



AI Video Cost Calculator

Cost per accepted asset, with our acceptance rates published

FORMAT

Worksheet

LENGTH

5 sections

GATE

None

COST

Nothing

FOR: Anyone comparing generative quotes, or working out whether a brief should be generative at all.

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The arithmetic we use to quote, published in full including the acceptance-rate assumptions it starts from. Work through it and you will have a cost per accepted asset, which is the only generative production number that survives contact with a finance team.

Cost per generation is the number studios quote. Cost per accepted asset is the number that appears on the invoice.

HOW TO USE IT

01

Do this once per shot type, not once per campaign. Averaging across easy and hard work hides exactly the variance the calculation exists to expose.

02

Use the acceptance-rate table for a first estimate, then replace it with your own logged numbers as soon as you have them.

03

Compare the result against what a photographer or crew would have charged. Sometimes the honest answer is to book them.

1. The formula

Cost per accepted asset = (model spend + operator hours + review hours + licensing) ÷ assets that shipped.
Rejected renders sit in the numerator. That is the whole point.

2. Acceptance rates to plan against

Starting assumptions, not benchmarks. Replace every row with your own as soon as you have logged two batches.

SHOT TYPE	TYPICAL ACCEPTANCE	RENDERS PER ACCEPTED ASSET
Packaging with legible printed type	15 to 30%	3.3 to 6.7
Product, no readable text, plate-locked	55 to 75%	1.3 to 1.8
Recurring face, reference conditioning, multi-week	20 to 30%	3.3 to 5.0
Recurring face, trained identity	55 to 70%	1.4 to 1.8
Environment or abstract, no product, no face	70 to 90%	1.1 to 1.4
Motion clip with hands in frame	25 to 40%	2.5 to 4.0
Motion clip, locked camera, static subject	60 to 80%	1.3 to 1.7

3. Work it out

One column per shot type

LINE	SHOT TYPE A	SHOT TYPE B	SHOT TYPE C
Assets required			
Acceptance rate (from section 2)			
Renders needed = assets ÷ acceptance			
Cost per render			
Model spend = renders × cost per render			
Operator hours × rate			
Review hours × rate			
Setup: plate build or trained identity			
Licensing and clearances			
TOTAL			
COST PER ACCEPTED ASSET = total ÷ assets			

4. The sanity checks

- ☐ Operator hours included even where the operator is salaried. Salaried time is capacity.
- ☐ Any asset that shipped only after significant retouching logged as a failure plus a rescue cost, not as an acceptance
- ☐ Setup amortised across the assets it actually serves, not across the whole campaign
- ☐ A credit ceiling per asset set, encoded, and set to halt rather than warn
- ☐ Result compared against a conventional shoot for the same brief

If a trained identity moves your presenter acceptance from 25% to 65%, it pays for a day of setup within roughly one batch. That comparison is the single most useful thing this calculation produces.

5. When the answer is "do not do this generatively"

When cost per accepted asset approaches what a photographer or a small crew would have charged for the same brief, book them. That happens most often on single hero pieces, on briefs requiring a real face in a real place on a real day, and on work where legible printed type is unavoidable and central to the frame.

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If working through this turned up something you would rather not run yourself, that is what the studio is for.
Bring the brief and the deadline: talecrafters.studio/contact