



The Adobe Video Ecosystem

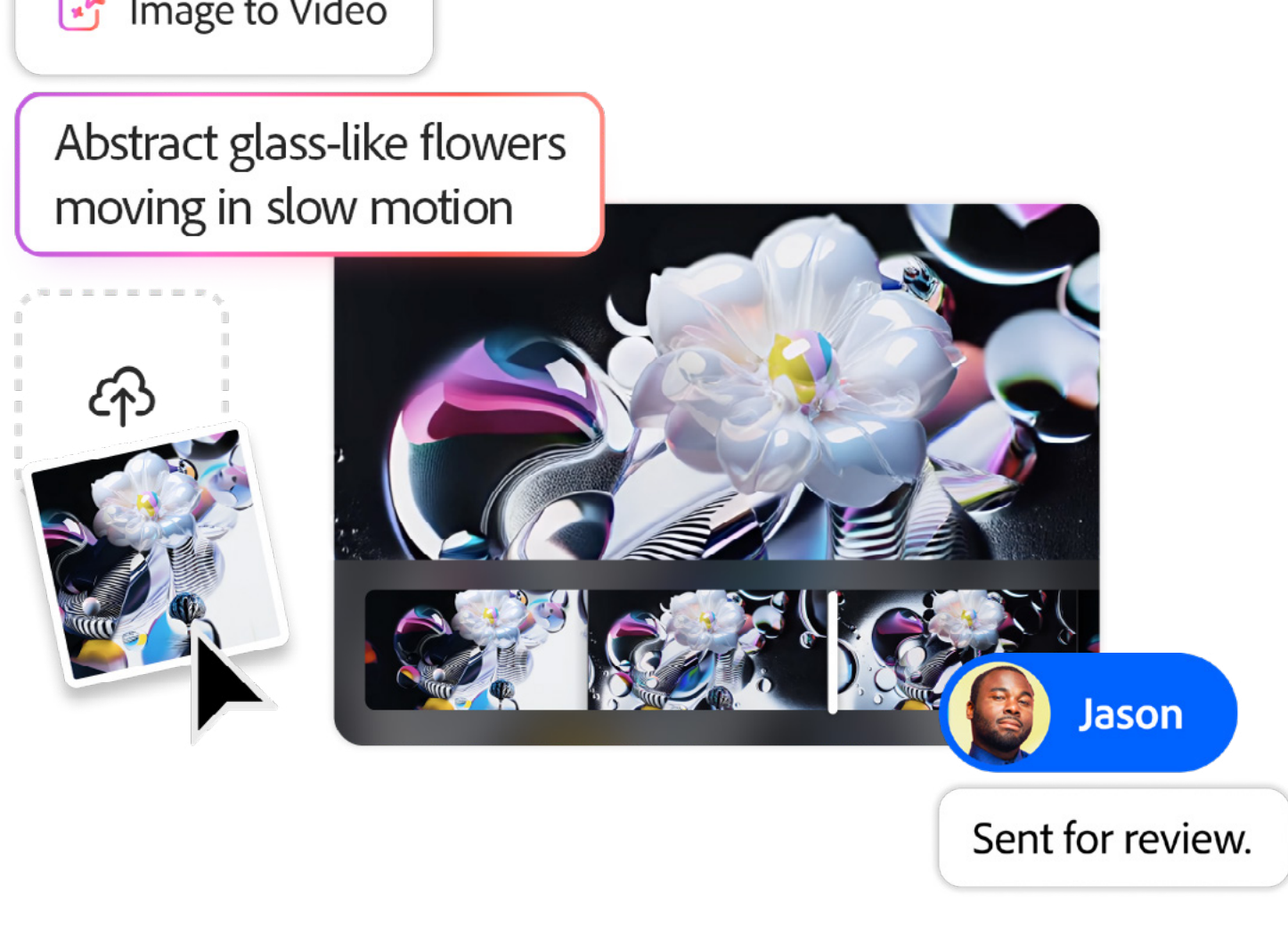
Elevate your video production workflow.

Everyone knows video production can be expensive and time consuming, with obstacles at every stage. Yet, video **dominates** customer attention, even boosting web page conversions by 86%. How can companies leverage high-quality video at scale without breaking the bank or burning out their creative teams?

[Learn more](#)

Enter Premiere Pro and Frame.io.

