

# Video content added to Envato's 'Netflix-for-creatives'

More than sixty thousand video items have this week been added to Envato's flagship creative subscription service, [Envato Elements](#).

Envato will now provide both its annual and monthly subscribers with unlimited access to many of its highest quality video templates, covering everything from titles and openings and broadcast packages to motion graphics, product promos and more.

Alongside these files will sit thousands of stock footage items which, when paired with the stock photos, 3D objects, fonts and other file types that are already available on Envato Elements, will provide both amateur and experienced video producers with an excellent platform for completing their creative projects.

Already established [as the world's leading marketplace for After Effects files](#), Chief Commercial Officer Ben Chan said the addition of these file types to Envato Elements, alongside other on-trend video items, will provide provide digital creatives of all skill levels with the most value-for-money creative subscription service in the world.

“Our vision for Envato Elements has always been - and remains - to provide our subscribers with the best value creative subscription service in the world, a tool that would be indispensable for those wanting to deliver on-trend and high-quality creative projects to clients.”

“With the addition of video files, bringing our total Envato Elements library size to almost 620,000, we’re another step closer to realising this ambitious goal.”

“We know this offering is incredibly competitive and, in speaking with the creatives who use video content daily, we believe a subscription approach to providing this content is going to continue to provide increasing benefit to both customers and creators“, concluded Ben Chan.

The arrival of video items to Envato Elements is the company’s second big video announcement for 2018, [coming just a few months after it added Adobe Premiere Pro items to VideoHive](#).

Content Insights Manager Eric Schwartz spoke highly of Envato’s community of video creatives and their ability to continually produce content that was on trend. “Our authors have a well-earned reputation in the video production community for the breadth in quality of items they create. We’ve seen them used everywhere from TV shows like *The Expanse* and *The Daily Show*, to music clips for [Kanye West](#) and [Afrojack](#) and everything in between.”

“The items in our initial launch come from authors in 42 countries and reflect the quality and diversity our existing customers on VideoHive have come to expect.”

“We know that for many video creators, quality, price and ease of access are all critical concerns when assessing what tools they need for their projects“, Eric Schwartz continued. “We’re confident that video and motion designers, producers and videographers are all going to be well served by items on Envato Elements, whether it’s simply for an AE template or stock footage, or something more complex that pairs video with graphic items, photos and more.”

Envato Elements [is available on a monthly subscription for \\$29 USD or an annual subscription for \\$228 USD](#).

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#### 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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