

## 1 - Real mid-2026 price, converted to \$/sec of 1080p video

Vendor	Pricing unit	~ \$/sec 1080p	Best fit
Sora 2 (OpenAI)	per second (USD)	~\$0.10 (720p)	coherent dialogue + brand
Sora 2 Pro (OpenAI)	per second (USD)	~\$0.70 (1080p)	top quality, cost secondary
Runway Gen-4	credits @ \$0.01	~\$0.12 (Turbo \$0.05)	editing footage (V2V)
Kling 3.0	credits (res/audio)	~\$0.08-0.14	top quality + motion control
Pika 2.5	credits (~\$0.014)	~\$0.05-0.11 (aggreg.)	high-volume cheap drafts
Luma Ray3 / 3.14	credits (HDR premium)	SDR mod.; HDR ~3x	pro color pipelines (HDR/EXR)

## 2 - The one async pattern all five APIs share

```
1 SUBMIT -> POST prompt + settings, get a job ID instantly (no clip yet).
2 WAIT   -> poll the status endpoint every 5-20s, OR register a webhook.
3 COLLECT -> once status = completed, fetch the finished MP4 from a URL.
```

## 3 - Decode any credit price in one line

- \$/sec = (dollars per credit) x (credits per second of 1080p). Sora skips this - it bills in dollars per second directly.
- Dollars per credit = plan price / credits the plan includes (e.g. Pika Standard: \$10 / 700 = \$0.0143 per credit).
- Always convert to \$/sec of the resolution you will SHIP before comparing vendors. A 700-credit plan tells you nothing alone.

## 4 - Integration discipline

- Put all vendors behind ONE adapter (a single generateVideo() function). Swapping or failing over is then a config change.
- Sora's Videos API sunsets 24 Sep 2026 - never hard-wire one vendor's endpoints into the product.
- Two gates: moderate the prompt BEFORE you submit (you pay on submit); preserve the AI provenance label AFTER you collect.
- Build on the developer API pricing, NOT the consumer subscription plan - they are separate products (Runway, Luma say so explicitly).

## 5 - Cost the monthly bill before you build

- Monthly = clips x seconds x \$/sec x regenerations-per-kept-clip (usually ~3). Plan for the x3 number, not the naive one.
- Set a HARD spend ceiling and a max-regenerations-per-job cap so a runaway feature or abusive user cannot blow the budget.
- Re-verify every price quarterly - all per-second and credit rates move monthly.