

What is descript?



An AI-powered audio and video editing tool that allows users edit media as easily as editing text.

[Website Link](#)

- Automatically transcribes recordings so users can edit audio or video like a document
- Allows users to remove filler words, cut sections, and rearrange clips easily
- Includes AI tools like voice cloning, screen recording, and automatic captions
- No advanced editing skills required

What Problems Does descript Solve?

Time consuming audio and video editing

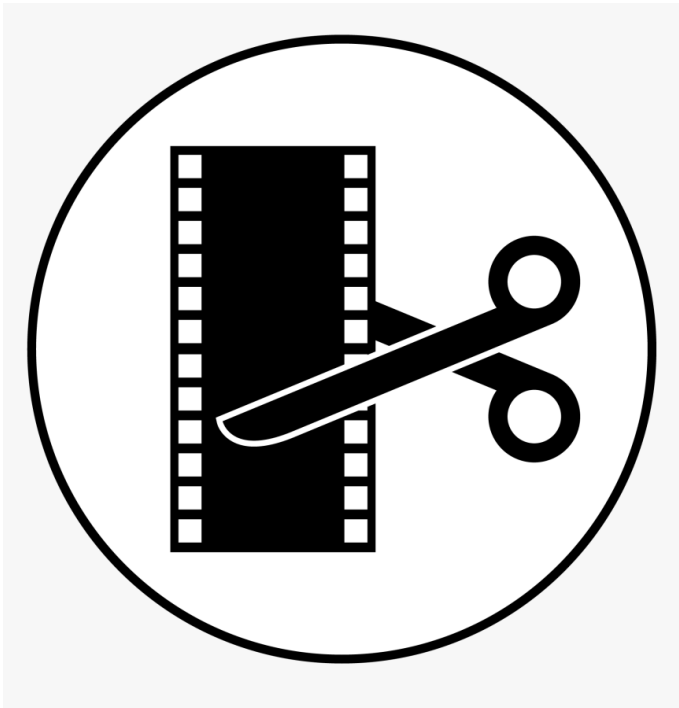
Difficulty editing recordings without technical skills

Manually transcribing audio or video content

Cleaning up filler words, pauses, or background noise

Creating captions and clips for social media content

How Does descript Work?



- **AI-Powered Editing:** Uses AI to turn audio and video into editable text.
- **Import or record:** Upload media files or record directly in the platform.
- **Edit the Transcript:** Delete, move, and rewrite text to edit the audio or video.
- **AI Enhancements:** Removes filler words, improves sound quality, and fixes mistakes.
- **Export and Share:** Publish polished audio/video content for podcasts, social media, or presentations.

Specific Use Cases and Examples

Real Estate Agent

- ❖ Create polished listing walk through videos
- ❖ Edit client testimonial videos for social media
- ❖ Turn recorded open house tours into short Instagram reels

Podcast Host

- ❖ Edit episodes by deleting filler words through text
- ❖ Add captions and audiograms for social promotion
- ❖ Repurpose long episodes into short highlight clips

Online Coach

- ❖ Record and edit course modules easily
- ❖ Create short motivational clips from longer trainings
- ❖ Clean up webinar recordings for replay content

descript - Competitors

Feature/Function	descript	Adobe Premium Pro	Loom	Runway ML
Core Strength	AI powered editing tool through text transcripts	Professional video editing and production tools	Quick screen recording and video messaging	AI video generation and visual effects
Interface	Document style editing	Timeline based professional editor	Simple screen recording and sharing	Web based creative platform
Creative Depth	Moderate	Very High	Low	Very High

descript - Costs

Plans	Price	Best For	Key Features
Free	Free	Solo Users & Beginners	<ul style="list-style-type: none">• Basic AI features• Text-based editing• Screen Recording
Hobbyist	\$16 per person/month	Small Creators	<ul style="list-style-type: none">• 10 hrs of media processing<ul style="list-style-type: none">• 400 AI credits• 1080p watermark free export
Creator	\$24 per person/month	Large Creators	<ul style="list-style-type: none">• 30 hrs of media processing<ul style="list-style-type: none">• 800 AI credits• 4k video export
Business	\$50 per person/month	Professionals	<ul style="list-style-type: none">• 40 hrs of media processing<ul style="list-style-type: none">• 1500 AI credits• Translation in 30+ languages<ul style="list-style-type: none">• Custom avatars
Enterprise	Custom Pricing	Heavy users	<ul style="list-style-type: none">• Custom AI credits and media hrs• Enhanced security features• Granular brand controls

Getting Started with descript - Demo

[Demo Link](#)

