

**Δrtlist**

**Creative assets & tools  
for video creators**



Our vision

**Empowering people to tell  
stories through video**

**Δrtlist**

**Δrtgrid**

**Motion Array**

**FXhome**



Our mission

**Our mission is to provide cutting  
edge creative tools & assets that  
inspire people to express their  
ideas through video**







## The Artist Revolution

- Lead the music, SFX, VFX & footage licensing industry to the subscription-based model
- Create one simple license that covers everything
- Allow Unlimited downloads
- Focus on quality over quantity - real content by real artists

# Company timeline

- **2015** Founded in Afikim, Northern Israel
- **2016** Went live with Artlist offering the first subscription based, high quality, unlimited stock music platform for video creators
- **2017** Artlist new branding and product moved out of beta
- **2018** opened first office outside of Afikim
- **2018** raised first external capital from Elephant
- **2019** launched stock footage product under the Artgrid brand
- **2020** raised funding from KKR's Next Generation Tech Fund
- **2020** launched SFX product on Artlist platform
- **2020** acquired Motion Array for \$65 million adding templates and additional creative tools to the platform
- **2021** acquired FXhome adding video, VFX and image editing software tools



# Over 16 million users

From over 200 countries around  
the world

# Over 880K assets

## Artist

- **Over 21K songs**
- **36K sound effects**
- 15% of music original music
- New songs added daily

## Artgrid

- **Over 180K Clips**
- 30% of original footage
- New clips added daily

## Motion Array

- **Total: 658K assets**
- Over 53K templates & presets
- Over 29K Motion graphics
- Over 86K songs
- Over 17K sound effects
- Over 200K photos
- Over 270K clips
- Over 50 plugins
- New assets added daily







# At the Cutting Edge of Today's Music Trends

Our Artists:



Ian Post  
Composer



Ofrin  
Musician



Bramer Records  
Agent



John Isaac  
Producer



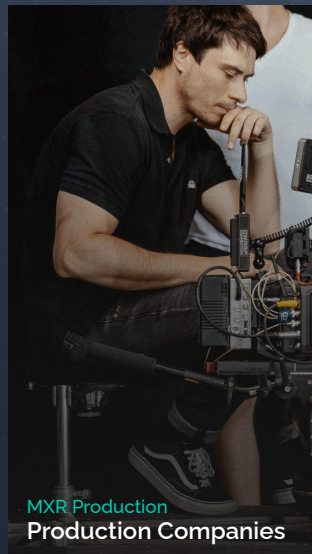
Get Unlimited Stock Footage





# Shot by the Industry's Leading Content Creators

Our Filmmakers:



### Abstract

CHOOSE  
STYLE



## Motion Array

## The world's largest Premiere Pro template catalog



Motion ArrayBrowsePluginsLearn

Q Search

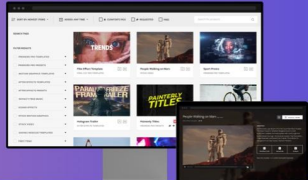
PricingStart Free NowSign In

TemplatesImagesVideoAudio

## Get unlimited video templates

Download every asset you need, when you need it, from video templates and stock footage, to photos, royalty-free music, and SFX.

Start NowPricing



Refine SearchCLEAR

Premiere Pro Templates

All Resolutions

All Versions

Edits

Toolkits

Transitions

Titles

Logos

Slideshows

Intros

Motion Graphics Templates


Premiere Rush Templates

Sort By: Most popular

Added: Any time


Free Assets

Pulse x Effect x Pulse x Effect x Pulse x Effect x Pulse x Effect x Pulse x Effect x Pulse x Effect x Pulse x Effect x Pulse x Effect x



