

PLATE 01 CHAPTER A5

AI STUDIO · CHAPTER 5

Video

Three services turn a picture or a line of text into a short clip. They differ on what

they allow, how long a clip runs, what a second costs and who may use the result. One of them also runs at home.

ENTRY A5 CATEGORY AI STUDIO CHECKED 7 NOVEMBER 2026 READING 7 MIN
SECTIONS 6

EVIDENCE ◆ Verified ◆ Reported ◆ Vivian's field notes ◆ Unverified

IN 30 SECONDS

01 Grok Imagine, Seedance and MiniMax-H3 all make clips of about 15 seconds. Seedance 2.5 goes to 30.

02 On the APIs, a second of video costs from about USD 0.02 to USD 0.78, depending on the model and the resolution.

03 Grok's consumer terms mention 18+ content. Seedance and Hailuo forbid sexually explicit content.

04 Commercial use differs by service and by plan. Read the terms of the exact route you use.

05 MiniMax-H3 has open weights, but its licence excludes the EU, the UK, South Korea and the USA.

06 A short clip works when it loops, reads without sound and stays in character.

YOU WILL LEARN

- ✓ How long a clip each service makes, and at what resolution.
- ✓ What a second of video costs on each API.

- ✓ What each provider's rules say about suggestive and sexual content.
- ✓ Who may use the clips commercially.
- ✓ What running MiniMax-H3 at home involves, and what its licence says.
- ✓ What makes a short clip work for a persona.

PART 01

Three services, side by side

	Grok Imagine video (xAI)	Seedance (ByteDance)	MiniMax-H3 (MiniMax, Hailuo app)
Longest clip	15 seconds	15 seconds on 2.0, 30 on 2.5	15 seconds
Top resolution	1080p	4K on 2.0, 1080p on 2.5	2K
API price per second	USD 0.02 to 0.25	USD 0.07 to 0.78 on 2.0	USD 0.025 to 0.13
Sexual content	18+ setting in the app, no pornographic use of real people	No nudity, even drawn	No sexually explicit material
Commercial use	Allowed by the consumer FAQ	Unclear: you own the output, but the service is non-commercial	Paid plans yes (2025 terms), free plan unclear
Runs at home	No	No	Yes, open weights

Prices were read on 2026-11-07 and change often. ◆ No local version of Grok Imagine or Seedance turned up on any official page I read. ◆

PART 02

Grok Imagine video

xAI's video API makes clips of up to 15 seconds, with the aspect ratio and resolution you pick. ◆ The 1.5 model makes native 1080p from text or a picture, with lip-synced speech. ◆

Price per second, xAI API

USD 0.08 to 0.25

Grok Imagine video 1.5, from 480p to 1080p. 720p is USD 0.14.

◆

USD 0.05 to 0.07

The base video model, at 480p and 720p.

◆

USD 0.02 to 0.14

Video 1.5 Lite, from 480p to 1080p.

◆

So 10 seconds at 720p on the 1.5 model cost USD 1.40. ◆

The rules. Everything the API makes goes through a content policy review. ◆ xAI's consumer terms mention 18+ adult content and a setting to limit it. ◆ Its use policy bans depicting real people's likenesses in a pornographic manner. ◆ In August 2025, TechSpot reported a "Spicy" mode in Grok Imagine meant for NSFW output. ◆ The xAI pages I read today don't describe that mode. ◆

Who owns the clip. xAI's consumer FAQ says you own Grok's outputs and may use them commercially. ◆ Pictures and videos from the app carry a Grok watermark, and no setting removes it. ◆ Removing or hiding it breaks xAI's use policy. ◆ Whether API clips carry the same watermark isn't on any page I read. ◆

PART 03

Seedance

Seedance is ByteDance's video model. Developers reach it through BytePlus, and the public through the Dreamina app. ◆ On the API, Seedance 2.0 makes clips of 4 to 15 seconds and Seedance 2.5 of 4 to 30. ◆ Dreamina also says 2.5 makes clips up to 30 seconds long. ◆

