

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.

Video Commerce Is a \$178.5B Market

\$178.5B

Global video advertising market in 2024

82%

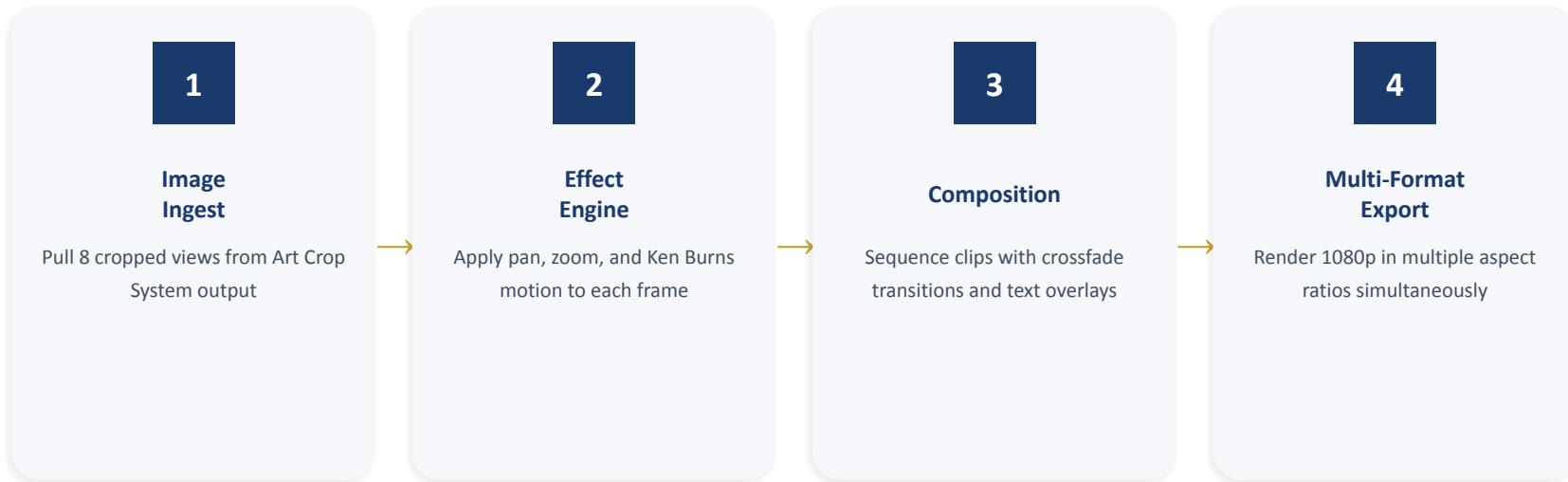
of all internet traffic is now video content

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.

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

- Ken Burns Effects** Smooth pan, zoom, and fade motion
- 8-View Rotation** Showcases all detail crops auto
- Text Overlays** Art quotes and COA slides
- Multi-Format** Square, 16:9, 9:16 in one pass
- YouTube Upload** 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

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