Adobe Stock for Video Production:

How Integration Boosts Productivity

About this research

This report presents the findings of a market-specific benchmarking project conducted by Pfeiffer Consulting for Adobe. The main aim of the research was **to document the efficiency and productivity gains linked to Adobe Stock**, compared to using web-based stock libraries.

Benchmarks were executed using Pfeiffer Consulting's Methodology for Productivity Benchmarking, which has been fine-tuned over more than a decade, and measures the time experienced operators take to execute specific tasks. Please refer to the Methodology section on the last page of this document for more information.

About Adobe Stock

Adobe Stock differs from most stock image services through the tight integration it offers with Creative Cloud applications such as Adobe Premiere Pro CC, Adobe Photoshop CC, Adobe After Effects CC and more: watermarked stock footage can be **sent directly from the Adobe Stock website to Premiere Pro CC**, where it will be imported automatically. More importantly, **footage can be licensed directly from the CC application**, and the high-res version of the data replaces the watermarked clip wherever it was used, resulting in significant productivity gains.

We benchmarked Adobe Stock in combination with Adobe Premiere Pro CC, using both HD and 4K footage in two different workflow situations: simply importing a clip into a sequence, placing it on the timeline and subsequently licensing it, and placing and licensing a clip that has been integrated and modified to adapt it to the needs of the project.

Executive Summary

▶ Adobe Stock allows users **to send watermarked footage directly to Adobe Premiere CC projects.** Once a file is licensed, all instances of it are updated automatically, **eliminating the need to re-apply non-destructive effects.**

▶ Unlike many conventional stock sources, **Adobe Stock provides full-resolution watermarked footage.** This can result in very significant productivity gains.

▶ Benchmarks conducted for this project show that **Adobe Stock can provide up to 6x productivity increase for video workflows** over conventional stock video sources.

Key Benchmark Results: Average of Eight Workflow Benchmarks

With Adobe Stock (25.48 %)

Without Adobe Stock (100 %)
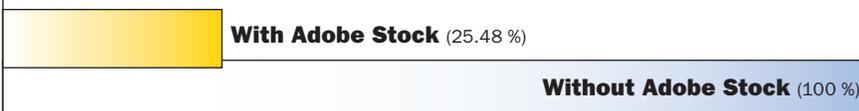
Pfeiffer
Consulting
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Chart based on the average of eight complete workflow benchmarks per solution.
A total of 96 individual benchmark measures were taken.
Reference value: Average time when working with a conventional stock source. **Shorter is better.**

Boosting Productivity when Working with Stock Footage

Creative Cloud Integration Delivers Strong Efficiency Gains
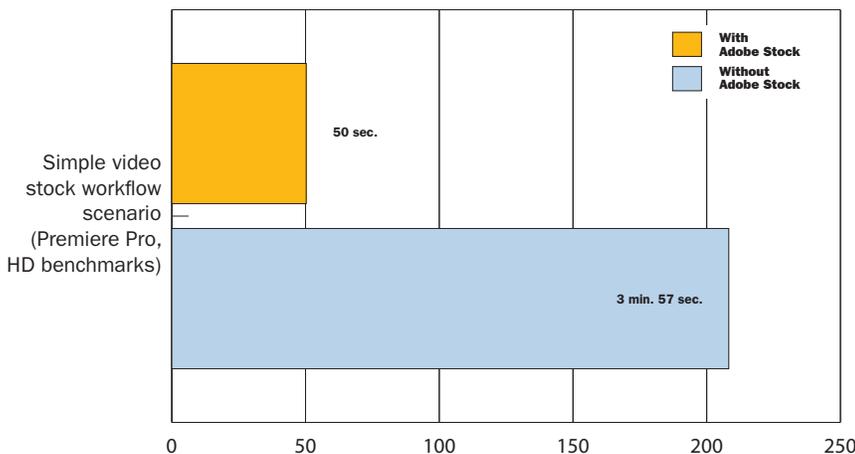
The benefits of integration