BytePlus's own article gives prices per five-second clip on Seedance 2.0: USD 0.35 at 480p and USD 3.89 at native 4K. ◆ At 720p, five seconds cost USD 0.76 on the standard model. ◆ To switch the 2.0 models on, your BytePlus balance must be above USD 30, or you buy a prepaid pack. ◆

The rules. Dreamina doesn't allow nudity, sexual activity or sexually explicit content. ◆ Its gallery rules also exclude nudity in drawings and sexually suggestive digital art. ◆ On the API, a filter checks your request and another checks what the model makes. ◆ Some of these safety policies can't be switched off. ◆ Seedance 2.0 doesn't accept reference pictures or videos with

real human faces. ◆ Whether a drawn face counts isn't stated, and I haven't tested it. ◆

Who owns the clip. Dreamina's terms say you own what you upload and what it makes, if you follow its terms. ◆ The same terms say the service is generally for private, non-commercial use. ◆ CapCut, which runs Dreamina, writes that commercial use doesn't come automatically with every clip. ◆ On the API, the watermark is off by default, and switched on it reads "AI Generated" in the lower right corner. ◆

In my experience, Seedance is for clean clips: a persona turning to the camera, a wave, a teaser for a new picture. Its rules leave no room for anything suggestive. ◆

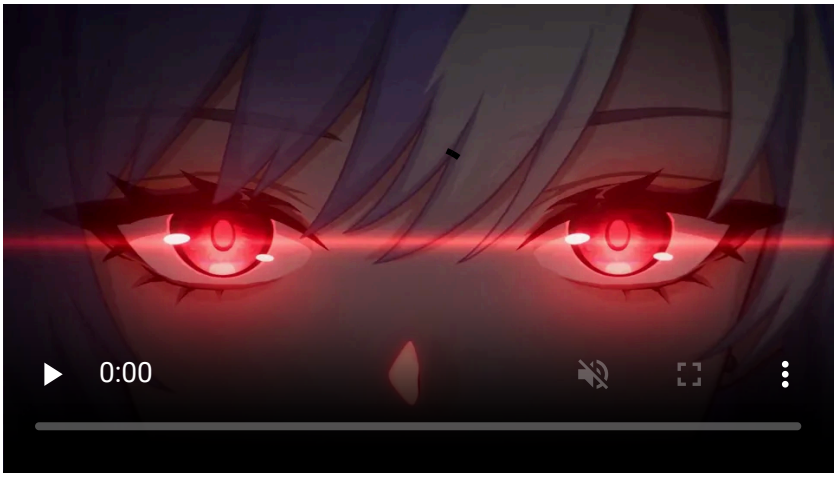
PART 04

A longer film, made from chained clips

One clip is short, so a film is a chain of clips. This is how I made the film below with Seedance 2.0, from clips of 15 seconds joined one after the other. ◆

A film made from chained clips

6 PLATES AND A FILM

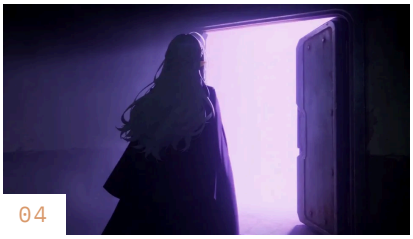




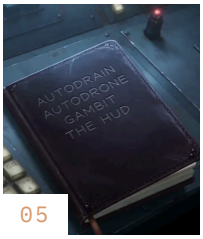
02



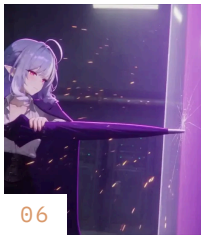
03



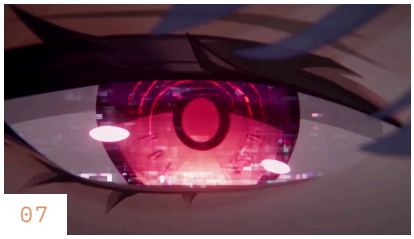
04



05



06



07

Made by Vivian with Seedance 2.0. The sound starts muted. ◆

How I chain clips

1. Make the first clip until its look is exactly the one you want. That clip sets the style of the whole film.

2. Take the last frame of that clip and use it as the first frame of the next one.

3. Add the first clip as a style example to every new clip, so the faces and colours don’t drift.

4. Repeat for each clip, then join them in order.

The shared frame keeps each join smooth, and the style example keeps the film looking like one piece. A clip that drifts is cheaper to redo than to fix in the edit. ◆