These powerful tools are designed to streamline video production for large teams. And with our **Firefly-powered AI solutions**, your video team can create, collaborate, and deliver faster, leaving valuable time for high-level creative work.



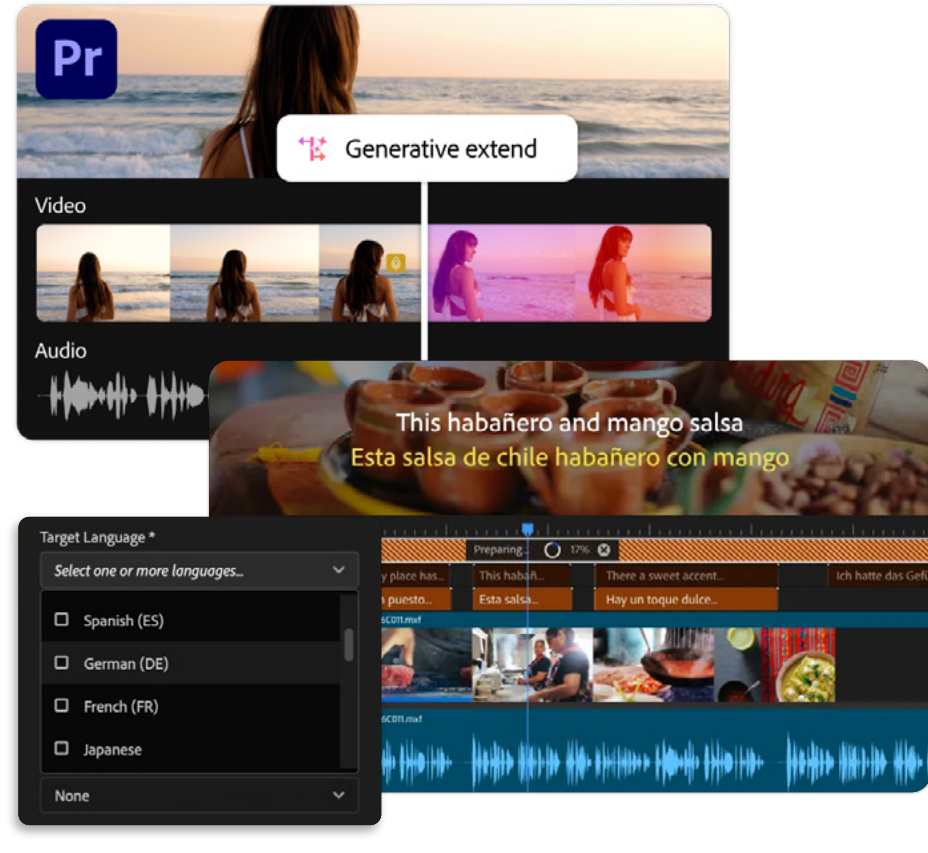
Top companies have already used Adobe Creative Cloud for Enterprise to achieve:

COLLABORATION	SCALE	POST-PRODUCTION	PRE-PRODUCTION
50%	40%	7x	75%
faster time to market	increase in videos produced	increase in video velocity	reduction in time to ideate & storyboard

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

Premiere Pro with Firefly Video Models.

