

## SYNTHESIA

- synthesisia - top company which generate AI video with real expressive user avatar
- Founded: **2017**
- Founders: Lourdes Agapito, Matthias Niessner, Victor Riparbelli, Steffen Tjerrilden
- Headquarters: London, UK
- Total Funding: **~\$330M** (by 2025)
- Valuation: **\$2.1B** (Jan 2025)
- Employees: **~500** (2025)
- Customers: **60,000+ organizations** (globally)
- Fortune 100 Penetration: **60–70%+** of Fortune 100 companies
- Annual Recurring Revenue: **~\$88M** (2024) → **~\$100M** (early 2025)
- Avatars: **230+** stock avatars; unlimited personal/selfie avatars on Enterprise.
- Languages: **140+** text-to-speech languages
- Voices: **400+** synthetic voices and clones
- API Availability: Yes (included in Creator+\$ plans)
- Pricing (key plans): *Basic (Free)*: 10 min/mo, 125+ avatars; *Creator*: \$89/mo (30 min/mo, 5 personal avatars, API; *Enterprise*: custom (unlimited).
- mostly use: training video, advertising campaign, product demonstration

**It has raised ~\$330M across seed through Series D, culminating in a \$180M round in Jan 2025 (valuation \$2.1B)**

### 1. how many users?

as of early 2025, Synthesia has over 1 million users across 60,000 businesses worldwide, including more than 60% of Fortune 100 companies

### 2. daily/monthly/yearly active user?

**Monthly Active Businesses:** Synthesia serves over 60,000 business customers globally as of 2025.

**Website Traffic:** In April 2025, the Synthesia website recorded approximately 3.29 million visits, with an average session time of 8 minutes and 12 seconds.

**Total Users:** The platform claims over 1 million registered users, though this figure includes all accounts, not just active ones.

**Customer Support Requests:** Monthly support requests surged from 40,000 to 316,000 in early 2025, indicating a high level of ongoing user engagement.

While these numbers suggest robust monthly and yearly activity, Synthesia does not break out daily, monthly, or yearly active user counts in official reports. The best available proxy for monthly active usage is the 3.29 million monthly website visits and the engagement of 60,000+ business customers as of mid-2025

### 3. market shares revenue

**market share in video editor:** 17.19% share of global video market, 29 major competitors

**Industry Standing:** Synthesia is the largest generative AI media company in the UK by valuation and the second largest in the overall UK AI sector

### 4. Revenue Growth Year by Year

Synthesia does not publicly release detailed annual revenue figures. However, available information and funding milestones provide insight into its financial trajectory:

- **2023:** Synthesia was already a prominent player in the AI video generation sector, serving a rapidly expanding enterprise customer base<sup>5</sup>.

- **2024:** The company continued to grow rapidly, benefiting from the explosive expansion of the AI video generation tools market, which was valued at over \$200 million in 2025<sup>4</sup>.
- **2025:** Synthesia closed a \$180 million Series D funding round in January 2025, bringing its total capital raised to over \$330 million and valuing the company at \$2.1 billion<sup>1</sup>. The company’s growth is supported by its strong enterprise adoption and global expansion, particularly in North America, Europe, Japan, and Australia<sup>1</sup>.

While Synthesia’s exact annual revenue is not disclosed, its valuation, market share, and customer base indicate robust financial growth. The broader AI video generation market is projected to grow at a compound annual growth rate (CAGR) of 35% from 2025 to 2033, reaching an estimated \$1.5 billion in 2025<sup>4</sup>.

Year	Key Milestones/Indicators	Market Share	Company Valuation
2023	Major enterprise adoption, rapid growth	Leading AI video firm	Not disclosed
2024	Continued global expansion, market growth	17.19% (video editors)	Not disclosed
2025	\$180M Series D funding, 60,000+ customers, \$2.1B valuation	Market leader in enterprise AI video	\$2.1 billion

### 5. Availability of Synthesia API

Synthesia offers a robust API that allows users to automate AI video creation, integrate video generation into their own applications, and manage video content programmatically.

#### Access and Eligibility

- The Synthesia API is available **only** to users on the **Creator** and **Enterprise** plans<sup>5</sup>.
- To use the API, eligible users must generate an API key from their account settings in the Synthesia application.

#### API Capabilities

- Programmatically create, retrieve, update, and delete AI-generated videos.
- Automate personalized video creation and manage video assets within your own workflows.

