

2025



# Product Video Creator

Automated Ken Burns-style product videos with pan, zoom, and fade effects for e-commerce and social media.

Python · FFmpeg · PIL/Pillow · Google Drive API

**75+ Videos Generated**

# Static Images Don't Sell Anymore



## Video Converts 86% Better

Listings with video see 86% higher conversion. But creating video is expensive and time-consuming.



## Professional Cost Barrier

A freelance product video costs \$50–200. At 100+ SKUs, that's \$5K–20K for basic content.



## Consistency at Scale

Manual video means varying quality and branding across your catalog. Inconsistency erodes trust.



## Platform Fragmentation

eBay, Instagram, YouTube all need different aspect ratios. One video doesn't fit all.

## WHY IT MATTERS

# Video Commerce Is a \$178.5B Market

**\$178.5B**

Global video advertising market in 2024

**82%**

of all internet traffic is now video  
content

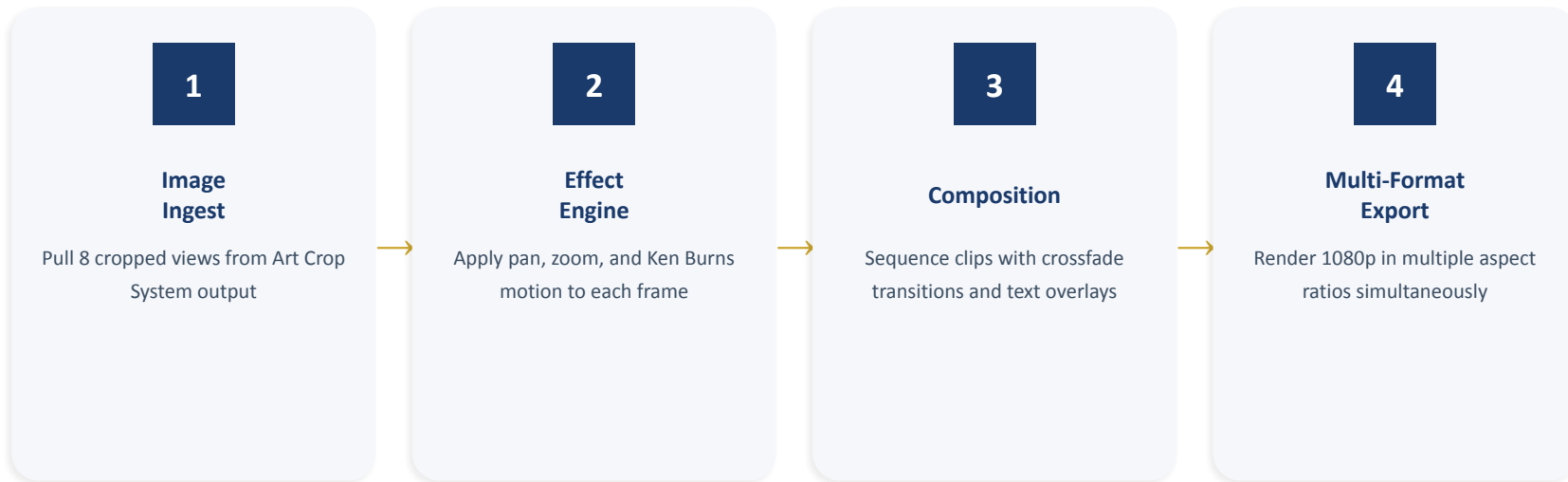
**1,200%**

Average ROI on video marketing vs.  
static

**91% of consumers want more video from brands. Sellers who can't produce video at scale are leaving money on the table—the gap between demand and capability is massive.**

## THE APPROACH

# Ken Burns Effects Meet Automation



*FFmpeg handles all processing—no GPU required. 90 seconds per video vs. 45 minutes manual.*

## THE SOLUTION

# Professional Video from Any Product Image

■ <b>Ken Burns Effects</b>	Smooth pan, zoom, and fade motion
■ <b>8-View Rotation</b>	Showcases all detail crops auto
■ <b>Text Overlays</b>	Art quotes and COA slides
■ <b>Multi-Format</b>	Square, 16:9, 9:16 in one pass
■ <b>YouTube Upload</b>	Auto-publish with AI descriptions

## TECH STACK

### ENGINE

Python + FFmpeg

### EFFECTS

Ken Burns pan/zoom/fade

### RESOLUTION

1080p, 3-5MB output

### SPEED

~90 sec per video

### INTEGRATION

YouTube API + eBay embed

## THE RESULTS

# Video Production at Machine Speed

**75+**

Professional product videos generated

**90 sec**

Per video (was 45 min manual)

**30x**

Speed improvement over manual creation

**15-20%**

Conversion lift on listings with video

At \$0 marginal cost per video, the only question is why every eBay seller isn't automating this.

## KEY TAKEAWAY

The Product Video Creator turns a \$50–200/video problem into a 90-second process—proving production-quality content doesn't require production-level budgets.

### Media Processing

FFmpeg pipeline engineering

### Automation Design

End-to-end workflow orchestration

### Business Impact

30x speed, 15-20% conversion lift