ToolGPA

NOVEMBER 2026

Tavus

The Insider's Guide

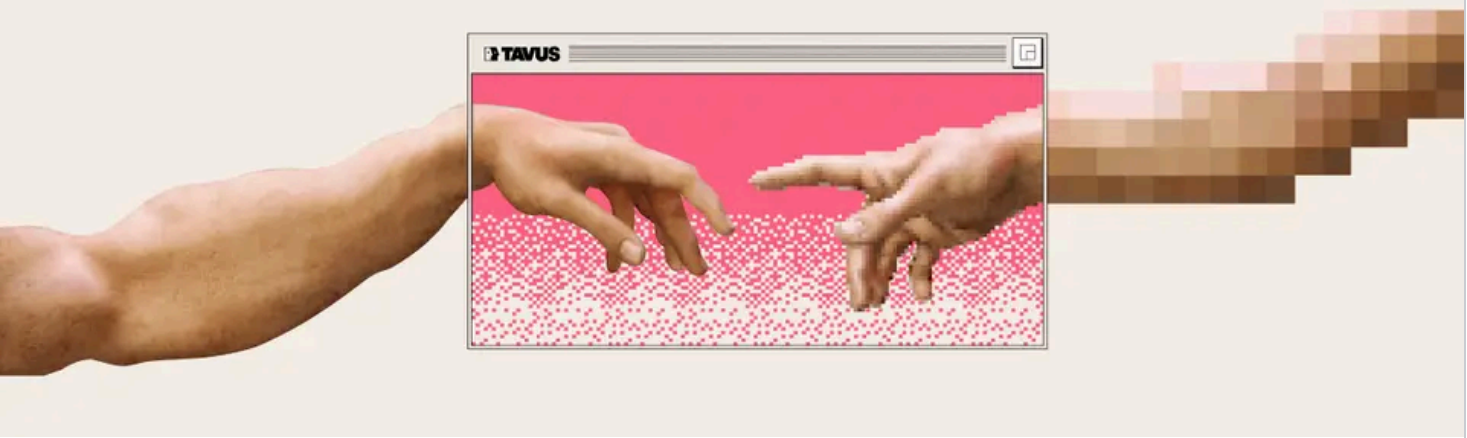
Developer platform for real-time AI video conversations



Every plan, grade, refund rule and rival among screen recording and video tools, read from Tavus's own pages.

Made by Tavus · checked Nov 13, 2026 · toolgpa.com

2.0
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Contents

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

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

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

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

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

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

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

ToolGPA put this guide together from Tavus's own pages, its app-store listings and our grades. Every fact in it is on Tavus's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

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

2.0

GPA, above 14 of the 133 other screen recording and video tools we grade

Tavus sells an API and no-code tools for building AI humans that hold live video conversations and generate video from trained replicas of real people. It also offers a consumer PALs app of AI companions. Developer plans bundle monthly minutes of conversational video and video generation, with overage billed per minute.

To get you started, here are **9 things to know about Tavus**, taken from its own pages and our grades.

> "
>
> **No store rating on record, and it is built through an API by developers.**
>
> From our grade for ease of use

1 **Best for building real-time AI video conversations**

Tavus is a developer platform for real-time AI video conversations and generated video.

2 **Paid plans start at $59 a month**

As its pricing page puts it: $59 per month plus pay-as-you-go usage.

3 **There is a free plan**

Developer Basic: 25 minutes of conversational video, 5 minutes of video generation and 25 stock replicas a month.

4 **It runs on Web**

Web.

5 **Conversational video interface**

Real-time AI conversations with video, turn-taking, vision and 30+ languages through an API or no-code builder.

6 **Custom replicas**

Trains a replica of a real person from about one minute of video, including a custom voice model.

7 **Video generation**

Generates video from a replica, with monthly minutes on each plan and overage per minute.

8 **A 2.0 GPA, above 14 of 133**

That is against the other screen recording and video tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Tavus 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.

Tavus at a glance

PRICING Free plan, from $59 per month plus pay-as-you-go usage	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Tavus	CATEGORY Screen Recording & Video
OUR GRADE 2.0 GPA, fair	

The report card

Best for building real-time AI video conversations

Tavus is a developer platform for real-time AI video conversations and generated video. It needs developers to build with it, charges per minute on top of a $59 monthly fee, and its pricing page holds a second set of tiers.

