ToolGPA

NOVEMBER 2026

Google Flow

The Insider’s Guide

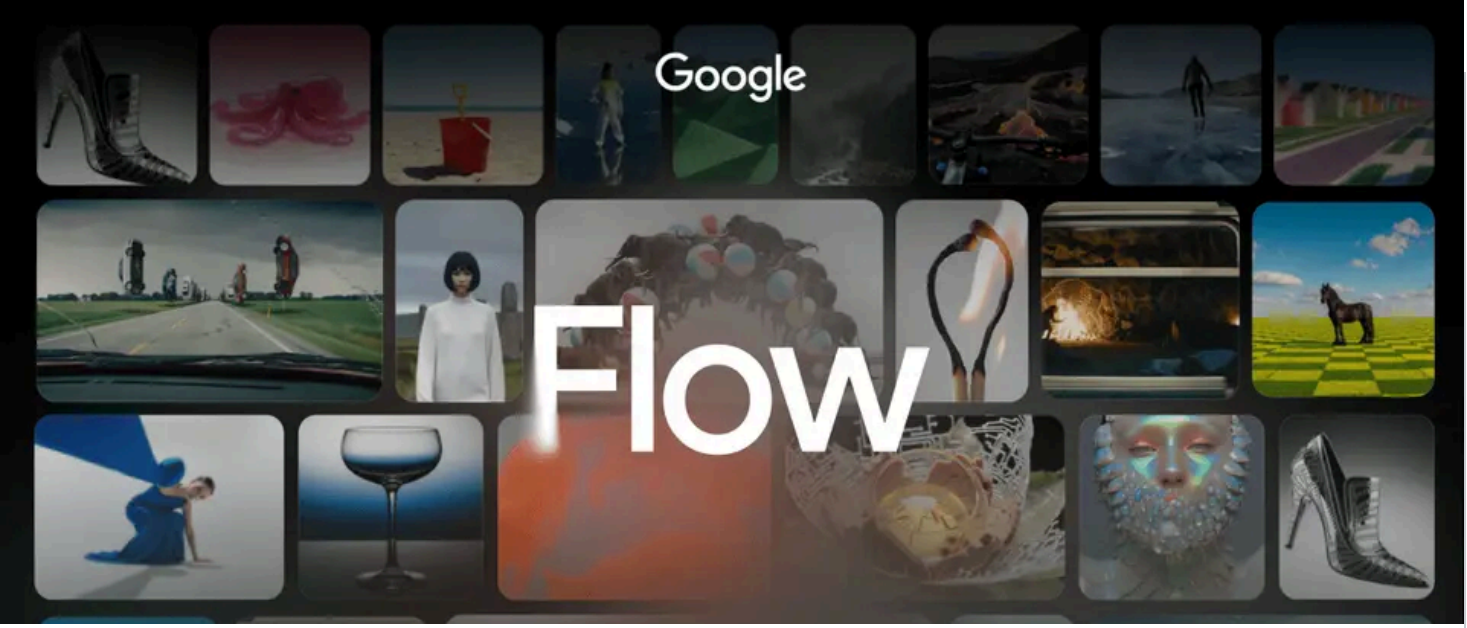
Google's creative studio for AI video and images



Every plan, grade, refund rule and rival among AI image and video generators, read from Google Flow’s own pages.

Made by Google · checked Nov 12, 2026 · toolgpa.com

1.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Google Flow's own pages, its app-store listings and our grades. Every fact in it is on Google Flow's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 4 of the 89 other AI image and video generators we grade

Google Flow is a creative studio from Google for making video, images and custom tools with Google's generative models. It has no separate price list on its own site; access is through Google AI subscription plans, which list expanded or higher access to image, music and video generation in Gemini, Search and Flow.

To get you started, here are **7 things to know about Google Flow**, taken from its own pages and our grades.

> **It is not sold alone: access comes with Google AI Pro or Ultra, generation limits were not stated, and no dollar price was readable.**
>
> From our report card of Google Flow

1 **Best for AI video and images inside Google AI plans**

Google Flow is Google's creative studio for AI video, images and custom tools, reached through a Google account.

2 **It runs on Web**

Web.

3 **Video, image and tool creation**

The page title describes Flow as an AI creative studio for video, images and custom tools.

4 **Included with Google AI plans**

Google AI Pro lists expanded access to image, music and video generation in Flow; Ultra lists higher access.

