

Chitrio vs AI video tools: what a full episode really costs

What one 8-minute animated episode with recurring characters, in English or any language, costs on today's AI video tools, clip by clip, and what it costs as a finished episode on Chitrio. Public list prices, approximate, as of October 2026.

Prices are USD list prices from each vendor's own pricing page or a dated third-party check. Rupee figures in brackets are for readers in India (Rs 95 per USD, 20 October 2026, rounded). Every source is listed on the last page.

The episode we costed

8 min

final runtime, about 60 shots of about 8 seconds

2.5x

realistic retakes: about 1,200 seconds generated per episode

10 to 20

recurring characters that must look the same in every scene

English

dialogue and narration (or any language), stylised 3D look, one episode a month, then a series

"Cheapest viable" is the cheapest plan that produces those 1,200 seconds inside one calendar month at the tool's lowest acceptable setting. "Best quality" is the same 1,200 seconds on the tool's top model or resolution. Where a vendor publishes conflicting prices we say so and use the more conservative one.

The short version

- **Clip generators charge \$40 to \$200 per episode for the clips alone** on almost every tool, and \$440 to \$520 at their top settings. The subscription you must hold to get there, not the per-second rate, sets the floor.
- **None of them makes an episode.** Each makes 5 to 10 second clips, many of them silent. The script, character sheets, 60 shot prompts, voices, lip-sync, edit, music, captions and thumbnail are still yours to do: roughly 40 to 60 hours per episode (table below).
- **Dialogue is the weak spot.** Google evaluates Veo in English only; Kling 3.0 speaks Chinese, English, Japanese, Korean and Spanish; Seedance covers about eight languages; Luma Ray3 has no native dialogue at all. Long dialogue scenes still need a separate lip-sync pass on every tool.
- **Chitrio makes the whole episode** from one topic: script, a native voice per character in English or any of the languages Chitrio speaks, consistent characters from kept character sheets, a stylised 3D look, lip-sync on dialogue (improving with each release), an automatic scene quality check, music, captions and thumbnail, for about \$45 to \$65 of plan allowance on the Enterprise plan (\$199 a month). The exact cost is shown before every render.

Credit where it is due

Google Veo 3.1

The best-looking single clip in this list. Draft in Fast, finish in Quality.

Seedance 2.0 / 2.5 and Kling 3.0 / 4.0

The strongest character-consistency features: multi-image, video and audio references, and multi-shot storyboards.

Wan 3.0 and Kling 4.0

30-second single shots. Fewer cuts mean fewer retakes and fewer continuity breaks.

PixVerse V6

The cheapest serious per-second rate here.

LTX Studio

The closest to a whole-episode workflow: script, storyboard, saved characters, timeline.

Runway Act-Two

Drive a character with your own phone performance, which works in any language.

Cost per 8-minute episode, tool by tool

Clip cost only. Add the hidden work in the next section to every row except the last. Where a tool is hosted inside another (for example Seedance inside Pika or Runway), the host's own credit table is used.