TOOLGPA REPORT CARD

Tavus

Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	D	Starter is $59 a month plus usage, above the category's dearest tenth, with overage at $0.37 a minute.
Free plan and trial	C	The free Basic plan gives 25 minutes of conversation and 5 minutes of generation a month.
Features	B	Conversational video, custom replicas, generation, a knowledge base and your own LLM cover the job.
Ease of use	D	No store rating on record, and it is built through an API by developers.
Platforms and integrations	B	Web and an API, with Google Meet the one integration listed.

Grade point average — Fair, out of 4.0 **2.0**

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 Tavus is for

- ✓ Fits if you are a developer adding a video agent to a product
- ✓ Works for teams building a conversational avatar

Who it is not for

- ✕ Not for you if you do not write code, as it is a developer platform
- ✕ Pricey if you use it heavily, as overage is $0.37 a minute on Starter and $0.32 on Growth
- ✕ Watch out: extra custom replica trainings cost $65 each on Starter and $40 on Growth
- ✕ Watch out: the pricing page also holds a hidden tier set, Starter $22 to Business $975
- ✕ Watch out: PALs, the consumer app, has separate plans at $0, $20 and $50 a month

Good to know

Good for

- ✓ Developers adding a talking AI human to a product
- ✓ Teams building AI interviewers, sales or training agents
- ✓ Businesses producing personalized video from a trained replica

Worth knowing

- ⓘ Usage beyond included minutes is billed: conversational overage is $0.37 per minute on Starter and $0.32 on Growth.
- ⓘ Extra custom replica trainings cost $65 each on Starter and $40 on Growth.
- ⓘ The pricing page also holds a hidden four-tier set (Starter $22, Builder $59, Growth $397, Business $975) that was not the default view.
- ⓘ PALs, the consumer app, is a separate set of plans at $0, $20 and $50 a month.

PART 02 · PRICING

What it costs

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

$59

A month to start. There is a free plan too

Tavus has a free plan. Paid plans start at $59 per month plus pay-as-you-go usage.

BASIC

$0

25 conversational minutes, 5 generated-video minutes, 25 stock replicas, 1 concurrent stream.

STARTER

$59

per month, plus pay-as-you-go usage

100 conversational minutes, 10 generation minutes, 3 custom replica trainings, 3 concurrent streams.

GROWTH

$397

per month

1,250 conversational minutes, 100 generation minutes, 7 custom replicas, 10 streams, recordings.

ENTERPRISE

Custom

Volume discounts, white-labeled experience, SLAs, SOC 2 and HIPAA reports.

The free plan

Developer Basic: 25 minutes of conversational video, 5 minutes of video generation and 25 stock replicas a month.

Read from tavus.io on Nov 13, 2026.

What it does

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

1

Place it runs: Web

Developer platform for real-time AI video conversations. Here is what it does, as its own site describes it, and what it covers: public API, AI features, AI agents, video generation.

> **Conversational video, custom replicas, generation, a knowledge base and your own LLM cover the job.**
>
> From our grade for features

Conversational video interface

Real-time AI conversations with video, turn-taking, vision and 30+ languages through an API or no-code builder.

Custom replicas

Trains a replica of a real person from about one minute of video, including a custom voice model.

Video generation

Generates video from a replica, with monthly minutes on each plan and overage per minute.

Knowledge base and memory

Upload documents or websites for answers, with memories that persist across conversations.

Bring your own LLM

Swap in your own language model and use function calling to reach external tools.

Transcripts and recordings

Saves text transcripts of every conversation; video recordings cost $0.03 per minute.

Where it runs

Web

What it works with

Google Meet

Tavus is made by Tavus.

PART 04 · STANDING

Where it stands

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

14/133

Other screen recording and video tools it is graded above

Tavus's GPA of 2.0 is higher than 14 of the 133 other screen recording and video tools we grade, and level with 27.

