need to."

An integrated tool set: "One of the benefits of having these tools under one big brand is they start to work together a lot better than having a lot of bespoke tools. One of the biggest challenges is that we do a lot of manual tasks and work in a lot of different systems. The more you can reduce those manual tasks and have most of your team hanging out in the same spot, collaboration velocity is just going to continue to grow."

Keeping it all together: "Filmmaking is the ultimate team creative discipline, and the best sets are the ones where world-class teammates are really working together. Frame.io was the first piece of software or technology that worked at the speed of our team's imagination. I believe Adobe is developing the best creative tools, and they're the ones I want to use."

Because when you get results like this from your stakeholders, you know you're doing something right.



Scott Martin 1d

02:21

Hey Team, this is from the Princess Execs!...

Reply

1



Scott Martin 1d

02:21

"💛💛💛
😓

WOW. We've created a record volume of work, at an extremely high level and have provided previews at record speed."

😎 4

😓 5

🌟 2

😊

Reply

2

Discover what's possible with the Adobe Video Ecosystem. Reach out to a rep today to find out how your video teams can create amazing video content at unprecedented speed and scale.

Contact us

Learn more about the Adobe Video Ecosystem.

Learn more

Sources

"Frame.io: New productivity dimensions for creative workflows," Pfeffer, 2024.

"[Monster Energy meets growing demand for content with Adobe](#)," Adobe customer story for Monster Energy.

"[Award-winning creativity from the cloud](#)," Adobe customer story for Xfinity Creative.

"[Frame.io Helps Princess Cruises Navigate Remote Workflows from Idea to Completion.](#)," Frame.io customer story for Princess Cruises.

"[Red Bull Media House Has Wings to the Cloud](#)," Adobe customer story for Red Bull Media House.

"[WebMD builds remote video production workflow with Adobe](#)," Adobe customer story for WebMD.



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