# Google integrates video generation model Veo 2 into Gemini Advanced platform



In a significant advancement within the realm of generative media, Google has integrated its latest video generation model, known as Veo 2, into its Gemini Advanced platform, which operates under a $20 per-month subscription program. This development marks a strategic move by the tech giant, positioning itself firmly within the competitive landscape of synthetic video technologies, predominantly influenced by players like OpenAI and Runway. The introduction of Veo 2 follows closely on the heels of Runway’s recent launch of its fourth generation video generator and a substantial $300 million funding round, making the timing of Google's announcement particularly noteworthy.

As of Tuesday, subscribers to the Gemini Advanced platform can access Veo 2 from the model drop-down menu. The tool is designed to facilitate the creation of short videos, limited to eight seconds in length, rendered in 720p resolution and a 16:9 aspect ratio. Users have the option to download their creations in MP4 format or share them directly to popular platforms such as YouTube and TikTok. Importantly, all videos generated with Veo 2 are watermarked using Google’s SynthID watermarking technology. It should be noted, however, that business and education customers on the Workspace plan currently do not have access to this feature, highlighting a limitation in its initial rollout.

Veo 2's capabilities are further enhanced through its integration with Whisk, an experimental image-to-image generator available in Google Labs. Users can leverage the Whisk Animate feature to transform AI-generated images into videos, again limited to an eight-second duration. Similar to Veo 2, this feature is part of Google’s AI Premium subscription service through Google One. While the initial applications appear rudimentary, Google DeepMind CEO Demis Hassabis has indicated ambitious plans for Veo’s future development, suggesting that it may evolve to integrate more seamlessly with other Gemini models, paving the way for innovative applications in AI modelling and an expanded understanding of the physical world.

The public release of Veo 2 has sparked a myriad of ethical and economic questions within the creative industries. With access to AI-generated video growing more widespread and its capabilities expanding, concerns have arisen regarding potential disruptions to traditional creative professions. A recent study conducted by the Animation Guild suggests that over 100,000 jobs in film, television, and animation may be at risk from the advancements in AI technology by the year 2026.

While Google has positioned Veo 2 as a tool for enhancing creativity and storytelling, many artists express trepidation, viewing it instead as yet another step towards the automation of fields historically reliant on human creativity and expertise. The ultimate impact of Veo 2 may pivot on its application and the demographics of those who are able to harness its capabilities. As the conversation surrounding synthetic media continues to evolve, the balance between innovation and disruption remains a critical point of discourse in the creative community.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://blog.google/products/gemini/video-generation/> - This article corroborates the integration of Veo 2 into Gemini Advanced, allowing users to generate videos from text prompts. It also highlights the safety measures, including SynthID watermarking, to ensure compliance with Google's content policies.
* <https://techcrunch.com/2025/04/15/googles-veo-2-video-generator-comes-to-gemini/> - This piece confirms Veo 2's availability for Gemini Advanced users, noting its competitive positioning amid other synthetic media tools like OpenAI's Sora. It also mentions the exclusion of business and education plans on Google Workspace.
* <https://chromeunboxed.com/you-can-now-create-videos-in-gemini-chats-with-googles-veo-2/> - This article supports the rollout of Veo 2 in Gemini Advanced for generating eight-second videos from text prompts and highlights the SynthID watermarking for identifying AI-generated content.
* <https://9to5google.com/2025/04/15/gemini-app-veo-2/> - It details the capability of Veo 2 in Gemini Advanced to produce 720p videos and the ease of sharing these videos on platforms like TikTok and YouTube. Additionally, it mentions the monthly limit and SynthID watermarking for generated videos.
* <https://gemini.google/overview/video-generation/> - This webpage explains how Veo 2 works within Gemini Advanced, allowing users to create videos from descriptive text prompts, and notes the ongoing safety measures to prevent inappropriate content generation.