## Pricing

- **API access is included in the Creator and Enterprise plans.**
  - **Creator Plan:** \$89/month (30 video minutes/month)
  - **Enterprise Plan:** Custom pricing (for high-volume and advanced use cases)

There is **no separate public pricing** for API usage; it is bundled with the respective subscription plans<sup>5</sup>.

## Summary Table

Plan	API Access	Price (USD)	Notes
Creator	Yes	\$89/month	30 video minutes/month
Enterprise	Yes	Custom	For large-scale requirements
Starter/Free	No	N/A	API not available

**To use the Synthesia API, you must subscribe to at least the Creator plan.** For more details or to get started, consult the official Synthesia API documentation and Quickstart guides<sup>1235</sup>.

## 6. Research paper

<b>Company Research</b>	<b>HumanRF, ActorsHQ dataset, neural video synthesis</b>	<b>Synthesia, Niessner, Agapito</b>
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[HumanRf Reaserch Paper](#)

[actorhq dataset](#)

[aws synthesia case study](#)

Layer	Technology/Model Example
ML Framework	PyTorch, NVIDIA CUDA
TTS	Tacotron 2, FastSpeech, WaveNet
Voice Cloning	Speaker embedding, HiFi-GAN
Avatar Animation	Neural rendering, GANs, 3DMM
Data Storage	AWS S3, scalable data lakes
Compute	AWS EC2 (NVIDIA A100/H100 GPUs)
Orchestration	AWS EKS, AWS Batch, ParallelCluster
Web UI	React, Node.js
API	REST/GraphQL

## 2017–2018: Founding and early history

Synthesia's software utilizes deep learning architecture developed by Lourdes Agapito and Matthias Niessner. The company was co-founded in 2017 by Agapito, Niessner, Victor Riparbelli, and Steffen Tjerrild.[11] In 2018, the company first demonstrated the software's capabilities on the BBC programme Click when it presented a digitization of Matthew Amroliwala speaking Spanish, Mandarin, and Hindi.

## 2019–2020: Initial funding

Synthesia raised \$3.1 million in seed funding in 2019.[4] In 2020, Synthesia users were reported to include Amazon, Tiffany & Co. and IHG Hotels & Resorts.[13][14]

## 2021–2022: Series A, B, and partnerships

In April 2021, the company raised \$12.5 million in Series A funding.[7] In December 2021, it raised \$50 million in a Series B funding round led by Kleiner Perkins and GV.[15]

In 2021, Synthesia partnered with Lay's to create the Messi Messages campaign featuring Argentine footballer Lionel Messi. Users created personalized messages with Synthesia's software and sent custom artificial reality video messages from Messi based on their text input.[16] The campaign received a Cannes Lion Award.[17]

## 2023–2024: Misuse controls

Synthesia gained a total valuation of \$1 billion, and achieved unicorn status, when it raised \$90 million from Accel and Nvidia partnership NVentures, in June 2023, during its Series C funding round.[18][19][13]

While the company prohibits use of its technology for misinformation or "news-like content", [20] an October 2023 Freedom House report stated that Synthesia tools had been used by governments in Venezuela and China to create videos of fake TV news outlets with AI-generated avatars in order to spread propaganda.[21] The company stated, in February 2024, that it had improved its misuse detection systems,[20] and, in April 2024, that new users of its technology are screened by the company, and content employing it is further vetted by Synthesia moderators.[22]

In January 2024, the company introduced its AI video assistant, which turns text-to-video.[23] That April, with a reported 55,000 customers, including half of the Fortune 100, Synthesia launched "expressive avatars".[22]

## 2025–Present: Expansion and leadership changes

Counting 60,000 customers the following January, including over 60% of Fortune 100 companies; the company raised \$180 million in a Series D round led by NEA,[1] with new investors World Innovation Lab (WiL), Atlassian Ventures and PSP Growth, as well as existing investors GV, MMC Ventures and FirstMark, doubling Synthesia's valuation to \$2.1 billion.[24][25] Capital raised to date reached \$330 million in 2025,[25] with 2025 investments

slated to further product innovation, talent growth, and company expansion in North America, Europe, Japan and Australia.[1]

Peter Hill joined Synthesia as CTO in January 2025, following 25 years at Amazon, and two years as CEO and CPO of Wildfire Studios.[26]

In February 2025, UK Science and Technology Minister Peter Kyle commended Synthesia's "pioneering generative AI innovations." [26][25][27] In april, Adobe invested "an undisclosed amount of funds" in Synthesia for a "strategic" partnership.[28]