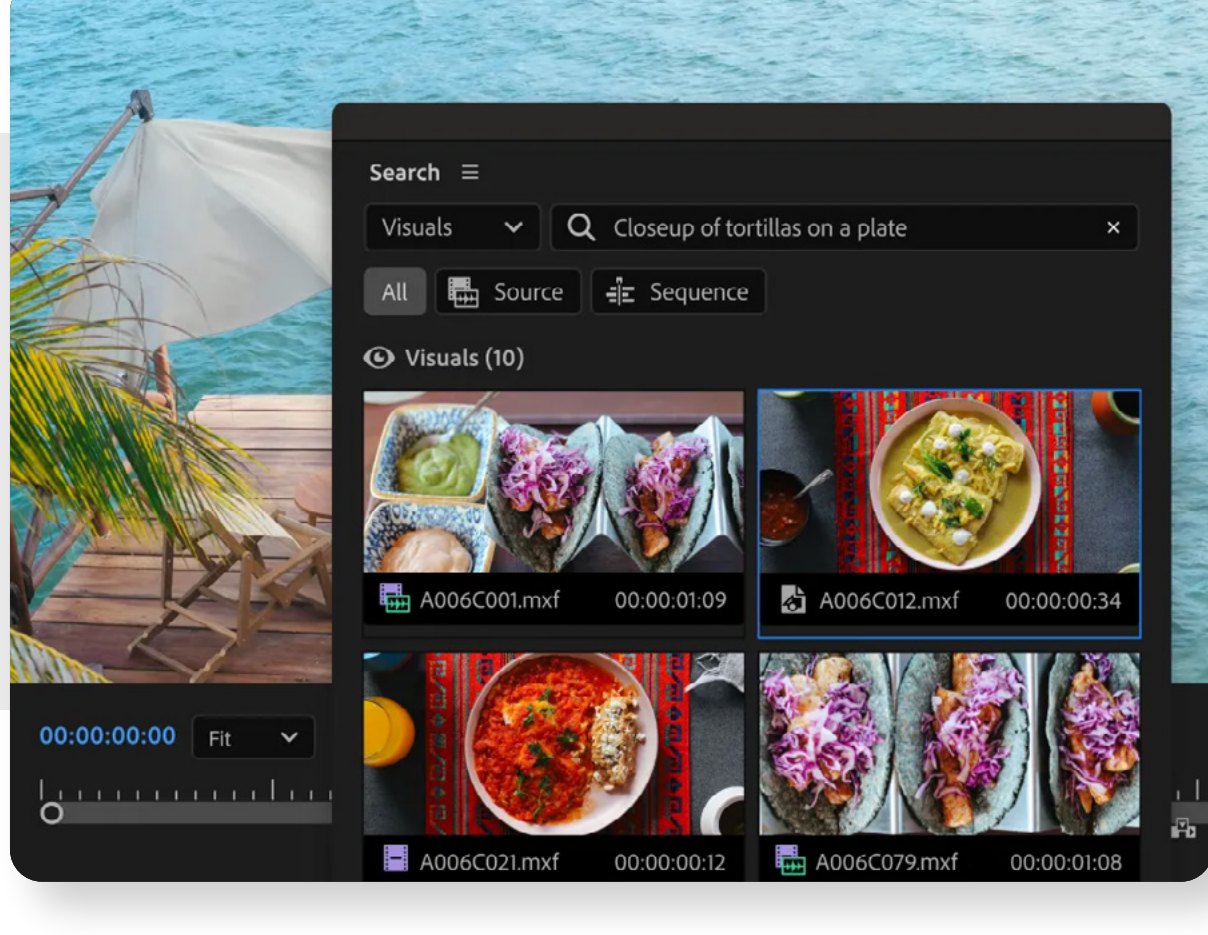
Adobe is harnessing the power of generative AI to transform video editing. Our new Firefly models in Premiere Pro tackle real-world challenges, saving time and reducing the need for costly reshoots.



With Premiere Pro and Firefly, you can:

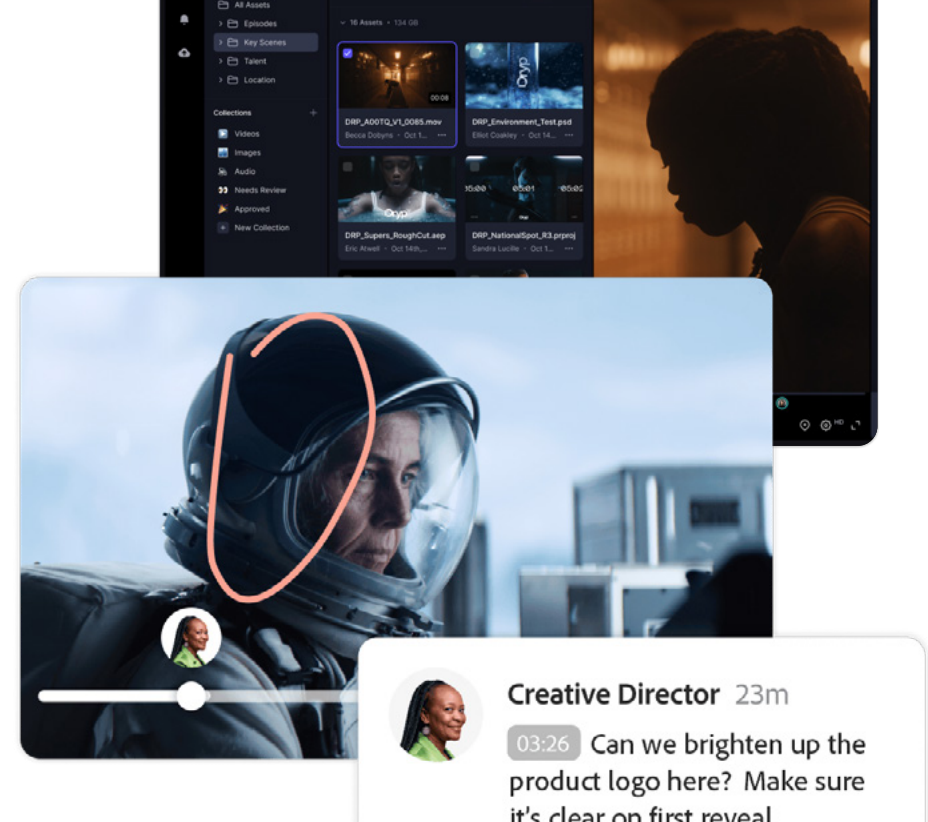
- easily extend any shot by up to 2 seconds
- generate B-roll or animations from text prompts
- create “paper edits” from dialogue transcripts
- translate speech into 17 languages