5 **Google Flow Music**

The plans page also lists a related Google Flow Music product.

6 **A 1.8 GPA, above 4 of 89**

That is against the other AI image and video generators we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace Google Flow you would be making a video model, which you can rent by the second but not make. That is not a weekend's work, with an AI app builder or without one.

Google Flow at a glance

PRICING Paid	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Google	CATEGORY AI Image & Video Generators
OUR GRADE 1.8 GPA, weak	

The report card

Best for AI video and images inside Google AI plans

Google Flow is Google's creative studio for AI video, images and custom tools, reached through a Google account. It is not sold alone: access comes

with Google AI Pro or Ultra, generation limits were not stated, and no dollar price was readable.

TOOLGPA REPORT CARD

Google Flow

Graded Nov 12, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No standalone price: Flow comes with Google AI Pro or Ultra, and the plans page showed another currency, so no dollar figure was read.
Free plan and trial	F	No free plan or trial is listed. Use comes through a paid Google AI plan.
Features	C	Video, image and tool creation, with Flow Music alongside. How many generations each plan allows was not stated, and some features vary by country.
Ease of use	B	No store rating on record. It opens with a Google account you may already have, with nothing to set up.
Platforms and integrations	C	Web only, signed in with a Google account. No desktop or phone app is listed, and availability varies by country.

Grade point average — Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Google Flow is for

- ✓ Fits if you already pay for Google AI Pro or Ultra and want video and images
- ✓ Works for people who live in a Google account

Who it is not for

- ✕ Skip it if you want to buy Flow on its own, as it is not sold that way
- ✕ Tight if you need to know your generation limits, as none were stated
- ✕ Watch out: Ultra and some features vary by country
- ✕ Watch out: no dollar price was readable on the plans page we read

Good to know

Good for

- ✓ Existing Google AI subscribers who want a video and image studio
- ✓ People already using Gemini for image and video generation

Worth knowing

- ⓘ Not sold on its own: use of Flow comes through Google AI Pro or Ultra, and US dollar prices were not readable (the plans page showed another currency).
- ⓘ How many generations each plan allows was not stated on the pages read.
- ⓘ Availability of Ultra and some features varies by country.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Google Flow's current pricing could not be confirmed from its own site.

> **No standalone price: Flow comes with Google AI Pro or Ultra, and the plans page showed another currency, so no dollar figure was read.**
>
> From our grade for value for money

We could not confirm Google Flow's current prices from its own site, so this guide lists no plans. flow.google.com has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Google's creative studio for AI video and images. Here is what it does, as its own site describes it, and what it covers: AI features, image generation, video generation.

> **Video, image and tool creation, with Flow Music alongside.**
>
> From our grade for features

Video, image and tool creation

The page title describes Flow as an AI creative studio for video, images and custom tools.

Included with Google AI plans

Google AI Pro lists expanded access to image, music and video generation in Flow; Ultra lists higher access.

Google Flow Music

The plans page also lists a related Google Flow Music product.

Shared Google account

Sign-in is with a Google account.

Where it runs

Web

What it works with

Its own pages name no integrations.

Google Flow is made by Google.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

4/89

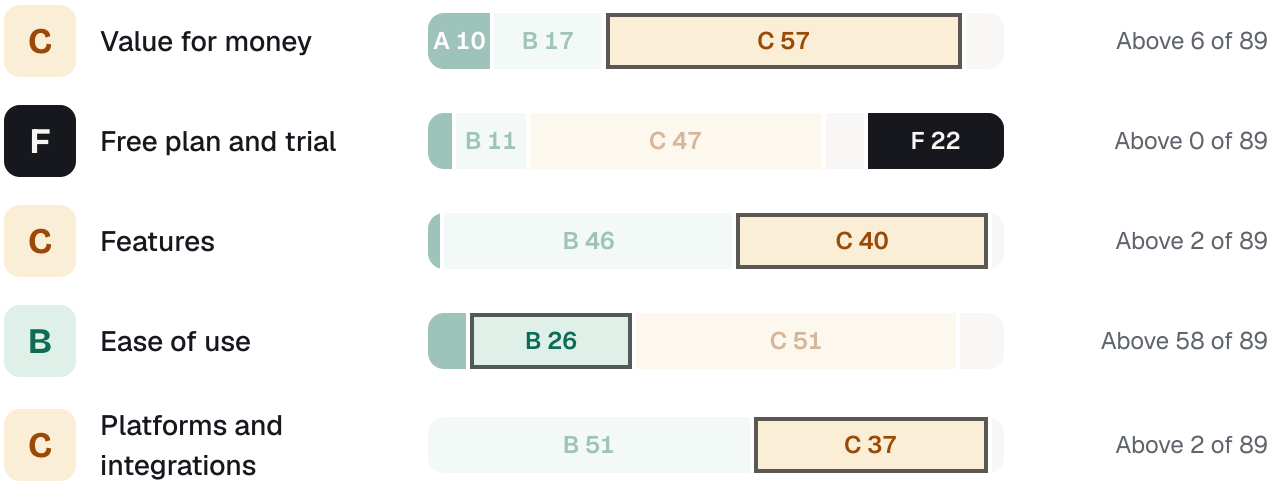
Other AI image and video generators it is graded above