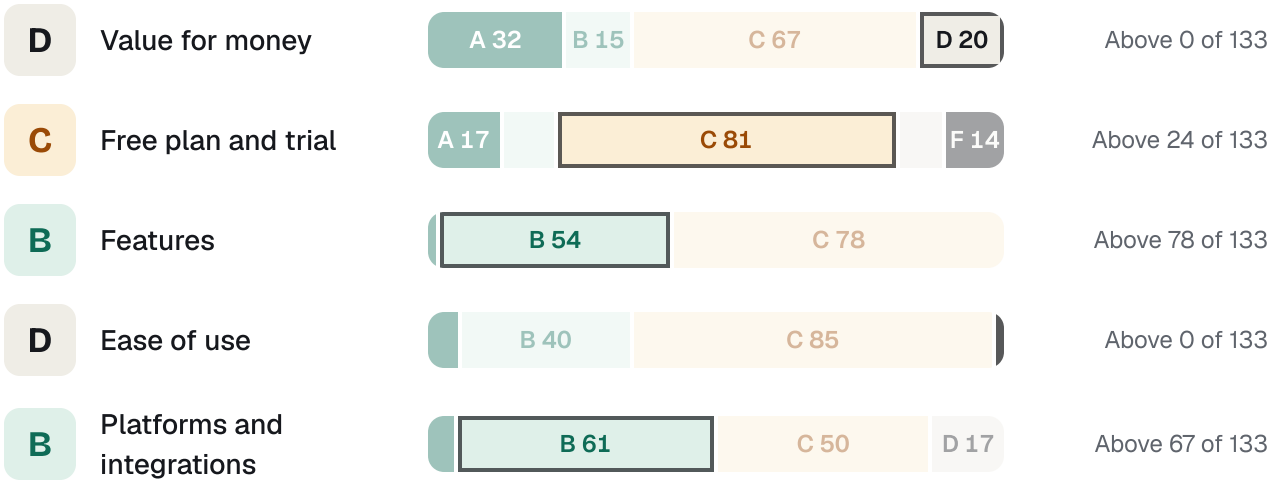
It stands best on features (B, above 78 of 133) and worst on value for money (D, above 0).

Its paid plans start at $59 a month, against a middle price of $12.25 for the category: 85 of the 88 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 36 tools score higher and cost less.

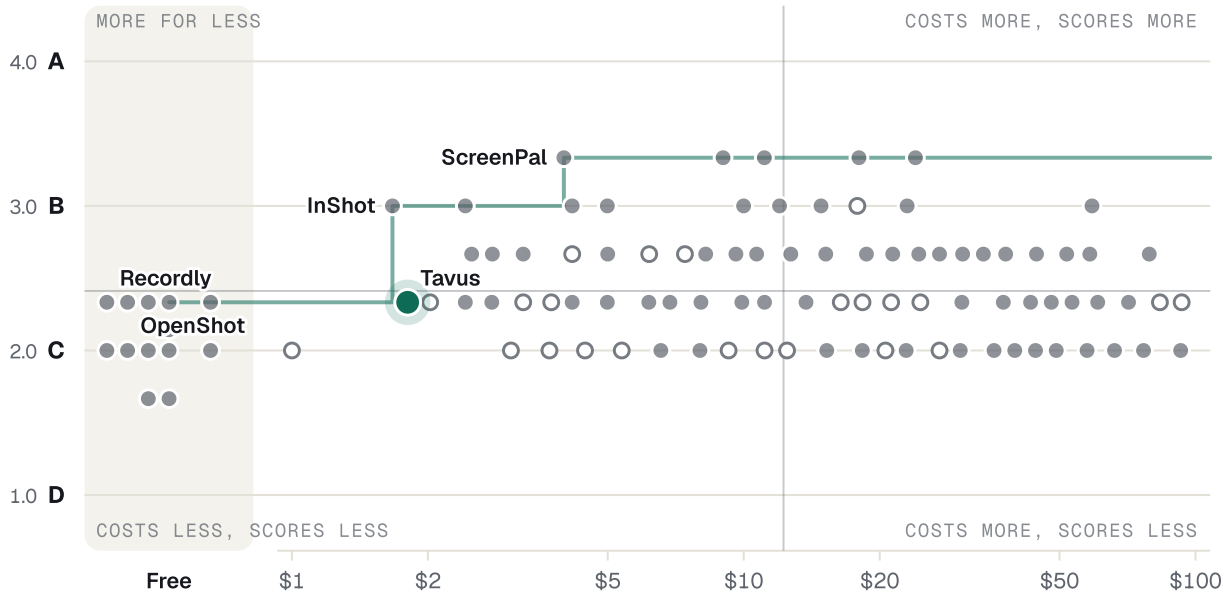
Each grade against the category

Every bar is all 134 screen recording and video tools we grade, cut by the letter each got. Tavus's own letter is outlined.



Price against what you get

Each dot is one of 102 screen recording and video tools. Further left costs less; higher up scores better on features, ease of use and platforms. Tavus is the marked dot.



What paid plans start at, a month (each step along is roughly double) ⍰

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 Tavus 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: 92 of the 133 other screen recording and video tools grade higher. It costs $708 a year.

What you could not

- ✕ A video model, which you can rent by the second but not make.
- ✕ An AI agent, with the models and the safeguards behind it.