Tool (model)	Plan used, monthly list price	Clip cost per episode (1,200 s generated)	Character consistency	Dialogue, languages and lip-sync
Google Flow, Veo 3.1 Fast	AI Ultra 5x, \$99.99 (Rs 6,500 in India)	About \$100 (Rs 9,500) on Ultra, or about \$40 (Rs 3,900) across two months of AI Pro if you can wait two to three weeks. 8 s clips, extendable.	Up to 3 reference images per clip; identity drifts across many scenes, so references are re-fed every shot.	Audio always on. Google states only English is evaluated; other languages "may work, results vary". Hindi unverified.
Google Flow, Veo 3.1 Quality	AI Ultra 20x, \$199.99 (about Rs 19,000)	About \$200 (Rs 19,000) in Flow. By API at \$0.40 per second: about \$480 (Rs 45,600). The quality benchmark in this list.	As above.	As above.
Google Gemini Omni Flash	AI Pro, \$19.99 (Rs 1,950 in India)	About \$40 across two months of AI Pro, \$100 on Ultra 5x, or about \$120 (Rs 11,400) by API at 720p. Single-source credit rate, treat as approximate.	Image and video references; weaker identity hold than Veo.	Native audio; Hindi untested.
Kling 3.0 (Kuaishou)	Premier about \$81 or Ultra \$159.99 (listings conflict; see methodology)	720p silent: about \$81 (Rs 7,700). 1080p with audio: about \$160 (Rs 15,200). 5 to 10 s clips, extendable. Kling 4.0 (15 Oct 2026) adds 30 s shots; its price is not yet published.	Among the strongest: multi-shot storyboards plus video and character references; Kling 4.0 takes 15 reference assets.	Native audio in Chinese, English, Japanese, Korean, Spanish. No Hindi. A separate lip-sync tool works on any language.
Runway Gen-4 Turbo / Gen-4.5	Max, \$95 (9,500 credits)	Gen-4 Turbo: about \$95 (Rs 9,000). Gen-4.5: about \$145 (Rs 13,800) with top-up credits (top-up price assumed). 5 to 10 s clips.	Image references for character and location; Act-Two transfers your own performance video to a character.	Gen-4.5 audio reported since mid-2026 (single source); Hindi not documented. Act-Two is language-independent.
Hailuo 2.3 / MiniMax H3	Pro \$54.99 plus top-ups, or Master \$119.99	2.3 at 768p: about \$76 (Rs 7,200). H3 at 2K with audio: about \$120 (Rs 11,400). 6 to 10 s clips. Terms let the vendor reuse your outputs for promotion.	Single subject reference only; no multi-character reference system.	2.3 has no audio. H3 has native audio; languages not published. Hindi unknown.
Luma Dream Machine (Ray3.2 / Ray3.14)	Pro \$90 or Ultra \$300	720p: about \$90 (Rs 8,600) on Pro. Ray3.2 at 1080p: about \$300 (Rs 28,500) on Ultra. 5 to 10 s clips; credits do not roll over.	Character reference and Modify Video; decent single-character hold, weak for crowds.	No native dialogue in any Ray3 model; lip-sync is a separate feature, languages not stated.
Pika (hosting Wan 3.0 and Seedance 2.5)	Fancy, \$95 (8,550 credits)	Wan 3.0: about \$95 (Rs 9,000). Seedance 2.5: about \$440 (Rs 41,800) with top-ups, approximate. 5 to 10 s clips.	Scene Ingredients (character, object, location) plus the hosted model's references.	Pika's own model: sound effects only, no dialogue. Otherwise depends on the hosted model.
ByteDance Seedance 2.0 / 2.5 (Dreamina)	Advanced \$159 or Ultra \$520 (promo-heavy, region-priced)	2.0 Fast: about \$159 (Rs 15,100). 2.5: about \$520 (Rs 49,400) on Ultra. Other hosts of the same model: about \$150 to 200 (approximate). 4 to 15 s clips; 2.5 up to 30 s.	Strongest reference system: up to 9 images, 3 videos and 3 audio clips per shot; 2.5 takes up to 50 references.	Native audio and lip-sync in about 8 languages; a Seedance 2.5 review calls Hindi a notable gap.
PixVerse V6	Premium, \$60 (15,000 credits)	720p silent: about \$60 (Rs 5,700). 1080p with audio: about \$160 (Rs 15,200) with a credit pack. 5 to 10 s clips.	Reference-to-video and a built-in lip-sync tool; weaker identity hold than Kling or Seedance.	Native audio on V6; Hindi unknown. The lip-sync endpoint accepts any audio.
Alibaba Wan 3.0 (API only)	Pay as you go: \$0.05 / 0.10 / 0.20 per second at 480p / 720p / 1080p	720p: about \$120 (Rs 11,400). 1080p: about \$240 (Rs 22,800). 30 s single shots.	Omni reference (images, video, documents); 30 s continuous shots cut retake waste.	Native audio; Hindi support not published.
Higgsfield (multi-model hub)	Plus \$59 or Ultra \$129 (prices change monthly)	Kling 3.0 via the hub: about \$59 to 129 (Rs 5,600 to 12,300). Veo 3.1 via the hub: about \$250 or more, approximate.	Whatever the chosen model gives, plus the hub's own character sheets.	Depends on the model; no Hindi-specific claim.
LTX Studio (script to storyboard to shots)	Standard \$35 or Pro \$125	In-app: likely \$35 to 125 (Rs 3,300 to 11,900); per-second credit cost is not published. Own model by API: about \$108 to 204 (Rs 19,400).	Saved "Elements" reused across every shot, AI storyboards, multi-scene timeline.	Native audio; Hindi not documented.