Google Flow's GPA of 1.8 is higher than 4 of the 89 other AI image and video generators we grade, and level with 11.

It stands best on ease of use (B, above 58 of 89) and worst on free plan and trial (F, above 0).

Each grade against the category

Every bar is all 90 AI image and video generators we grade, cut by the letter each got. Google Flow's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Google Flow you would be making a video model, which you can rent by the second but not make. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 74 of the 89 other AI image and video generators grade higher.

What you could not

- A video model, which you can rent by the second but not make.
- An image model, which you can rent by the picture but not make.
- AI features, unless you pay a model provider for each request yourself.

What this rests on. Google Flow's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Google Veo, Runway, Kling AI and Luma

The 4 tools Google Flow is most often weighed against, with where each one differs from it.

2.0 GPA

Google Veo

From $4.99/mo

Google DeepMind's text-to-video model with native audio.

- Google Flow also covers image generation.

Google Flow and Google Veo compared in full

2.6 GPA

Runway

Free trial · from $12/mo

AI video, image and audio studio with its own Gen-4.5 model.

- Only Runway lists iOS and Android apps.
- Runway also covers video editing and AI agents.

Google Flow and Runway compared in full

2.2 GPA

Kling AI

Free plan · from $8.80/mo

AI video and image generator with monthly credit plans.

- Kling AI has a free plan. Google Flow does not.

Google Flow and Kling AI compared in full



2.0
GPA

Luma

Free trial · from $25/mo

Creative agents for video and images, built on Luma's Ray models.

- Luma also covers video editing and AI agents.

Google Flow and Luma compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Google Flow free?

No. Google Flow is a paid product.

What platforms does Google Flow work on?

Google Flow is available on Web.

Does Google Flow have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Google Flow is listed for Web.

Does Google Flow have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Google Flow is listed for Web.

Is Google Flow open source?

Google Flow is not described as open source on its own site, as read on Nov 12, 2026.

Who makes Google Flow?

Google Flow is made by Google.

What are the alternatives to Google Flow?

The closest alternatives to Google Flow in our directory are Google Veo, Runway, Kling AI and Luma.

How does Google Flow compare with other AI image and video generators?

Google Flow's GPA of 1.8 is higher than 4 of the 89 other AI image and video generators we grade, and level with 11.

Could I make my own version of Google Flow?

To replace Google Flow you would be making a video model, which you can rent by the second but not make.

Where this guide comes from

The prices, plans, platforms and features were read from Google Flow's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Google Flow's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews. The Flow page showed no plan figures as text, so what it costs comes from the listing.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Google. Prices change, so check flow.google.com before you buy.

flow.google.com

one.google.com/about/google-ai-plans/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

5,038
Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

5,038	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Google Flow, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/google-flow

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Google Flow: The Insider's Guide",
checked Nov 12, 2026.
https://toolgpa.com/tools/google-flow
```

Know someone choosing between AI image and video generators?

Send them this guide:
toolgpa.com/tools/google-flow/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI image and video generators after Google Flow, each with an Insider's Guide of its own.

AI Image & Video Generators Insider's Guide

Every one of the 90 AI image and video generators we grade, compared

Pixlr Insider's Guide

Browser photo editors with AI image, video and audio tools

3.2 GPA

Adobe Firefly Insider's Guide

Adobe's image, video and audio generator, with partner models

3.0 GPA

ComfyUI Insider's Guide

Open-source node editor for image and video AI workflows, plus a cloud

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Google Flow's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Google Flow is a trademark of its owner, and this guide is not made, paid for or approved by Google. Prices and plans change: check flow.google.com before you buy.