PART 05

MiniMax-H3, online and at home

MiniMax's video model is MiniMax-H3 in the API documentation and MiniMax H3 in its licence. ◆ MiniMax calls it an open, general-purpose video model. ◆

Online. The API makes clips of 4 to 15 seconds, at 768P or 2K. ◆ In the Hailuo app, it makes 5 to 15 second clips at 24 frames a second, with stereo sound. ◆

Price per second, MiniMax API

USD 0.08 to 0.13

MiniMax-H3, at 768P and 2K.

◆

USD 0.04 to 0.06

MiniMax-H3-Highspeed, at 480P and 768P.

◆

USD 0.025 to 0.04

MiniMax-H3-Lite, at 480P and 768P.

◆

So 10 seconds of MiniMax-H3 cost USD 0.80 at 768P and USD 1.30 at 2K. ◆ In the Hailuo app, MiniMax estimates about USD 0.073 to 0.120 a second, depending on your plan. ◆

The Hailuo terms forbid content that promotes sexually explicit or pornographic material. ◆ The hosted service may block anything suspected of being pornographic. ◆

Hailuo doesn't claim ownership of what you make. ◆ Its terms also say you may not use any part of the service for commercial purposes, and that commercial use of what you make is at your own risk. ◆ The subscription terms of July 2025 give paid users the right to use their clips commercially. ◆ Under those terms, free users download clips with a watermark. ◆ Those terms are older than H3, so check the current ones. ◆

At home. MiniMax has released the complete weights. ◆ At launch, on 2026-07-31, it said the weights would come in the coming days. ◆ The core is a 33-billion-parameter model. ◆ No minimum card is published. ◆ The only hint is an example server command that uses four GPUs. ◆ By my maths, 33 billion parameters stored in BF16 already take about 66 GB, far more than a gaming card holds. ◆ The hosted safety filter isn't part of the open release. ◆ Whether the open weights produce 2K without that hosted step isn't stated. ◆

The licence. The MiniMax H3 Community License is free and limited. ◆ It covers the whole world except the European Union, the United Kingdom, South Korea and the United States. ◆ People there have a separate application form. ◆ A business earning more than USD 20 million a year needs written permission first. ◆ A commercial product that uses it must show the name "MiniMax H3" in its interface. ◆

Its use policy forbids bypassing MiniMax's safety guardrails and any use that harms minors. ◆ It says anything you post in public must be clearly labelled as machine-made. ◆ It has no line about sexual content, but it does ban uses

that disregard the moral standards of other countries or regions, which is broad. ◆

MYTH	FACT
~~A model that runs at home has no rules.~~	The licence and its use policy come with the weights. Running it on your own card doesn't take you outside them. ◆
MYTH	FACT
~~If I own the clip, I can sell it anywhere.~~	Owning it and being allowed to use it commercially are two different lines in the terms. Dreamina gives you the first and calls its service non-commercial. ◆

PART 06

What makes a short clip work

A clip for a persona is a few seconds that people watch again. These are my field notes. ◆

Six things I check

1

Loop.

Make the last frame match the first, so the clip plays forever without a jump. ◆ MiniMax-H3 has a first and last frame mode for this. ◆

2

Length.

Five to eight seconds is plenty. Each second costs money and gives the model more room to go wrong. ◆

3

Format.

Vertical for phones. ◆ Hailuo offers vertical ratios. ◆

4

Caption.

One short line burned into the picture, readable without sound. Most people scroll with the sound off. ◆

5

Sound.

Grok Imagine 1.5 and MiniMax-H3 make sound with the picture. ◆ Keep one voice and one kind of music for your persona, and drop the sound when it doesn't fit. ◆

6

Label.

Say it's AI-made, on every platform. ◆ The MiniMax H3 licence requires it for anything posted in public. ◆

Start from a still you already like, made as in Images at home. The clip keeps the face, and you only have to get the movement right. ◆ Keep the original clip and its recipe, and post copies. How to mark adult posts on X is in Posting and workflows.