Tool (model)	Plan used, monthly list price	Clip cost per episode (1,200 s generated)	Character consistency	Dialogue, languages and lip-sync
MagicLight AI (animated-story tool)	Standard \$15 to Ultra \$90	About \$15 to 90 (Rs 1,400 to 8,600), approximate; per-second cost not published. Cartoon and stylised looks, below the big models.	Create a character once and reuse it in every scene.	Multi-language text-to-speech including Hindi is claimed by the vendor; lip-sync is basic.
invideo AI (script to video)	Generative, \$170 (800 credits)	About \$170 (Rs 16,200); top quality about \$340. Built for explainers, not character drama.	Weak: stock plus generic generative scenes, no real character lock.	Hindi voices available; no real lip-sync.
OpenAI Sora 2	Discontinued	Not available. OpenAI closed the Sora app on 26 April 2026 and the API on 24 September 2026, with no successor announced (OpenAI Help Center).	n/a	n/a
Chitrio, the full episode	Enterprise plan, \$199 a month (chitrio.com/pricing)	About \$45 to \$65 of plan allowance per 8-minute episode, including script, voices, scenes, captions, music and thumbnail. The exact cost is shown before each render.	Character sheets are built first and kept across scenes and episodes; stylised 3D look; an automatic scene quality check re-does weak shots.	A native voice per character in English or any of the languages Chitrio speaks; lip-sync on dialogue, improving with each release.

Approximate, public list prices as of October 2026. "About" means our calculation from the vendor's published credit table at the stated assumptions; promos, regional pricing and credit tables change often, so verify at checkout. Chitrio's figure assumes a complete episode on the Enterprise plan and is shown here so the comparison is like for like: a finished episode against the clips alone.

What the clip price leaves out

Hours a creator still spends per 8-minute episode when the clip tool is the only AI in the chain. Realistic ranges; the character library takes longest on the first episode.

Work item	Typical tools	Hours	Extra cost
Research and script, about 1,100 to 1,300 words of dialogue and narration, checked against the source story	A chat assistant plus your own edit	6 to 10 h	\$0 to 20
Character design sheets for 10 to 20 characters, multiple angles and costumes	An image model plus curation	4 to 8 h first episode, 1 to 2 h later	\$10 to 30 a month
Shot list and 60 prompts (camera, action, references per shot)	Manual	6 to 10 h	
Generating and reviewing about 150 clips, re-rolls and extends	The clip tool	6 to 10 h	The bill above
Voices: 8 to 15 distinct character voices plus a narrator	A voice tool or voice actor	3 to 5 h	\$22 to 99 a month
Lip-sync pass on dialogue shots	A separate lip-sync tool	3 to 5 h	\$10 to 50
Edit: cut 60 clips to the voice track, transitions, pacing, colour	A desktop editor	8 to 15 h	\$0 to 23 a month
Music and sound effects	A music library	1 to 2 h	\$0 to 20 a month
Captions, styled	Speech-to-text plus manual fixes	1 to 2 h	\$0
Thumbnail, title, description and upload	A design tool	1 to 2 h	\$0 to 13 a month
Total per episode		40 to 60 h (30 to 40 h once the character library exists)	\$50 to 150 a month of side subscriptions

At even \$15 an hour of a creator's time that is \$600 to \$900 of labour per episode, larger than the clip bill on every cheap tier. That labour, not the per-second rate, is what an end-to-end pipeline removes.

Other tools vs Chitrio

A clip generator

- Makes 5 to 10 second clips; you assemble the episode.
- You write the script and the 60 shot prompts.
- You keep the character sheets outside the tool and re-feed them every shot.
- You supply the voices and run a separate lip-sync pass.
- Failed or ugly clips still use up credits.
- You edit, add music, captions and a thumbnail, then upload to each channel by hand.
- The plan you must hold sets the floor, not the per-second rate.

