

Envato Launches Video Generation Feature for Creatives, Developed with Veo 2 on Vertex AI

Envato subscribers can now create short, hyperrealistic videos using text prompts or visuals from Envato's library and image-generating AI

Sydney, Australia, April 2, 2025 –Envato, a global leader for digital creative assets and templates, today announced the launch of VideoGen, a new feature that enables creative professionals to turn text or images into hyperrealistic and cinematic video content using [Veo 2](#), Google's latest video generation model, on Google Cloud's Vertex AI platform.

Tens of thousands of Envato subscribers¹ have been accessing powerful video generation capabilities in just the first few days of launch, generating a substantial volume of short videos. There has been a strong success rate, with nearly 60% of these being downloaded for use in creative projects². With each five-second video taking less than a minute to produce, VideoGen is now faster and easier for the Envato community to bring their ideas to life with motion.

Built using Veo 2 on Vertex AI, VideoGen (included in the Envato subscription at no added cost) allows users to:

- **Generate video based on a range of sources**, including text-only prompts, existing images from Envato's vast library, and images created by Envato's AI-powered ImageGen feature. Creatives can also use VideoGen to edit aspects such as source imagery-like backgrounds and colors, leading to video results that are more tailored to their specific briefs;
- **Take the director's seat with VideoGen**, which can recognize and adapt its outputs to common cinematic language like camera motions (pans, zooms, tilts), shot choices (close-up, midshot), composition techniques (lens length, depth of field), and more; and
- **Improve creative outputs** with Envato's enhanced prompting option, resulting in more realistic and on-brief videos, allowing users who are not familiar with prompting to create impressive videos.

Working with Google Cloud, Envato developed VideoGen using the most advanced Veo model, Veo 2. Building on the technical accomplishments of the original Veo model for image generation, Veo 2 creates incredible high-quality videos in a wide range of subjects and styles.

"We've tried many of the top video models, and Veo 2 has driven the most impressive results in terms of speed and quality across a diverse set of text and image inputs," said **Aaron Rutley, Head of Product for AI at Envato** "It's been a pleasure working with Google Cloud to bring Envato's VideoGen feature to life. Testing these new AI-powered models has helped us refine key features and quickly get more value out to our growing subscriber base."

"Veo 2 offers a quality, accuracy, and velocity of video generation that continues to transform creative industries, empowering businesses like Envato to diversify its solutions and maintain cutting-edge relevance for its customers," said **Paul Migliorini, Vice President, Google Cloud Australia & New Zealand**. "The early results of VideoGen not only testify to the intense market demand for high-fidelity generative video models like Veo 2, but also highlight the opportunities available to those that can translate these models into commercial offerings that enable creatives to prototype, refine, and get ideas to market faster and more engagingly than previously possible."

Envato paid subscribers can access VideoGen, including 10 generations per month to create videos of up to five seconds each, at labs.envato.com/video-gen.

About Envato

Envato is the global leader for digital creative assets and templates. With the broadest range of asset categories included in an unlimited subscription, Envato is the go-to destination for creative professionals looking to make their mark on the world.

With 20+ million high-quality assets contributed to by their global community of talented artists, Envato gives you access to Stock Video, Audio, Graphics, Photos, 3D, Fonts, Templates (Video, Web, Design) as well as AI-powered features (ImageGen, ImageEdit, VoiceGen, VideoGen), extensions and more.

With one value-packed subscription, Envato is driving forward the future of sourcing creative assets — making the creative workflow faster and more efficient, while providing genuine opportunities for creatives to thrive.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale

infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

¹ Envato. Data pulled from Envato Amplitude. 25 March 2025

² Envato. Data pulled from Envato Amplitude. 25 March 2025

<https://www.googlecloudpresscorner.com/2025-04-02-Envato-Launches-Video-Generation-Feature-for-Creatives.-Developed-with-Veo-2-on-Vertex-AI>