There is no doubt that the integration of Adobe Stock with Creative Cloud is a significant advantage in terms of workflow productivity, since **it cuts out many time-consuming steps users have to go through when working with conventional stock sources.** The typical stock workflow looks something like this: once you have located a clip you like, you save it to your light-box, then you download the comp and place it in your project. Once you have finished editing, you need to go back to your stock source, license the full-resolution clip, download it, and the replace or re-link it in your composition. With Adobe Stock, on the other hand, the water-marked clip can be **sent directly to Premiere Pro CC**, and once you are ready to license the file, this can be achieved from within the application you are using. **Non-destructive modifications and effects will be applied to all instances of the licensed clip automatically.**

A question of resolution

It turns out that footage from Adobe Stock has another significant advantage: Unlike many conventional stock sources, footage provided by Adobe's services is not a low resolution version of a clip, but watermarked, full-resolution compressed footage, even in the case of 4K clips.

Simple video stock workflow scenario (Premiere Pro, HD benchmarks)
Time-scale in seconds. Shorter is better.

| | With Adobe Stock | Without Adobe Stock |

Simple video stock workflow scenario (Premiere Pro, HD benchmarks)

50 sec.

3 min. 57 sec.

0   50   100   150   200   250

The first workflow scenario consisted in downloading a watermarked clip, setting In/Out points, and inserting it into a sequence; the following phase consisted in licensing the high–resolution clip, and replacing it in the sequence.

Since, unlike Adobe Stock, most conventional stock sources provide only very low resolution watermarked files, working with these clips requires scaling the comp up to the target resolution when working with the comp, and subsequently scaling the full–resolution clip down after re–linking it in the sequence, which explains the significant difference in overall productivity.

NB: All benchmarks were conducted both with HD and 4K footage; data for conventional stock sources are the average for benchmarks with clips from two different stock providers.

In other words, whereas many stock sources only provide comp files at resolution of a few hundred pixels wide, **watermarked clips from Adobe Stock come in at resolutions of either 1920 × 1080 or 3840 × 2160.**

Apart from making it easier to work with the watermarked footage, this difference in resolution of comp files has a significant impact on workflow productivity: Indeed, **a low resolution stock clip will need to be scaled up to fit the resolution of the surrounding footage**. And once the licensed clip is re-linked to the composition that contains the comp file, it will need to be scaled down again, since now it has the require resolution. To make matters worse, if in the editing process effects such as pan and zoom have been applied to a comp file, **these effects will need to be recreated precisely with the licensed footage after import.**

The benchmarks we conducted for this project underline these productivity gains: **The simple workflow scenario required just 50 seconds with Adobe Stock**, compared to almost three and a half minutes on average with footage from several conventional stock sources. (See chart page 2.)

The complex workflow scenario using HD footage, which included panning and zooming a clip, **took less than a minute with Adobe Stock, compared with over five minutes on average when using clips from other stock sources.** (See sidebar for details)

## Adobe Stock for Video Production: Key Workflow Productivity Gains

▶ **Complex workflow scenario (HD):**
The second workflow scenario measured not only the time necessary to import and place a clip in a sequence, but also took into account the time required to re-apply panning and zooming effects to the licensed clip, once it was downloaded and re-linked to the sequence.

In the case of Adobe Stock, these editing operations are automatically applied to any instance of a clip when it is licensed. The benchmark results underline the significant productivity gains this provides.

Complex video stock workflow scenario (Premiere Pro, HD benchmarks)
Time-scale in seconds. Shorter is better.

With Adobe Stock
Without Adobe Stock

Complex video stock workflow scenario (Premiere Pro, HD benchmarks)

50 sec.