Chitrio

- ✓ One topic in, a finished 8-minute episode out.
- ✓ Writes the script for you; you edit any line before rendering.
- ✓ Builds each character's sheet first and keeps it across scenes and episodes.
- ✓ A native voice per character in English or any of the languages Chitrio speaks, with lip-sync on dialogue that improves with each release.
- ✓ An automatic scene quality check re-does weak shots before you see them.
- ✓ Music, captions and thumbnail included; publishes to YouTube on a schedule, with Reels and WhatsApp-ready copies cut from each video.
- ✓ The exact cost is shown before every render; the first video is free on welcome credits.

From idea to your audience, on autopilot

The tools in this comparison stop at a downloaded clip. Chitrio carries the finished episode to the places your audience already is.

YouTube

Auto-publish on a schedule: title, description, tags and thumbnail are written and uploaded for you, and a series keeps producing new episodes.

Instagram

Vertical Reels and Shorts are cut from each video with captions, ready to post. Direct posting to Instagram and Facebook for connected accounts is in early access.

WhatsApp

WhatsApp-ready copies: Status-size parts and files under 16 MB, so the episode and its updates go straight into WhatsApp. Making a video from WhatsApp itself is in early access.

After the render	The tools in this comparison	Chitrio
Publishes to your channels automatically (YouTube schedule with title, description, tags, thumbnail)	No	Yes
Vertical Reels and Shorts cut from each video, with captions	No, you re-cut by hand	Yes, ready to post
WhatsApp-ready copies (Status parts, files under 16 MB)	No	Yes

What makes a series succeed: content, script, consistency

Any of these tools can make a pretty 8-second clip of Arjun. None can give you 60 clips of the same Arjun speaking the right lines, cut to a script, with music and captions, every month. Viewers come back for the story and stay because the characters look and sound the same in episode nine as in episode one. The clip model is a commodity that can be swapped; content, script and consistency are the product.

Methodology

- **Dates.** Research on 25 October 2026. Each source carries its own date; the oldest price used is from August 2026.
- **Prices.** USD list prices from the vendor's own page where it publishes one, otherwise the most recent dated third-party check. Promotions and regional prices are noted where they matter (Google AI plans in India, Dreamina's October offer). Rupee figures in brackets use Rs 95 per USD, rounded.
- **Assumptions.** 8 minutes of final runtime, about 60 shots of about 8 seconds, 2.5x retakes, so about 1,200 seconds generated per episode. A plan counts as "viable" only if those seconds fit inside one calendar month.
- **Confidence.** Figures marked "about" are our arithmetic from published credit tables. Where a vendor's per-second credit cost is not published (LTX Studio in-app, MagicLight) the cost is a plan-bounded estimate and is labelled approximate.

- **Open conflicts.** Kling Premier is listed at \$80.96 for 8,000 credits by one check (21 Oct 2026) and at \$181.99 for 18,000 by another (23 Oct 2026); Kling appears to have re-tiered in October, so check the app. Gemini Omni Flash credits per clip vary between reviews (12 used). Hailuo list prices are used rather than recurring promos. Runway's top-up price is assumed at about \$10 per 1,000 credits. Veo 3.1 Fast on Ultra is costed at 20 credits per clip (the conservative figure).
- **Chitrio.** Our figure is the share of the Enterprise plan's monthly allowance (\$199 a month) that one complete 8-minute episode uses, about \$45 to \$65, computed the same way as the rupee figure on the India version of this document; it includes script, voices, scenes, captions, music and thumbnail. We are not claiming the best single clip: lip-sync is still improving, and the look is stylised 3D rather than photoreal.
- **Fairness.** Each tool is credited for what it does best (first page). Nothing here is independent verification of another company's pricing; please re-check before relying on any figure.

Sources

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Chitrio, chitrio.com. This document compares public list prices as of October 2026 for information only; it is not independent verification of any other company's pricing, and all trademarks belong to their owners. The web version with the latest check date is at chitrio.com/compare.