REMEMBER IT

- Clips run about 15 seconds. Seedance 2.5 goes to 30.
- Check the price per second at the resolution you'll really use.
- Grok's terms mention 18+ content. Seedance and Hailuo don't allow sexual content.
- Owning a clip and using it commercially are two separate questions.
- MiniMax-H3 runs at home only on big hardware, and its licence excludes four regions.
- Loop it, caption it, label it as AI.

SOURCES AND EVIDENCE

Check it

Every claim with its evidence level and its sources.

EVIDENCE LEVELS

Verified	Checked against the original source.
Reported	Stated by a serious secondary source read in full.
Community	Widely said in the scene; no document proves it.
Vivian's field notes	First-hand experience, not a study.

◆ Unverified	Plausible, not proven yet.

01 Prices were read on 2026-11-07 and change often.

◆

02 No local version of Grok Imagine or Seedance turned up on any official page I read.

◆

03 XAI's video API makes clips of up to 15 seconds, with the aspect ratio and resolution you pick.

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xAI video generation guide (https://docs.x.ai/docs/guides/video-generations)

Accessed 7 November 2026

04 The 1.5 model makes native 1080p from text or a picture, with lip-synced speech.

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Accessed 7 November 2026

05 720p is USD 0.14.

◆ **xAI API pricing** (https://docs.x.ai/developers/pricing)

Accessed 7 November 2026

06 The base video model, at 480p and 720p.

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07 Video 1.5 Lite, from 480p to 1080p.

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08 So 10 seconds at 720p on the 1.5 model cost USD 1.40.

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10 XAI's consumer terms mention 18+ adult content and a setting to limit it.

- **xAI Terms of Service (consumer)** (https://x.ai/legal/terms-of-service)

Accessed 7 November 2026

11 Its use policy bans depicting real people's likenesses in a pornographic manner.

- **xAI Acceptable Use Policy** (https://x.ai/legal/acceptable-use-policy)

Accessed 7 November 2026

12 In August 2025, TechSpot reported a "Spicy" mode in Grok Imagine meant for NSFW output.

Elon Musk's Grok AI gets "Spicy" mode so users can generate explicit videos (https://www.techspot.com/news/108944-elon-musk-grok-ai-gets-spicy-mode-users.html)

Accessed 7 November 2026

13 The xAI pages I read today don't describe that mode.

14 XAI's consumer FAQ says you own Grok's outputs and may use them commercially.

- **Consumer FAQs** (https://x.ai/legal/faq) Accessed 7 November 2026

15 Pictures and videos from the app carry a Grok watermark, and no setting removes it.

- **Grok FAQ** (https://docs.x.ai/grok/faq) Accessed 7 November 2026

16 Removing or hiding it breaks xAI's use policy.

- **Grok FAQ** (https://docs.x.ai/grok/faq) Accessed 7 November 2026

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18 Developers reach it through BytePlus, and the public through the Dreamina app.

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Create a video generation task (ModelArk API reference) (https://ai.byteplus.com/ark/region:ap-southeast-1/docs/create-video-generation-task-api)

Accessed 7 November 2026

Seedance 2.5 Launch: Now Available on Dreamina (https://dreamina.capcut.com/resource/seedance-2-5-launch)

Accessed 7 November 2026

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21 BytePlus's own article gives prices per five-second clip on Seedance 2.0: USD 0.35 at 480p and USD 3.89 at native 4K.

- **Seedance 2.0 pricing article** (https://www.byteplus.com/en/topic/578667)

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22 At 720p, five seconds cost USD 0.76 on the standard model.

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23 To switch the 2.0 models on, your BytePlus balance must be above USD 30, or you buy a prepaid pack.

- **Seedance 2.0 series (ModelArk documentation)** (https://ai.byteplus.com/ark/region:ap-southeast-1/docs/seedance-2-0)

Accessed 7 November 2026

24 Dreamina doesn't allow nudity, sexual activity or sexually explicit content.

- **Dreamina Community Guidelines** (https://dreamina.capcut.com/clause/dreamina-community-guidelines)

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25 Its gallery rules also exclude nudity in drawings and sexually suggestive digital art.

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26 On the API, a filter checks your request and another checks what the model makes.

