

World's largest After Effects marketplace adds Premiere Pro items

Envato will soon make available hundreds of new Adobe Premiere Pro items [on its VideoHive marketplace](#).

Adobe announced late last year that it would introduce a new file format for Premiere Pro called Motion Graphics Templates, which would allow users to create and export modular, customizable templates within both Premiere Pro or After Effects via the Essential Graphics Panel. These Motion Graphics Templates can then be used and customized directly within Premiere Pro, greatly streamlining the process for content creators.

VideoHive is currently home [to nearly 50,000 different After Effects files](#), developed by more than 4000 authors, making it the largest After Effects marketplace in the world.

Envato has begun sourcing this new file type from across its VideoHive author community, and expects this new range of Premiere Pro files to be available for purchase from April.

According to Envato's General Manager of Content Adrian Fittolani, the new items will prove quite useful for the thousands of customers who use VideoHive each day. "Just about anything you can do with After Effects you can now make into a more accessible Premiere Pro friendly version," he said.

"Our existing community of After Effects authors are in an excellent position to use their motion graphic skill sets to produce expanded Premiere Pro offerings, and we've already seen some authors beginning to demonstrate how their After Effects items will work in the new environment."

While working with After Effects project files from within Premiere Pro has been previously possible, the workflow was limited and required expert knowledge of both software applications.

The Essentials Graphics Panel and Motion Graphics Templates now make it much easier to add and customize powerful and dynamic animations and video effects within Premiere Pro projects, without needing to be an expert motion graphics designer.

“What we will see now is a greater range of more user-friendly After Effects templates thanks to the Essential Graphics Panel, but also new Motion Graphics Templates and Premiere Pro project files,” said Fittolani. “All of which will provide even more options to our creative community of video editors who are seeking best-practice ways to complete their projects on-time and on-trend.”

ABOUT ENVATO

Location: Headquarters in Melbourne, Australia. Team located around the world.

What Is Envato?

Founded in 2006, [Envato](#) is the world’s leading community for creative assets and creative people.

The network includes [Envato Market](#), [Envato Studio](#), [Envato Tuts+](#) and [Envato Elements](#).

A community of more than eight million people worldwide buy and sell creative assets on Envato Market with total community earnings exceeding \$500 million. Millions of students have taken video courses and free tutorials on the Envato Tuts+ education network and Envato Studio connects people with hand picked freelancers to complete their creative projects. Envato Elements is a subscription service with thousands of ready-to-use graphic templates, fonts and assets available for unlimited download.



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