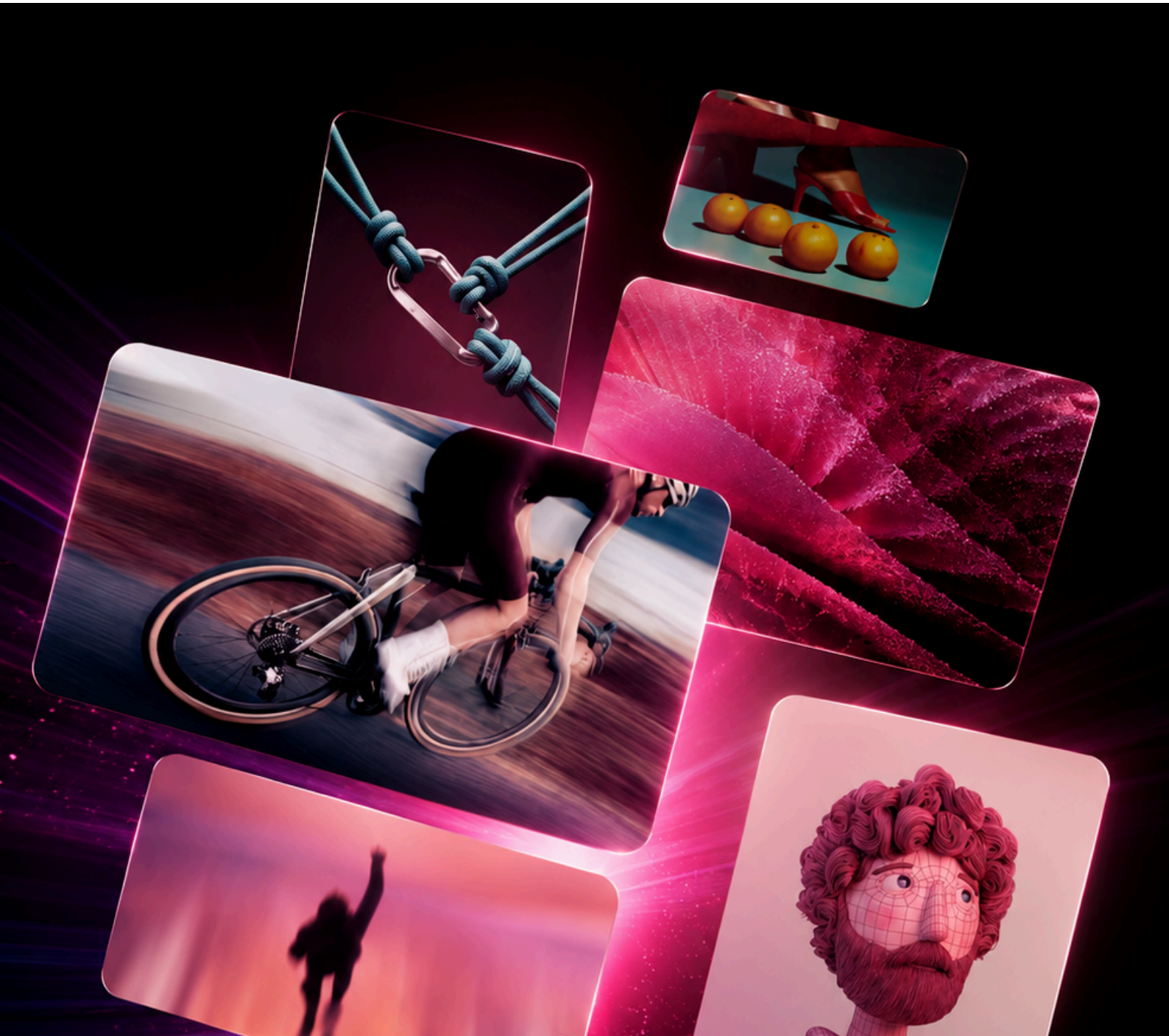
BytePlus | Magnific

Case Study

Magnific Bet on Workflows Over Models. Dreamina Seedance 2.0 Made It Possible.

How Magnific — with 1 million paid subscribers and $230M in ARR — integrated Dreamina Seedance 2.0 and Dola Seedream 5.0 to unlock a new era of AI-native creative production.



BytePlus

— COMPANY OVERVIEW

The Workflow Layer Behind AI Creativity

A million paid subscribers. A hundred million monthly visits. $230 million in annual recurring revenue. And a CEO who will tell you, without hesitation, that none of it was built by winning the model race.