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Why was my request rejected for sensitive or non-compliant content? (https://ai.byteplus.com/en/help/article/why-was-my-request-rejected-for-sensitive-or-non-compliant-content-and-how-do-i-reduce-false-rejections)

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27 Some of these safety policies can't be switched off.

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Seedance 2.0 Mini commercial use rights (https://www.capcut.com/create/seedance-2-0-mini-commercial-use-rights)

Accessed 7 November 2026

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34 Its rules leave no room for anything suggestive.

◆

35 This is how I made the film below with Seedance 2.0, from clips of 15 seconds joined one after the other.

◆

36 The sound starts muted.

◆

37 The shared frame keeps each join smooth, and the style example keeps the film looking like one piece.

◆

38 A clip that drifts is cheaper to redo than to fix in the edit.

◆

39 MiniMax's video model is MiniMax-H3 in the API documentation and MiniMax H3 in its licence.

- **MiniMax video generation guide** (https://platform.minimax.io/docs/guides/video-generation)

  Accessed 7 November 2026

- **MiniMax H3 Community License Agreement** (https://huggingface.co/MiniMaxAI/MiniMax-H3/raw/main/LICENSE)

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40 MiniMax calls it an open, general-purpose video model.

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42 In the Hailuo app, it makes 5 to 15 second clips at 24 frames a second, with stereo sound.

- **MiniMax H3 Model (Hailuo AI)** (https://hailuoai.video/tools/minimax-h3)

  Accessed 7 November 2026

43 MiniMax-H3, at 768P and 2K.

- **MiniMax video pricing (pay-as-you-go)** (https://platform.minimax.io/docs/guides/pricing-video)

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44 MiniMax-H3-Highspeed, at 480P and 768P.

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48 The Hailuo terms forbid content that promotes sexually explicit or pornographic material.

◆

Hailuo AI Terms of Service for Video and Image Tools (https://hailuoai.video/doc/terms-of-service.html)

Accessed 7 November 2026

49 The hosted service may block anything suspected of being pornographic.

◆

MiniMax-H3 model card (https://huggingface.co/MiniMaxAI/MiniMax-H3/raw/main/README.md)

Accessed 7 November 2026

50 Hailuo doesn't claim ownership of what you make.

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51 Its terms also say you may not use any part of the service for commercial purposes, and that commercial use of what you make is at your own risk.

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Hailuo AI Video Subscription Service Terms (https://hailuoai.video/doc/payment-policy.html)

Accessed 7 November 2026

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55 MiniMax has released the complete weights.

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MiniMax-H3 model card (https://huggingface.co/MiniMaxAI/MiniMax-H3/raw/main/README.md)

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56 At launch, on 2026-07-31, it said the weights would come in the coming days.

- **MiniMax H3 launch post** (https://www.minimax.io/blog/minimax-h3)

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57 The core is a 33-billion-parameter model.

- **MiniMax-H3 model card** (https://huggingface.co/MiniMaxAI/MiniMax-H3/raw/main/README.md)

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62 Whether the open weights produce 2K without that hosted step isn't stated.

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76 Each second costs money and gives the model more room to go wrong.

◆

77 Vertical for phones.

◆

78 Hailuo offers vertical ratios.

◆ **MiniMax H3 Model (Hailuo AI)** (https://hailuoai.video/tools/minimax-h3)

Accessed 7 November 2026

79 Most people scroll with the sound off.

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80 Grok Imagine 1.5 and MiniMax-H3 make sound with the picture.

◆

xAI video generation guide (https://docs.x.ai/docs/guides/video-generations)

Accessed 7 November 2026

MiniMax H3 Model (Hailuo AI) (https://hailuoai.video/tools/minimax-h3)

Accessed 7 November 2026

81 Keep one voice and one kind of music for your persona, and drop the sound when it doesn't fit.

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82 Say it's AI-made, on every platform.

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83 The MiniMax H3 licence requires it for anything posted in public.

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MiniMax H3 Community License Agreement (https://huggingface.co/MiniMaxAI/MiniMax-H3/raw/main/LICENSE)

Accessed 7 November 2026

84 The clip keeps the face, and you only have to get the movement right.

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