5 min. 1 sec.
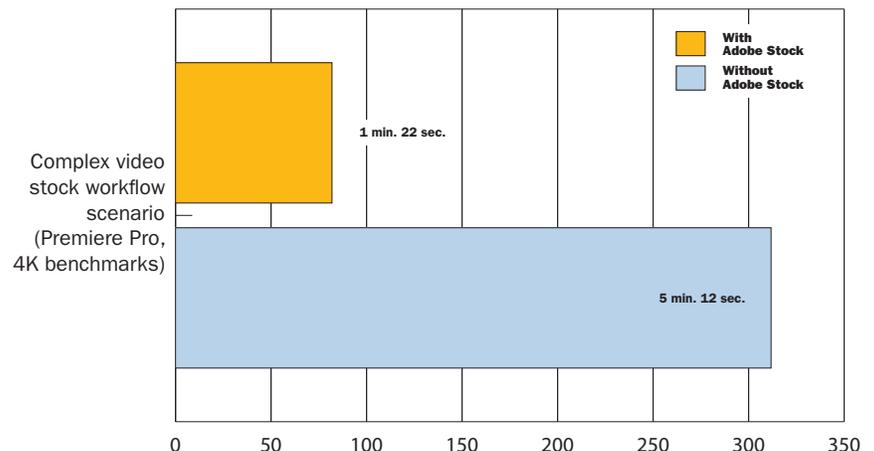
0   50   100   150   200   250   300   350
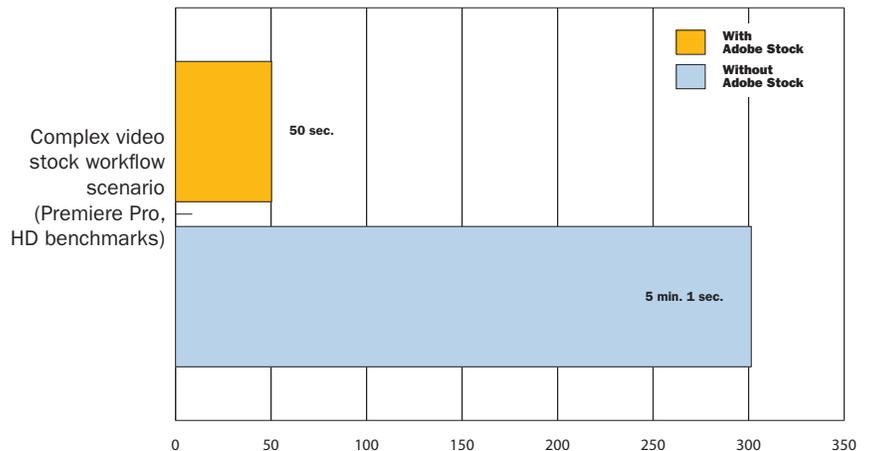
▶ **Complex workflow scenario (4K):**
Even when executing the complex workflow scenario with 4K footage, Adobe Stock is significantly faster than working with conventional stock sources.

Complex video stock workflow scenario (Premiere Pro, 4K benchmarks)
Time-scale in seconds. Shorter is better.

With Adobe Stock
Without Adobe Stock

Complex video stock workflow scenario (Premiere Pro, 4K benchmarks)

1 min. 22 sec.

5 min. 12 sec.

0   50   100   150   200   250   300   350

Methodology

This benchmark project was commissioned by Adobe and independently executed by Pfeiffer Consulting.

All the productivity measures presented in this document are based on real-world workflow examples, designed and executed by professionals with many years of experience with the programs and workflows involved.

▷ **How We Design the Benchmarks**

The basic approach is simple: in order to assess productivity gains that a program or solution may (or may not) bring, we start by analyzing the minimum number of steps necessary to achieve a given result in each of the applications that have to be compared.

Once this list of actions has been clearly established, we start to execute the operation or workflow in each solution, with the help of seasoned professionals who have long-standing experience in the field and with the solutions that are tested.

Every set of steps is executed three times, the average of the three measures used.

▷ **About Pfeiffer Consulting**

Pfeiffer Consulting is an independent technology research institute and benchmarking operation focused on the needs of publishing, digital content production, and new media professionals.

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