



MARKET REPORT

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\$100M/yr Canva for talking head videos

TEAM

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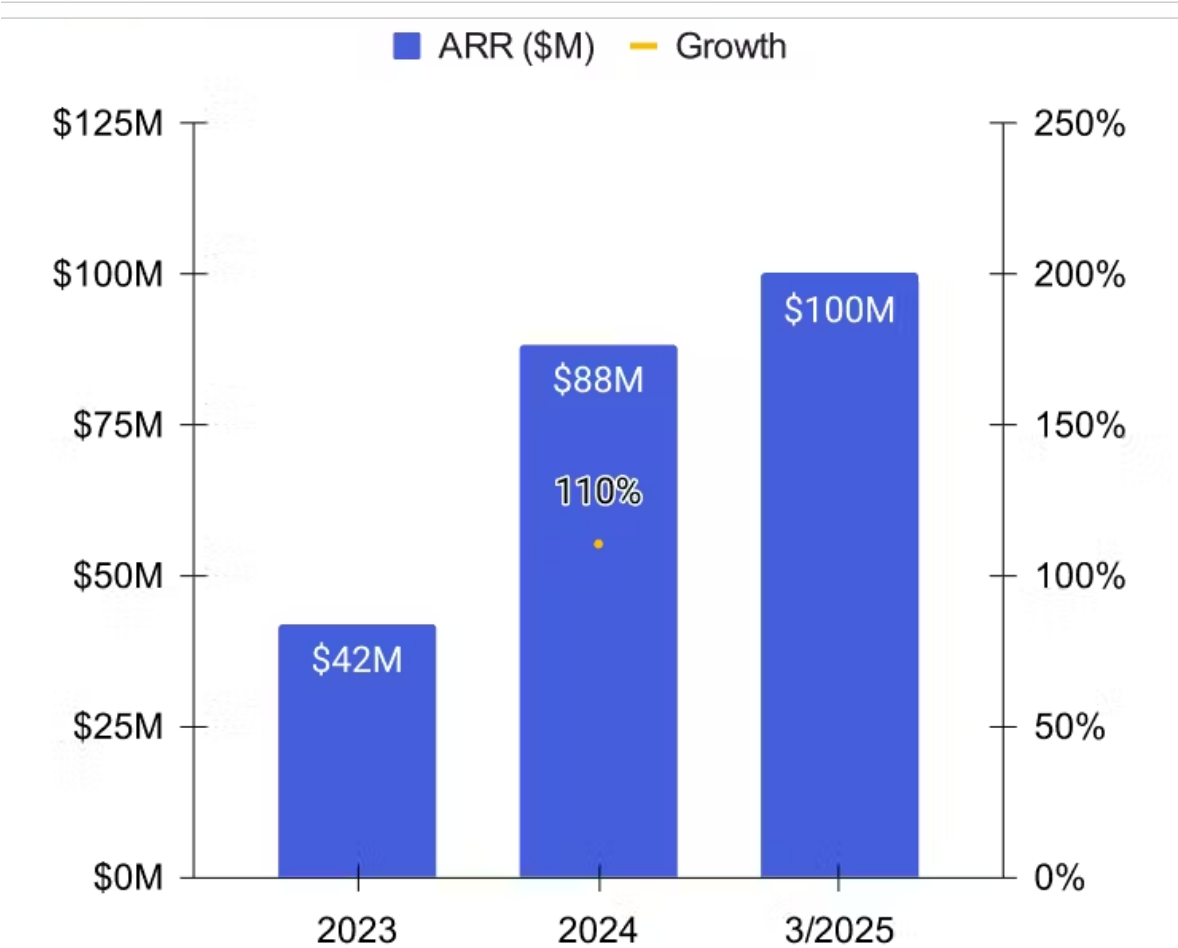
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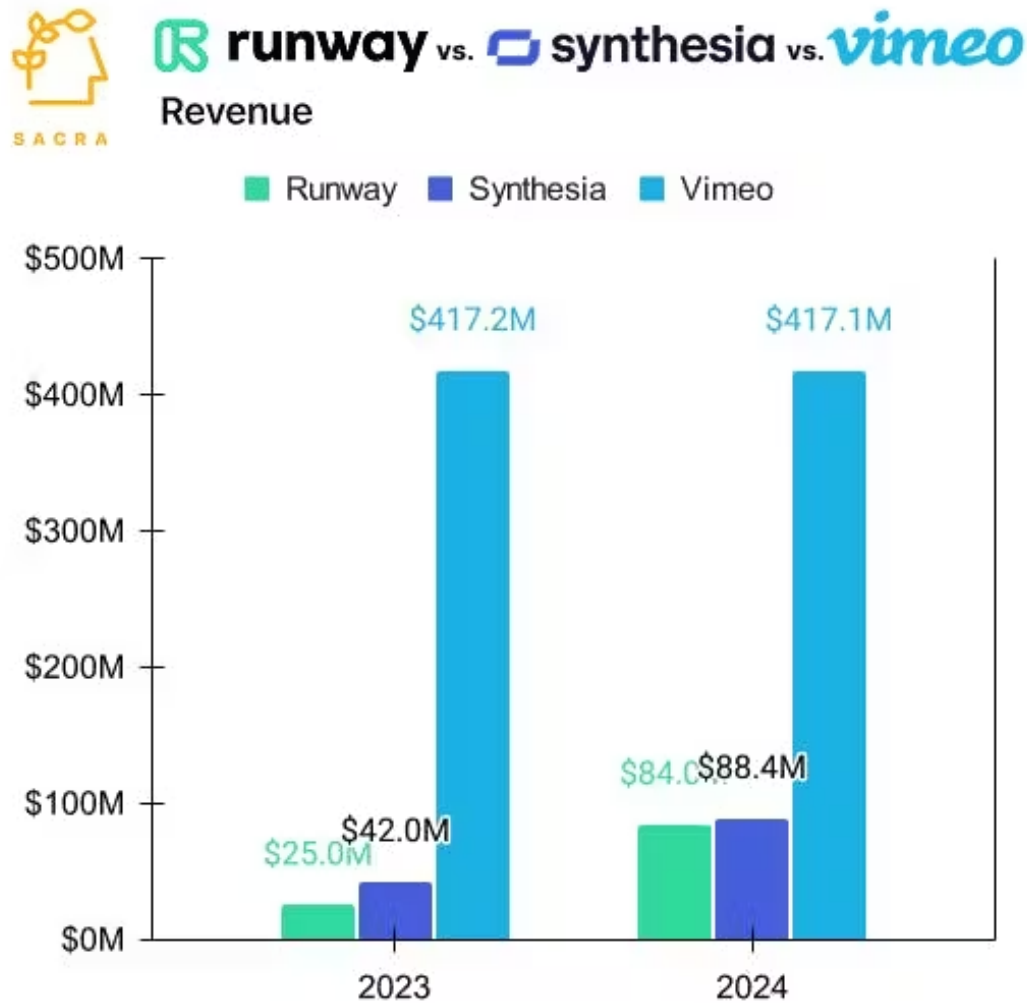
By Jan-Erik Asplund