- ✕ It plugs into other products, Google Meet among them, and has an API.
- ✕ The depth: we grade its features B, which means it covers the whole job.

What this rests on. Tavus'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



HeyGen, Synthesia, Elai, DeepBrain AI Studios and Wondershare Virbo

The 5 tools Tavus is most often weighed against, with where each one differs from it.

2.6 GPA

HeyGen

Free plan · from $24/mo

AI video generator with realistic avatars and video translation.

- Only HeyGen lists iOS and Android apps.
- Tavus also covers AI agents and video generation.
- HeyGen also covers templates.

Tavus and HeyGen compared in full

2.4 GPA

Synthesia

Free plan · from $14/mo

AI video platform that turns scripts into avatar-presented videos.

- Only Synthesia lists a browser extension.
- Tavus also covers AI agents and video generation.
- Synthesia also covers templates and screen recording.

Tavus and Synthesia compared in full



2.0
GPA

Elai

Free plan · from $23/mo

AI avatar video maker that turns text, URLs and slides into video.

- Tavus also covers AI agents.
- Elai also covers text to speech and voice cloning.

Tavus and Elai compared in full



2.0
GPA

DeepBrain AI Studios

Free plan · from $24/mo

AI avatar video maker with dubbing and interactive avatars.

- Tavus also covers AI agents.
- DeepBrain AI Studios also covers templates, video editing, text to speech and voice cloning.

Tavus and DeepBrain AI Studios compared in full



1.6
GPA

Wondershare Virbo

From $109/yr

AI marketing video maker with AI sales influencers.

- Tavus has a free plan. Wondershare Virbo does not.
- Only Wondershare Virbo lists an iOS app.
- Tavus also covers AI agents.

Tavus and Wondershare Virbo compared in full

PART 06 · QUESTIONS

Quick answers

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

13

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 Tavus free?

Tavus has a free plan. Developer Basic: 25 minutes of conversational video, 5 minutes of video generation and 25 stock replicas a month.

How much does Tavus cost?

Tavus lists 4 plans. Basic: $0.

What platforms does Tavus work on?

Tavus is available on Web.

Does Tavus have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Tavus is listed for Web.

Does Tavus have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Tavus is listed for Web.

Is Tavus open source?

Tavus is not described as open source on its own site, as read on Nov 13, 2026.

Does Tavus have an API?

Yes. Tavus offers a public API, according to its own site.

What does Tavus integrate with?

Tavus's listing names Google Meet. A listing names up to eight integrations, so it may connect to more.

Who makes Tavus?

Tavus is made by a company of the same name.

What are the alternatives to Tavus?

The closest alternatives to Tavus in our directory are HeyGen, Synthesia, Elai, DeepBrain AI Studios and Wondershare Virbo.

How does Tavus compare with other screen recording and video tools?

Tavus's GPA of 2.0 is higher than 14 of the 133 other screen recording and video tools we grade, and level with 27.

Is Tavus good value for money?

ToolGPA grades Tavus D for value for money. Its paid plans start at $59 a month, against a middle price of $12.25 for the category: 85 of the 88 others that charge start lower.

Could I make my own version of Tavus?

To replace Tavus 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 Tavus's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Tavus's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

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 Tavus. Prices change, so check tavus.io before you buy.

tavus.io/pricing

tavus.io/

About ToolGPA

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

7,721
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**.

7,721
tools graded

95
categories

739
price changes on record

579
apps priced in 12 countries

What else is on toolgpa.com

Tavus, kept up to date

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

toolgpa.com/tools/tavus

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, "Tavus: The Insider's Guide", checked Nov 13, 2026. https://toolgpa.com/tools/tavus
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Send them this guide: toolgpa.com/tools/tavus/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded screen recording and video tools after Tavus, each with an Insider's Guide of its own.

Screen Recording & Video Insider's Guide

Every one of the 134 screen recording and video tools we grade, compared



DaVinci Resolve Insider's Guide

Video editing, color, effects and audio post-production in one app

3.4 GPA



Zencastr Insider's Guide

Free podcast recording, chat-based editing and hosting in one app

3.4 GPA



Cap Insider's Guide

Open-source screen recorder with instant share links and an editor

3.2 GPA

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Choosing software? Every tool graded, every price dated.

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Everything in this guide is ToolGPA's own summary of what Tavus'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. Tavus is a trademark of its owner, and this guide is not made, paid for or approved by Tavus. Prices and plans change: check tavus.io before you buy.