Also, Premiere Pro's AI-powered content recognition lets users search video clips for objects, camera angles, locations, and more. Now, editors can spend less time looking for shots and more time perfecting their creative cut.



Frame.io: flexibility, agility, security.

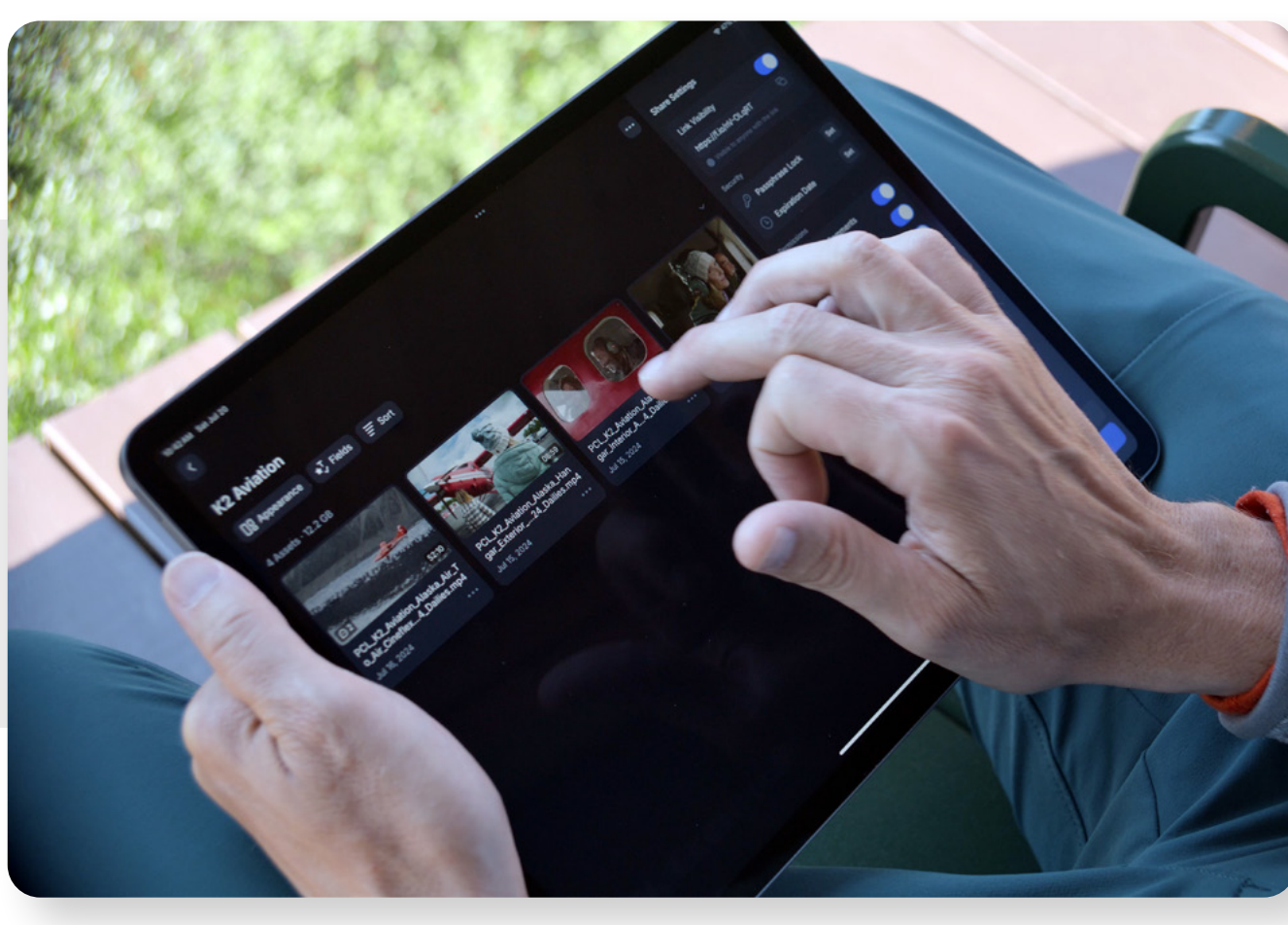
Storage and collaboration are massive obstacles for video. Frame.io provides a single source of truth for your team while giving them the flexibility to structure their workflow in the way that works best for them.



