# Adobe invests in Synthesia to enhance AI-driven video creation for enterprises



Adobe has made a strategic investment in Synthesia, a startup specialising in AI-driven video clone technology, signalling its ongoing commitment to integrating cutting-edge artificial intelligence into its enterprise offerings. According to CNBC, Adobe’s venture capital division has injected an undisclosed amount of funding into Synthesia, although neither company has released specific details regarding the partnership.

Synthesia, valued at $2.1 billion, has garnered attention for its ability to create videos featuring lifelike avatars generated by artificial intelligence. The company offers technology that allows users to transform text into videos quickly, enabling the production of studio-quality content with AI avatars and voiceovers in over 140 languages. On its website, Synthesia describes the process as being "as easy as making a slide deck," underlining the accessibility of its platform.

Serving more than 70 per cent of the Fortune 100 companies, Synthesia’s technology is already widely adopted within the business sector. Victor Riparbelli, CEO of Synthesia, highlighted the alignment of the company’s goals with Adobe’s by emphasising the shared vision of "democratising high-quality content creation and making enterprise communication faster and more effective." This reflects a broader trend in the tech, video, and media industries, where AI-powered tools are expected to significantly transform the video production landscape.

The investment comes at a time when Adobe’s enterprise division has been notably active. The company recently attempted a high-profile acquisition of Figma for $20 billion, although that deal did not come to fruition. Nevertheless, Adobe has continued to invest in other startups such as Captions and VidMob, further expanding its portfolio in digital content and AI technologies.

The collaboration with Synthesia suggests Adobe is keen to deepen its involvement in AI-generated media content, potentially advancing new solutions that could streamline and enhance the way businesses create and disseminate video communication materials.

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

## Bibliography

1. <https://techstartups.com/2025/04/15/adobe-invests-in-nvidia-funded-synthesia-amid-soaring-demand-for-ai-generated-corporate-videos-hits-100m-arr/> - Confirms Adobe's strategic investment in Synthesia, a company specializing in AI-driven video clone technology, alongside information about Synthesia's $2.1 billion valuation and over $100 million ARR milestone.
2. <https://petapixel.com/2025/04/15/adobe-invests-in-ai-clone-startup-synthesia/> - Details Synthesia's AI avatar creation technology including text-to-video conversion, the use of avatars in over 70% of Fortune 100 companies, and CEO Victor Riparbelli’s statement on democratizing content creation aligned with Adobe's vision.
3. <https://www.unleash.ai/market-news/adobe-ventures-invests-in-ai-video-unicorn-synthesia-as-it-reaches-100-million-arr/> - Supports the claim that Adobe Ventures made a strategic investment in Synthesia and notes the company's achievement of over $100 million in annual recurring revenue, emphasizing its impact on enterprise video communications.
4. <https://sifted.eu/articles/synthesia-100m-arr-ai-agents> - Confirms Synthesia's recent funding investment from Adobe and growth to $100 million ARR, highlighting plans for expansion in AI-driven video production technologies.
5. <https://www.intelligentcio.com/eu/2025/04/15/synthesia-announces-adobe-strategic-investment-100m-in-revenue/> - Reiterates the strategic investment from Adobe with Synthesia's milestone of $100 million revenue, reflecting the significant value AI video brings to enterprises.
6. <https://petapixel.com/2025/04/15/adobe-invests-in-ai-clone-startup-synthesia/> - Additionally details Adobe's broader AI and digital content investments, including mentions of other startups like Captions and VidMob, and Adobe's past acquisition attempt of Figma, linking to Adobe’s ongoing enterprise division activity.
7. <https://news.google.com/rss/articles/CBMivwFBVV95cUxNN2lCWUI5b2tiRUhFT2RCN0J4UG83MnpfWFVRUjFaU1FVejNGeEphU0pEMUFyX19FR1pMZ3JtV2o2dDMzSnU2TEl4Q0g1ekVNU1oxS2RZNElzWUZ2aGdvaGVnbE9ocGI1Qy1mS3dLOXoybWI5TTQ4Q1QwdldhM1hJU3BScXMxS1hNQV9wQjFfNWdoRXBJV1dXcm01b29RcXpGNkQ4N0ZwM0xPbmFNSlZYRWpkY1RWS2lOZklIbC1SYw?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data