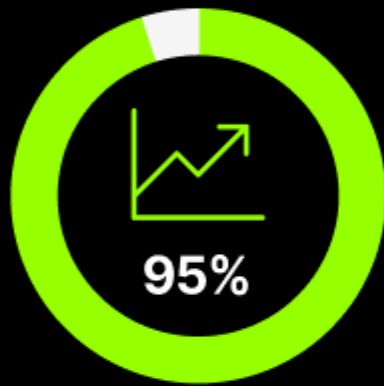


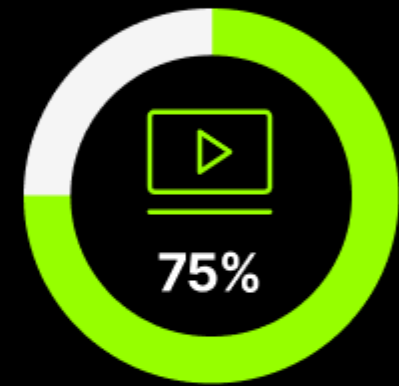
The Business Case for AI Video Production

The verdict is in: **video is the most effective tool** for employee training, customer education, and sales and marketing communications.



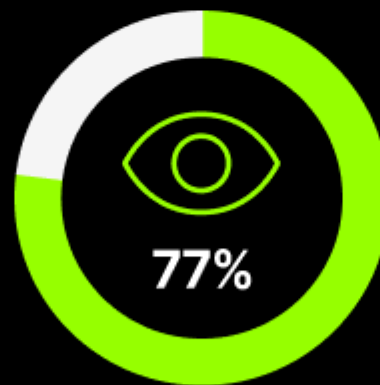
retention rate of video, compared to 10% when reading text.

Forrester Research



of employees are more likely to watch a video than to read documents, emails, or articles.

LMS Portals



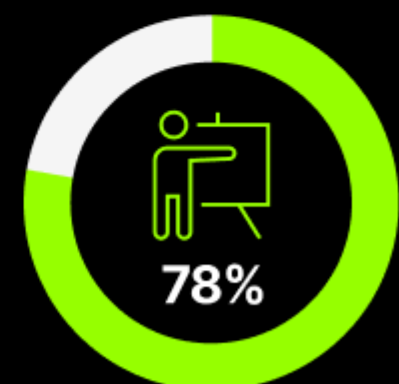
of preferred content marketing formats are visual, valued for their strong ROI.

HubSpot



of people have been convinced to buy a product or service by watching a video.

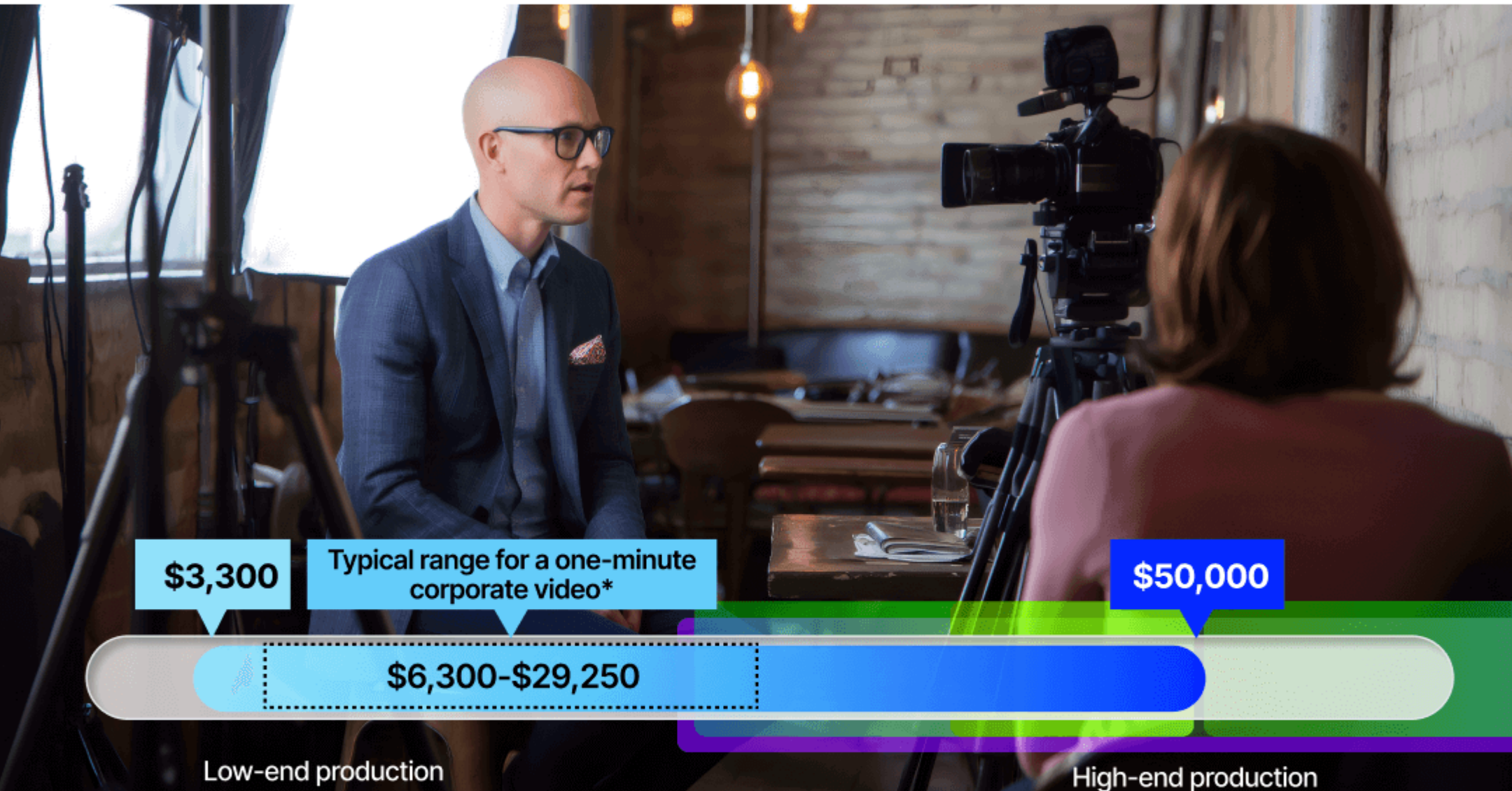
Wyzowl



of people say they'd prefer to watch a short video to learn about a product or service.