> *We believe that we are the maximum value on the workflows that people can create on top of those models. For us, the models are like the chips in the computer — absolutely essential, high tech, very useful, improving dramatically over time.*

Joaquin — CEO of Magnific

Magnific

AI Creative Infrastructure Platform

Founded	**2010**
HQ	**Málaga, Spain**
Employees	**400+**
Annual ARR	**$230M**
Paid Subscribers	**~1 million**
Monthly Visits	**100M+**

That distinction — between access to AI and the ability to deploy it productively — defines how Magnific, has built one of the fastest-growing AI creative infrastructure platforms in the world.

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Headquartered in Málaga, Spain, the company employs more than 400 people globally, supports around 1 million paid subscribers and over 100 million monthly visits, and generates $230 million in annual recurring revenue. Its platform spans image, video, 3D, and audio production, serving independent creators and large enterprise teams running content workflows at scale.

The business question at Magnific has never been which model to integrate. Bootstrapped and profitable since its founding in 2010, the company has earned its revenue through two major pivots — from stock images into AI generation, then from images into video. Its platform now powers ad campaigns for global brands including Puma and Carl's Jr, and production workflows for the BBC and Amazon Prime Video.

> *We are not getting users from any particular competitor. People are finding they can do a new thing that was not possible before.*
>
> **Joaquin — CEO of Magnific**

That insight shapes everything — including how Magnific thinks about the orchestration layer that surrounds its models, and what it needs to do for creative work to ship reliably at volume.

— CHALLENGE

When Good Enough Stops Being Good Enough

Before integrating newer-generation AI models, creative control was the ceiling Magnific kept hitting. Three interconnected problems defined the constraint:

Visual Drift & Generation Inconsistency

Older models would drift. A creator would start from a reference image and within a few frames the model would go off the rails — losing the visual logic of the original, drifting somewhere the creator didn't intend, failing to stay consistent. The fix was laborious: generating large numbers of intermediate frames to guide the model forward, hoping to anchor its direction. What should have been a short creative task consumed hours.

Workflow Abandonment from Low Batch Yield

The downstream effect was workflow abandonment. If most of a batch missed the mark, creators didn't iterate — they stopped. Ten generations in which nine fail isn't a workflow. It's a barrier. Post-production compounded the problem further: voice cleanup, color grading, grain, motion blur, and removal of artifacts still accounted for more than half the total production time.

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Commercial Pressure at Scale

Magnific was navigating the commercial pressure of running AI generation at scale. In-house model development was prohibitively expensive. Competing tools were either too costly to operate at volume, too difficult to integrate cleanly, or inconsistent enough to create significant support overhead. The company needed production-grade quality without the infrastructure cost.

> *Voices are not yet perfectly consistent. You need to do all the color grading, grain, motion blur — all these typical post-production effects that are still long after the AI generation. That's still more than half the work.*
>
> **Joaquin — CEO of Magnific**

SOLUTION

Every Model Was Evaluated. BytePlus Became Infrastructure.

Magnific ran a rigorous evaluation across multiple providers, measuring aesthetics, prompt adherence, output diversity, motion quality, physical consistency, generation length, and reference video performance. BytePlus stood out not because it topped every individual dimension, but because of how it performed across the combination that actually matters in a production environment.

Physical Plausibility

A real differentiator; outputs consistently valid — nearly every generation enters workflow directly.

Motion Quality

Dreamina Seedance 2.0 leads across all video model evaluations.

Image Aesthetics

Dola Seedream 5.0 excels in aesthetics, differentiation, and consistency —setting a new market benchmark.

Prompt Adherence

Strong alignment between intent and output across diverse prompts.

Output Consistency

Reliable batch quality reduces filtering overhead substantially

Reference Fidelity

Strong adherence to reference video inputs and source style.

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> *BytePlus models differentiate themselves clearly today. In the video space, they are the number one video model in the industry." Dreamina Seedance's outputs are consistently physically valid — virtually every generation can go directly into a workflow rather than being filtered out in a review pass.*
>
> *The image model performs strongly on aesthetics, and in terms of differentiation and consistency, nothing in the market comes close. The combination gave Magnific a dual-model stack capable of serving both creator-facing and enterprise-facing use cases without compromise.*
>
> *BytePlus has been delivering like a champ. And they only release a model when they really believe it's the best in the world.*
>
> **Joaquin — CEO of Magnific**

BytePlus also offered what many providers don't: a genuine working relationship with strong synergy. The teams meet on a regular basis, sharing not just user feedback but internal lab findings — what's working, where the model still has room, where the edge cases are.

Being an early launch partner for Dreamina Seedance 2.0 mattered commercially too. The release was highly anticipated across the industry, and Magnific's position at the front of that wave translated into market visibility at a moment of real creator excitement.