CINEMATIC TRANSITIONS


Camera Transitions Presets  
By Niomich



VHS LOOK PRESETS


PM 3:24  
JAN. 10 1999

Presets and Titles  
By Anymark

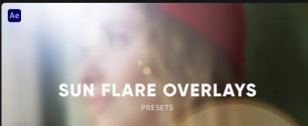


LIQUID GLITCH

1000 Elements, Graphics Tool Pack.  
By ABCfootage



SUN FLARE OVERLAYS



DOUBLE EXPOSURE EFFECT



Artist

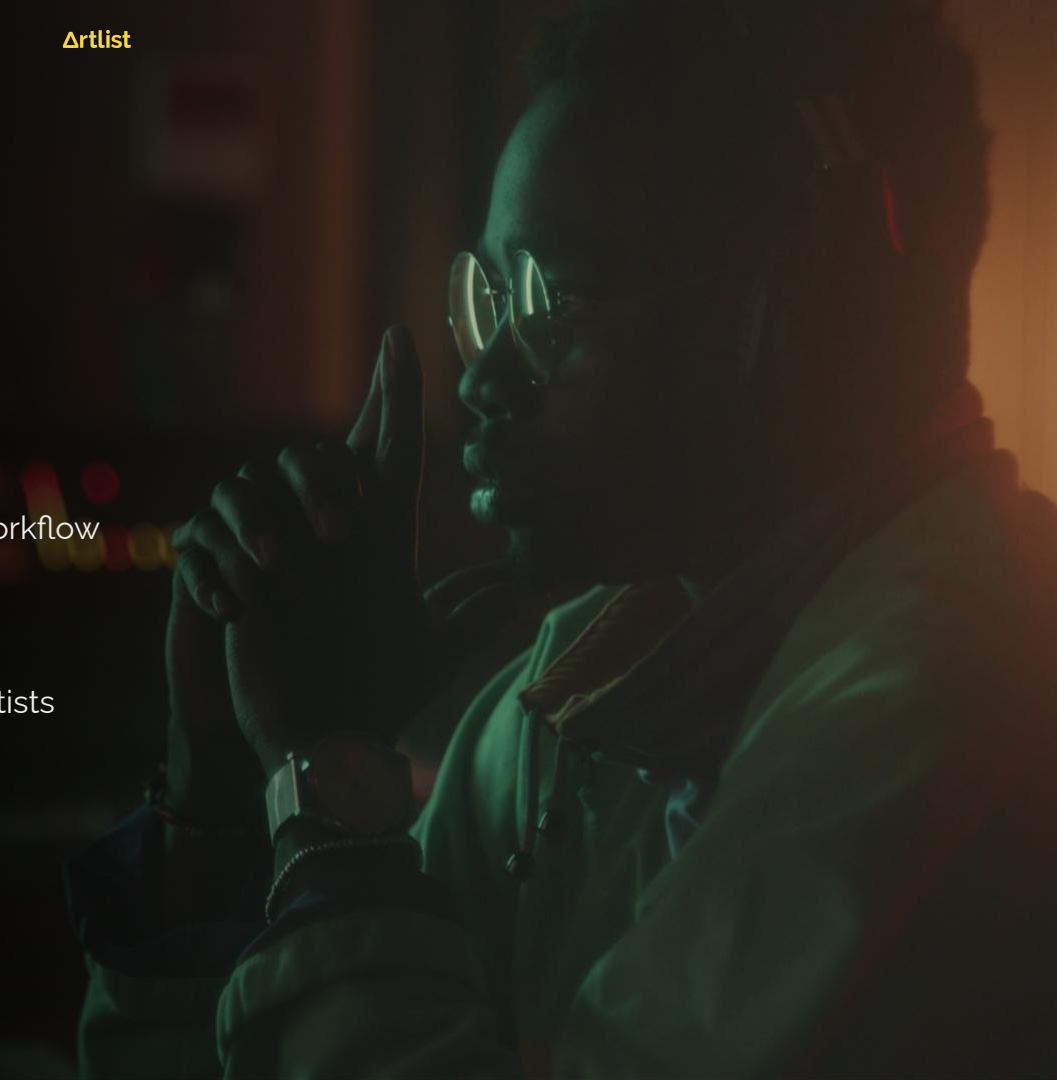
# Behind the Process: 2020



## A&R

Handpicked music, SFX, VFX and footage by experienced media teams.

- Protect artists rights
- Become starting point of the creative workflow
- Help filmmakers tell their stories
- Cultivate a creative community
- Create a profitable income source for artists





Paying millions of  
Dollars to artists  
worldwide





# 20 years in the making





# HitFilm Pro

All-in-one editing, VFX & 3D software.  
For Mac & PC.



# Immerge Pro

The new generation of image editing &  
compositing software.





# CamTrackAR

The world's first mobile virtual production studio for iOS!



# Ignite Pro

Over 565 professional plugins and presets for every editor on the market.