Wyzowl

Unfortunately, High-Impact Often Equals High Price Tag



Factors that influence video production costs

- Video length & complexity
- Talent: internal staff vs. on-screen actors
- Production method utilized
- Animation and motion graphics
- Amount of upfront planning required
- Production timeline requirements
- Location rental and travel considerations
- Crew size and equipment required

Great Videos are **Rarely a Solo Act**

Traditional video production requires a variety of specialized skills;
skills that are unlikely to reside in the same person.

Director

Motion Graphics Artist

Project Manager

Production Assistant

Lighting Director

Producer

Sound Engineer

Video Editor

Production Manager

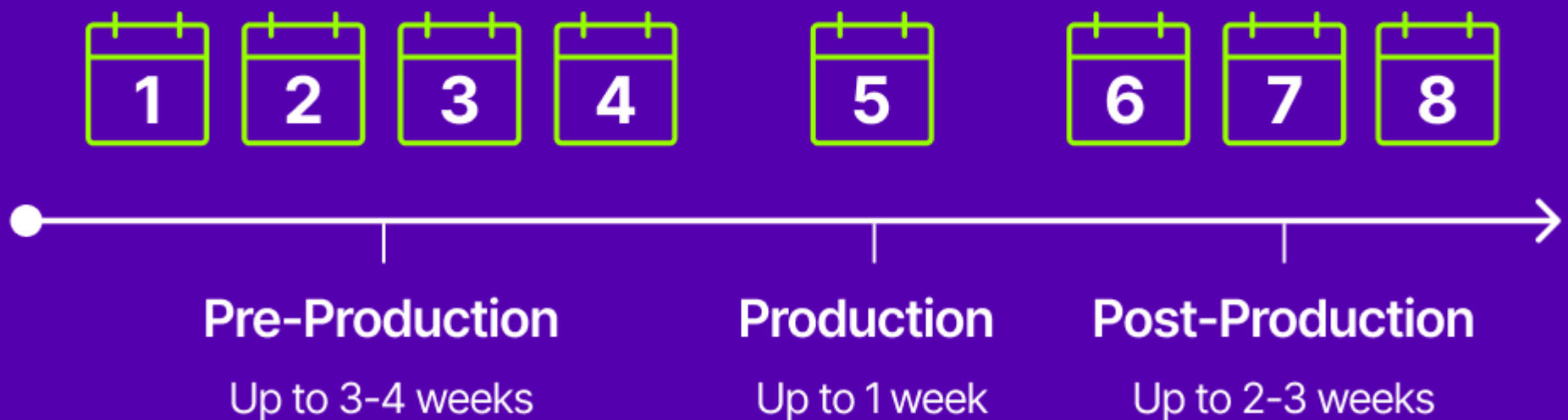
Camera Operator



8 Weeks, Zero Control:

The Painfully Slow Reality of Traditional Video Production

From planning and scripting to filming and editing, producing a corporate video can take up to 8 weeks*. Each phase adds layers of time and red tape before the final cut is ready to share.



The Multilingual Dilemma: How Localization Sends Video Costs Soaring

After several weeks and thousands of dollars spent, you have a great video.
But... what if you have a multilingual audience?

	English → Spanish	English → German	English → Japanese
STEP 1: Text translation	\$0.08 - \$0.12 per word	\$0.12 - \$0.20 per word	\$0.12 - \$0.30 per word
STEP 2: Freelance human voice-over	\$20-40 per minute	\$25-50 per minute	\$30-60 per minute
	\$	\$\$	\$\$\$



But Wait – There's a Better Way. Have you met Elai?

Text to Speech

450+ Voices

80+ Avatars

75+ Languages

★★★★★ Rated 4.7/5 on 

Create High-Quality AI Videos in Minutes, Not Weeks

Ditch the lights and camera, and skip right
to the action with our GenAI video studio.

- ✓ No specialized skills required
- ✓ Robust video template library
- ✓ Custom avatars and voice cloning available

SPRING 2025



**Momentum
Leader**

SPRING 2025



**Easiest
Admin**

SPRING 2025



**High
Performer**
SMALL BUSINESS

SPRING 2025



**Best
Support**

SPRING 2025



**High
Performer**



Faster, Cheaper, Smarter:

5 ways Elai beats traditional video production

elai. powered by
Panopto

1 Cost

✓ Low monthly fee

✗ High production cost

2 Production Timeline

✓ Hours

✗ Weeks

3 Localization

✓ One-click translations and voiceovers

✗ Manual, expensive

4 Presenters

✓ Avatar library

✗ Requires actors

5 Interactivity

✓ Quizzing and branching scenarios

✗ Requires external tools



Bringing Learning to Life.



Panopto is a global leader in AI-driven video learning, revolutionizing how universities and enterprises capture, share, and expand knowledge. Trusted by 22 of the world's top 25 universities and more than 1,600 organizations, Panopto's advanced video management platform and innovative AI tools make it easy to transform text to video to create, store, manage, and deliver engaging, accessible learning experiences.

Try Panopto's Elai for free today at elai.io.

