100-PROVIDER RESEARCH SNAPSHOT

DATASET v1.2 / CHECKS 6-8 OCT; RECHECK 9 OCT

Pricing transparency, not pricing averages.

We checked whether providers publish numeric prices for their own video or animation services on their own websites. The result is a **visibility snapshot**, not a typical project cost.

THE FINDING

100 RECORDS REVIEWED

49 /100

In our **selected sample**, 49 records met the **Public price** criteria during source checks on 6-8 October 2026.



49 PUBLIC PRICE

51 OTHER

Interpretation: Recorded public-price visibility in this non-random sample. **Not** an industry-wide transparency rate or a SaaS explainer price benchmark.

WHAT THE CLASSIFICATIONS MEAN

PUBLIC PRICE

Numeric own-service price on the provider's own site. Starting prices, packages, subscriptions and ranges can qualify.

OTHER

Includes pricing guidance, quote-only offers, historical figures and access limits. Does not mean the provider has no prices.

06 UNRESOLVED EVIDENCE ISSUES

2 Public price + 4 Other; already counted in the 100 records.

HOW TO USE THIS RESULT

USE FOR Public-price visibility in the selected sample.

DO NOT USE Market averages, SaaS pricing or industry-wide rates.

Full table, 11-field CSV and methodology:
bulatvisual.com/research/explainer-video-pricing-transparency-2026

Dataset 2026.10.09-v1.2 | Brief v1.6 | 10 Oct 2026 | Report: CC BY 4.0

READ THE METHOD

How the snapshot was built.

Sampling, classification and source checks - plus what these numbers cannot prove.

METHOD / THREE STEPS

01 Select providers

50 from The Manifest + 50 unique Wyzowl names after deduplication, in list order.

02 Classify published prices

Count numeric prices for each provider's own video or animation services on its own site. Exclude market advice, directory prices and client budget selectors.

03 Check source evidence

Checks: 6-8 Oct 2026; 20 records rechecked Oct 8. Skeleton Productions rechecked Oct 9; the other 99 were unchanged. Page-level evidence: 21 records; 79 without summaries. Acquired IP does not transfer Venture's own price to Skeleton.

IMPORTANT LIMITATIONS

This is not a price benchmark.

This non-random sample covers different services, currencies, scopes and durations. No common brief, price normalization or currency conversion was used; even logo animation or pre-designed services can qualify.

Six evidence questions remain unresolved (2 Public price, 4 Other). No verified archive captures are included.

COPYABLE CITATION

Bulat Visual. (2026). 2026 Video and Animation Pricing Transparency Dataset: 100 Provider Records (v2026.10.09-v1.2). Source checks: 6-8 Oct 2026; 20 records rechecked Oct 8; Skeleton Productions rechecked Oct 9, 2026.

FULL DATASET, CSV, METHODOLOGY + UPDATES

https://bulatvisual.com/research/explainer-video-pricing-transparency-2026

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QUESTIONS / CORRECTIONS

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