BytePlus

— IMPACT

What Creators Did When the Constraints Disappeared

The shift in creator behavior after integration caught Magnific off guard. Before Dreamina Seedance 2.0, most users were producing short marketing clips, and the constraint was reliability. Longer-form generation meant more opportunities for the model to drift, more retries, more manual cleanup. The economics didn't work for anything beyond a few seconds of output.

After integration, that ceiling came down. "The big change when we started integrating BytePlus models was that we got new use cases that were not explored before," Joaquín says. Users who had been producing clips of a few seconds started building full productions; sometimes 20 to 30 minutes long. There is no longer any technical barrier to a 90-minute film.

KOL Portrait Integration at Scale

Embedding KOL portrait photographs into the company logo — not as a simple composite, but as a sophisticated, precisely integrated visual used across multiple influencers in promotional materials.

20-language Ad Generation in One Workflow

Food delivery companies are generating localized advertising assets in 20 languages in a single workflow, each with customizable elements. One creative across 20 different aspect ratios and resolutions for banners, social, and web placements.

Unlimited AI Editing Promotions

Launching unlimited AI image and video editing promotions — an initiative that would have been commercially prohibitive without the cost efficiency BytePlus enabled. The promotions became meaningful drivers of new user acquisition.

$50,000 a Second, Down to $5

The cost comparison, when Joaquín sets it out, reframes what AI video generation actually means for enterprise teams.

Producing one second of enterprise or commercial grade video could cost around $50,000. Professional AI generation — even in workflows that require up to 50 generations to find the right output — brings that figure to approximately $5 per second. The gap isn't incremental. It is roughly 10,000 times cheaper.

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Traditional enterprise video	~$50,000
AI generation with BytePlus	~$5

10,000× Cost reduction per second of enterprise-grade video production. "The important part is not if it's going to cost them $5 or $10. It is how many of those $50,000-per-second workflows can they transition to the new way."

The migration opportunity is what drives adoption decisions at scale, not the unit price.

This shift has also changed how Magnific operates internally. With BytePlus, new features and integrations can be validated in days or weeks rather than extended development cycles. The feedback loop is tighter, product decisions are faster, and the risk of committing to the wrong workflow direction has come down substantially, giving the team clearer signals on what to scale and what to stop earlier.

Why WorkFlows Matter More Than Models

Magnific's strategic positioning flows from a clear philosophy about where value is actually created in the AI creative stack.

Models will improve. New ones will arrive. What endures is the orchestration layer built around them: the user interface, the parameter options, the abstraction that puts sophisticated generation within reach of professional teams.

In practice, that means Magnific isn't simply exposing users to more models. It is deciding which capabilities surface, how they're controlled, and what creative structures help professional teams get repeatable, production-grade results; rather than outputs that look impressive in isolation but can't be relied on across a project.

The integration of Dreamina Seedance 2.0 and Dola Seedream 5.0 accelerated that work. These models enable faster feature deployment, surfacing new use cases that weren't viable before, and giving Magnific a more stable foundation for both creator-facing and enterprise-facing product development.

— CONCLUSION

Human Creativity at the Center

Human actors remain irreplaceable

AI generation has not closed the performance gap. The best productions still rely on human actors for the work that matters most — emotion, voice, physical presence.

Sustained narrative logic still requires human direction

Current models hold context over the last few seconds of a scene, making it easy to lose coherence across extended narratives. Building a world where internal spatial logic holds still requires sustained human direction.

What Magnific is building toward is not the elimination of human judgment. It is infrastructure capable enough that professional teams can exercise it with far less friction — producing at the quality and scale that once required studios, while retaining the creative control that makes the work theirs.

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The Infrastructure Bet

Not every model makes it into the infrastructure layer. Most get tested, used selectively, and rotated out as better options arrive. Dola Seedream 5.0 and Dreamina Seedance 2.0 have done something different at Magnific — they have moved from integration to foundation, the layer on which full-length productions, one-click multi-language campaigns, and enterprise-grade creative pipelines now depend. In a market where model access is becoming a commodity, that distinction is the one that matters.

> *We're constantly searching for new use cases that we can cover. The new models change how we can deploy new features to our users. Sometimes we need to blend multiple models together, or use a new model with a traditional technique — we do all kinds of experiments to find the right path.*
>
> **Joaquin — CEO of Magnific**

In an increasingly crowded AI creative market, that orientation — toward orchestration over access, toward production over novelty — may be the most important differentiator of all.

Schedule a discovery call

Discover how BytePlus's cutting-edge AI capabilities can boost your AI workflow. Scan the QR code to speak with our solutions expert.