TL;DR: By vertically integrating avatar creation, screen recording, script-centric editing, and one-click translation, Synthesia is positioning itself as the Canva-esque system of record for AI talking head videos in the enterprise. Sacra estimates that Synthesia hit \$100M in ARR in March 2025, up from \$88M at the end of 2024. For more, check out our full report and dataset on Synthesia.



synthesia
Annual recurring revenue





We first covered the AI video avatar space in June 2024 identifying Synthesia along with HeyGen as two of the early breakout companies in AI-generated video. We decided to follow up and cover Synthesia on its milestone crossing \$100M in annual recurring revenue (ARR).

Key points via Sacra AI:

- **Founded in 2017 to build AI models for photorealistic, lip-synced localization for film & TV, Synthesia re-launched in 2020 as a self-serve SaaS where users can create increasingly professional-quality videos in minutes through a simple workflow: type a script, select from 230+ AI avatars, choose from 140+ AI voices, add media elements, and hit generate.** While traditional corporate video productions cost \$5,000-10,000 and take 2-4 weeks between renting cameras, hiring actors, and editing, Synthesia helps companies like Heineken, DuPont, and Zoom record internal HR or training videos for \$29/month (Starter) to \$89/month (Creator), monetizing per-seat and based on minutes of video generated (\$2.13 per minute).
- **Growth took off in 2023-2024 as Synthesia launched LLM-powered features for automatically turning documents,**



knowledge bases, and screen recordings into talking head videos, driving the company to **a Sacra-estimated \$88M in 2024 and \$100M ARR in March 2025** with 70% of revenue coming from 60,000 enterprise customers including over 70% of Fortune 100 companies. Compare to AI video creation competitors like HeyGen at \$35M ARR as of June 2024 valued at \$500M for a 14.3x multiple, creative AI video platforms like Runway at \$84M ARR in 2024 (up 236% YoY), raising at a \$4B valuation for 47.6x forward multiple, and incumbent video hosting platforms like Vimeo (NASDAQ: VMEQ) at \$417M revenue in 2024 (+0% YoY), with a \$778M market cap for a 1.9x revenue multiple.

- **With their AI video platform vertically integrating avatar creation, screen recording, script-centric editing, and one-click translation across 120+ languages, Synthesia's upside case sees it becoming a Canva-esque creative studio for AI talking head videos, making video production accessible to every corporate department—both internal and external facing—from HR to compliance to corporate comms to sales to marketing.** Indexed on the continued improvement of text-to-speech and its own video diffusion models, Synthesia's 2024 launch of its EXPRESS-1 model continued to improve on more natural facial expressions, body language, and emotional range, making progress towards crossing the chasm and driving TAM expansion from internal video to external..

For more, check out this other research from our platform:

- AI talking heads growing 1024%
- Chris Savage, CEO of Wistia, on the economics of AI avatars
- Hassaan Raza, CEO of Tavus, on building the AI avatar developer platform
- Mux: the AWS of video
- How AI is transforming B2B SaaS
- Adam Brown, co-founder of Mux, on the future of video infrastructure
- HeyGen (dataset)
- Tavus
- Synthesia
- Runway vs. OpenAI



- Lenny Bogdonoff, co-founder and CTO of Milk Video, on the video infrastructure value chain
- Ben Ruedlinger, CINO at Wistia, on the video hosting infrastructure stack
- Len Markidan, CMO at Podia, on the future of business video
- Cristóbal Valenzuela, CEO of Runway, on the state of generative AI in video
- Cristóbal Valenzuela, CEO of Runway, on rethinking the primitives of video
- Forrest Leighton, SVP of marketing at Chatmeter, on the webinar stack
- Ezra Fishman, VP of Growth at Wistia, on the resurgence of the webinar