



Premiere Pro is the industry-leading video editing software for film, broadcast, and social content creators.

# Top 10 reasons to choose Adobe Premiere Pro

Only Premiere Pro gives you an end-to-end connected creative platform from camera to final deliverables. Editing is fast and fluid and everything you need is built into your workflow, from tools to assets to reviews, so you can get to final faster.

## 1. Intuitive and flexible editing

Set your creativity free with customizable tools and workflows in Premiere Pro. A flexible panel layout means you can arrange your workspace in the way that makes sense to you. Extensive keyboard shortcuts are easy-to-customize or map to familiar shortcut layouts from other NLEs. Work visually with markers and label colors, including reviewer comments from Frame.io. Organize your assets easily and create storyboards and assembly edits in the Freeform Project panel. Create your own project structures, including Smart Bins. Use Productions for multi-project (and multi-editor) workflows. Edit your way in Premiere Pro.



Adobe Premiere Pro gives you a creative platform that connects you and your collaborators with every stage of the production process, from camera to final delivery.

## 2. Integrated with the world's most-used creative applications

Premiere Pro works seamlessly with the world's most-used creative applications, like After Effects, Photoshop, Audition, and everything in Creative Cloud. Craft content with the tools you need – and bring the files straight into Premiere Pro. Design and share customizable Motion Graphics templates to speed up editorial and keep everything on brand. Organize assets in Creative Cloud Libraries for access across all of your tools and devices – and share them with teammates. There are no boundaries on your creativity with Premiere Pro.

## 3. The best platform for cloud-based review and collaboration

Bring everyone you need into the creative process *and* keep everything organized. With Frame.io built in, review and approval is integrated with your editorial. Cloud media sharing and fast transfer speeds make it practical and easy to share files and projects with colleagues and collaborators, wherever they are in the world. And Frame.io for Creative Cloud is included in your subscription at no additional cost. Use Team Projects for remote production with individuals and teams using Premiere Pro and After Effects.

## 4. The only NLE with automatic transcription and caption creation

Speech to Text in Premiere Pro gives you the fastest workflow for captioning videos. When your edit is ready, automatically transcribe your video. It's easy to search, edit and organize the transcript in the Text panel. Then add your transcript to the sequence as captions, intelligently arranged to match the natural patterns of human speech, thanks to the power of Adobe Sensei machine learning. Use the design tools in the Essential Graphics panel to stylize captions – and save styles for re-use and visual consistency. Export captions in any form you need them, including sidecar text files or burned-in for platforms like Twitter, Instagram, and TikTok.

## 5. Connect your cameras to your timeline

With Frame.io Camera to Cloud and Premiere Pro, editing starts as soon as the cameras are rolling. Camera to Cloud sends everything you need straight into Premiere Pro: high-quality, low-bandwidth H.264 proxies with uncompressed audio files and matching timecode and files names. Production and post-production happen in parallel, saving time and transforming a rigid sequential process into efficient, real-time collaboration. Get Premiere Pro and Camera to Cloud and jump into the future of post/production now.



Frame.io is a market driver for cloud-based video review and collaboration. Frame.io is an Adobe company.

Learn more about [Frame.io for Creative Cloud](https://www.frame.io)



After Effects is the industry standard for motion graphics and cinematic visual effects

## 6. Professional graphics, color, and audio tools built-in

Premiere Pro gives you all the tools you need to deliver feature film quality with any video content: from YouTube shorts to streaming platforms to big screen epics. Use the graphics tools to create titles and animations, customize Motion Graphics templates from After Effects, or stylize your captions. Make color grading an integral part of your editorial process. Use the Lumetri Color panel in Premiere Pro to apply simple color corrections or complex Lumetri Looks. Speed up color workflows with Auto Color and Color Match, both powered by Adobe Sensei AI technology. The Essential Sound panel gives you professional audio results in a fraction of the time it takes to apply individual filters and effects. Use it for fast cleanup, or to get close to final—and then finish with the full Premiere Pro audio toolset.

## 7. Accelerate creative work with Adobe Sensei AI

Work smarter with the power of Adobe Sensei: automate time-consuming tasks so you can make creative decisions faster, like Auto Color and Color Match, which give an incredibly efficient color correction workflow. Adobe Sensei helps you make short work of audio, too, with Remix to retime music so that it matches your videos and Auto Ducking to adjust the volume of background soundtracks against foreground dialog. Adobe Sensei accelerates workflows throughout Premiere Pro, including the auto captioning function in Speech to Text and Auto Reframe to intelligently reframe your video for different aspect ratios. Automate the tedious stuff so you can deliver great video faster.

## 8. The largest third-party ecosystem

Premiere Pro was designed to integrate and remove bottlenecks between applications and platforms. With hundreds of extensions and plugins, from Media Asset Management to hardware control surfaces to effects and transitions, Premiere Pro makes it easy to incorporate the tools you need. Keep everything connected and cruise through your creative work.

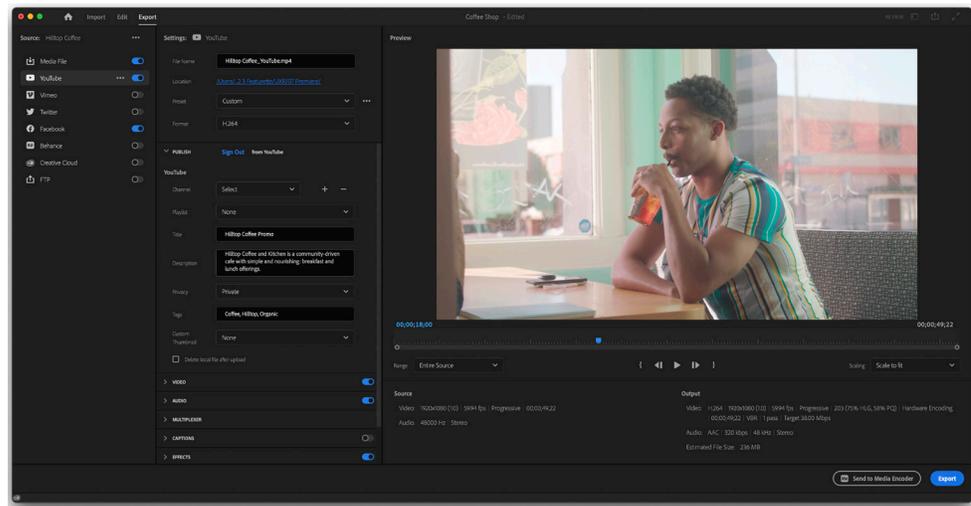
## 9. Creative assets right in your NLE

Access millions of video, graphics and audio assets from Adobe Stock, and organize everything with CC Libraries, right inside Premiere Pro. Use Adobe Stock videos, graphics, and music to fill gaps in your projects and punch up your production value – easily and cost-effectively. Save money with free, professionally designed Motion Graphics templates. If you need content regularly, choose from any of the plans available, including cost-effective multi-asset subscriptions. When you can't hire a film crew or contract a designer, Adobe Stock has what you need to finish your video perfectly.

## 10. Export and post perfectly optimized video

Premiere Pro gives you the tools to optimize your exports and upload them directly to their destinations. Create, save, and share export presets. You can customize every part of the export workflow to surface exactly the output settings you need for consistent results and maximum efficiency.

For more information  
[www.adobe.com/products/premiere/switch](http://www.adobe.com/products/premiere/switch)



Adobe Inc.  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

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