# Artist's market drivers

A growing number of creators who can increasingly make a living doing what they love

## Exponential user growth

**30%**

of children in the US want to become Youtubers when they grow up – more than pro-athletes, musicians or astronauts

**+65%**

growth in the number of Youtube channels with more than a million subscribers between 2019 and 2020\*\*

## Creating & consuming video content

**500 hours**

of video content uploaded to Youtube every minute

**82%**

of online traffic will be video in 2022 – growing 15x since 2017 (Cisco)

## Increasingly able to monetize their creation

**55%**

share of ad revenue paid to creators by major platforms such as Youtube and Instagram (IGTV)

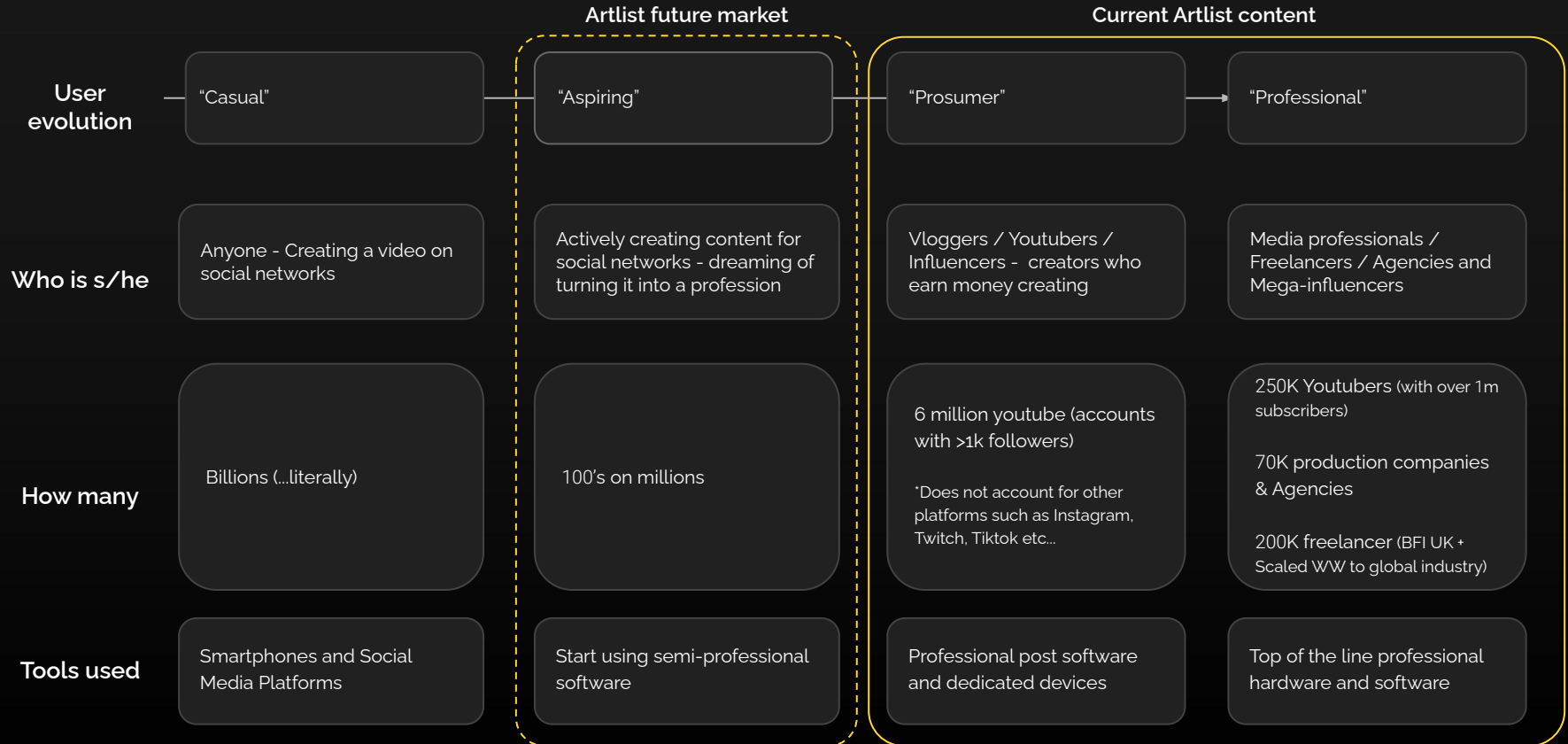
**\$10.8 billion**

paid by Youtube to creators in 2020

**\$13.8 billion**

expected to be paid to influencers for marketing campaigns in 2021, growing 42% YoY\*\*\*

# Artist's customer - the video creator



A long-exposure photograph of the Aurora Borealis (Northern Lights) over a calm lake at night. The green and yellow light of the aurora is reflected in the water, creating a symmetrical effect. The dark silhouettes of trees and mountains are visible along the horizon.

Δrtlist

Thank you