



To continue strengthening the collaboration between academia and industry

Abu Dhabi University champions media innovation and talent development at THE BRIDGE Summit 2025

- Abu Dhabi University brings expert knowledge, youth voices, and future-ready skillsets to the world's largest media gathering

Abu Dhabi, UAE, 30 November 2025: Abu Dhabi University (ADU) will participate in the BRIDGE Summit 2025, the world's largest and most influential media gathering happening in Abu Dhabi between 8 to 10 December. ADU experts will join global leaders, innovators, and storytellers in shaping conversations around the future of media, responsible journalism, and technological innovation in the rapidly evolving media ecosystem of the UAE, supporting the emirate's mission to develop world-leading creative talent. ADU will also feature Abu Dhabi Gaming (AD Gaming) as part of its booth, highlighting the university's focus on creativity, technology, and digital innovation.

The university's faculty, leaders and students will actively contribute to panels and interactive sessions to bridge the gap between education, innovation and real-world application. One such session on the topic of *The Future of Academic Media: What Skills Matter Most Today?* will be led by ADU's Executive Director of Marketing, Bassam Mura, at Viory's booth on 10 December and will aim to engage industry and academic experts on preparing students for dynamic careers in digital storytelling, AI-driven content creation and immersive media.

Complementing this, ADU students will participate in globally streamed interactive discussions, offering youth perspectives on innovation, media ethics, emerging technologies and unconventional career pathways in the creative industries, ensuring the voices of the region's young creators are heard on a world stage. They will also benefit from daily masterclasses and workshops offered through a partnership with Edrak Media, giving students hands-on access to industry-led learning throughout the summit.

Professor Ghassan Aouad, Chancellor of Abu Dhabi University, said, "BRIDGE 2025 not only reflects Abu Dhabi's growing role in shaping the future of media, it gives our students direct access to the global experts transforming it today. By connecting our faculty and students with



world-class experts, we are contributing to a collaborative ecosystem that equips future media professionals to thrive in an ever-evolving landscape.”

The university also joins as a partner of the Global South Video News Awards, organized by Viory on 9 December. Celebrating powerful storytelling from across the Global South, the awards honor journalists who bring authentic perspectives to the global stage. This partnership reflects ADU’s role in developing future media professionals and connecting students with real-world opportunities in journalism and digital content creation.

With Abu Dhabi hosting high-profile events such as BRIDGE 2025, the emirate continues to strengthen its position as a global hub for knowledge and innovation. ADU’s participation at this global forum reinforces this vision, cementing its role as a catalyst for media innovation and a leader in developing the region’s creative and digital communications workforce, while fostering collaborations that deliver impact both locally and globally.

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