With Frame.io, you have:

- fast, flexible file management
- secure, branded sharing that can be accessed anywhere
- APIs and integrations that connect to the systems you already use
- internal, immersive reviews with comments, attachments, and more

And with the **Frame.io web and mobile apps**, your team and stakeholders can collaborate wherever they are and access your assets whenever they need them.

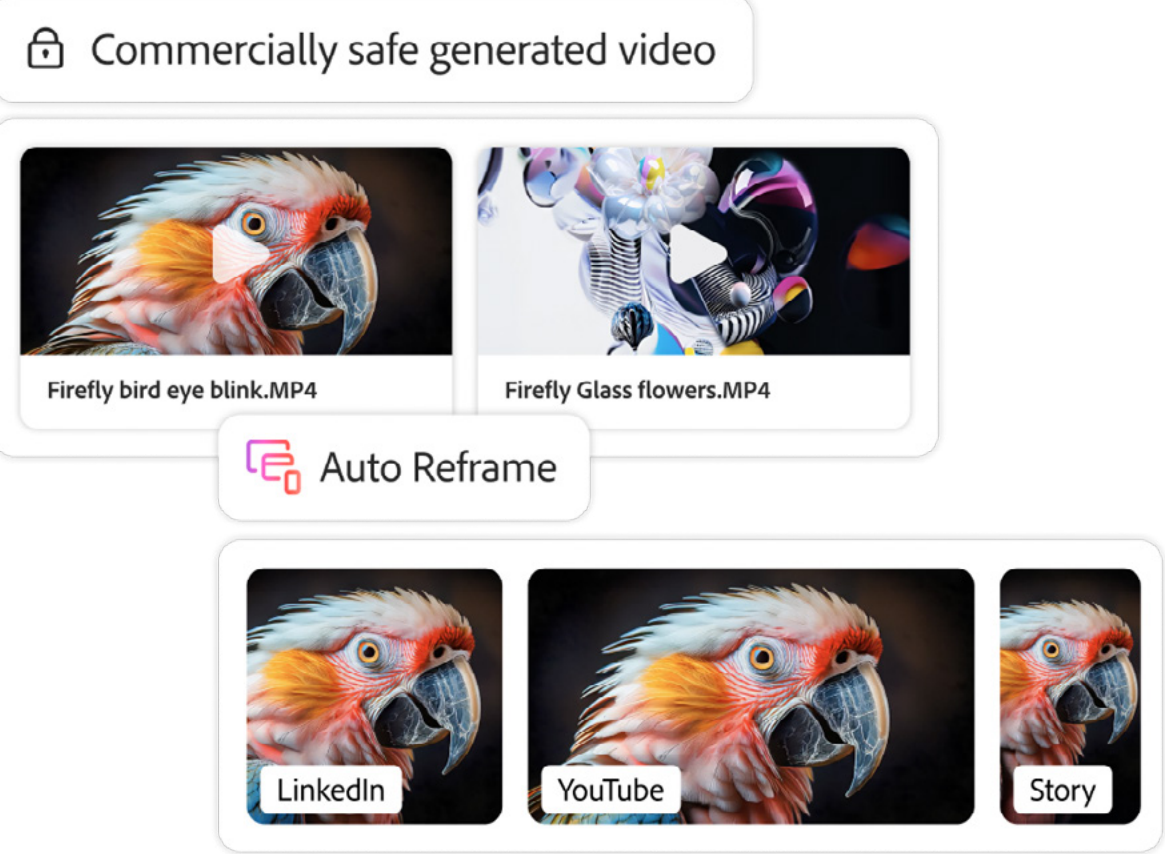


Princess Cruises sets sail with the Adobe Video Ecosystem.

Princess Cruises is one top company that uses Adobe tools to speed up their video production. For a recent “once-in-a-decade” shoot in the wilds of Alaska, a 35-person team, distributed across two continents, used Adobe's video ecosystem for a shoot that involved seven cameras capturing 15 TB of footage.

“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

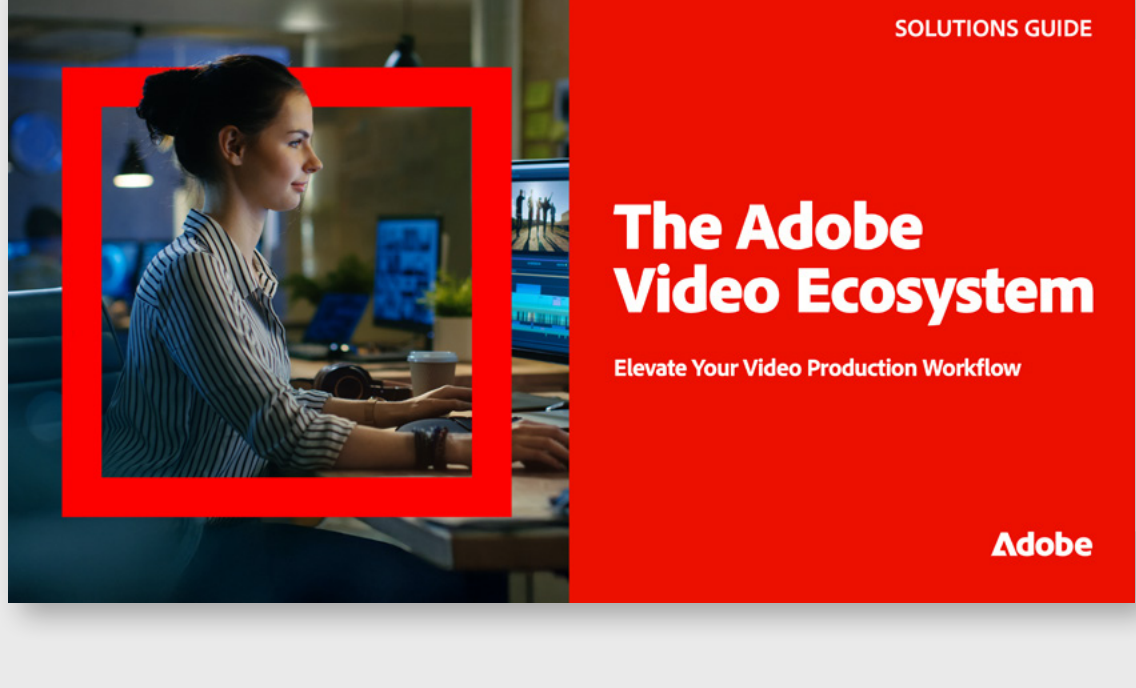


The power of the platform.

With a suite of **industry-leading video tools**, Adobe Creative Cloud for Enterprise is built to solve problems from pre-production to delivery, helping teams reduce costs, increase outputs, and achieve their business goals. And our Firefly generative AI solutions empower users to create, collaborate, and deliver video at the speed of imagination.

Learn from industry leaders.

Read the full Video Solutions Guide to learn how top companies like Princess Cruises, Monster Energy, Red Bull Media House, and WebMD use Adobe to supercharge their video work for unprecedented speed and scale.



Read the full Adobe Video Solutions Guide.

[Learn more](#)

Sources

- “Frame.io: New productivity dimensions for creative workflows,” Pfeiffer, 2024.
- “Award-Winning meets growing demand for content with Adobe,” Adobe customer story for Monster Energy.
- “Most-energetic 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.