



8 – 10 December 2025

# Bridging the New Global Media Ecosystem

ADNEC Centre, Abu Dhabi, UAE



## What is BRIDGE

Anchored in Abu Dhabi and developed with the UAE National Media Office, BRIDGE is a global platform and Alliance advancing media's future. It connects tech, capital, and policy to foster a media ecosystem built on alignment, creativity, and trust.

## The Mission

To Amplify the Voices of Media's Future

|               |   |
|---------------|---|
| Journalists   | Upholding truth and narrative agency      |
| Creators      | Influencing culture through content       |
| Investors     | Supporting next waves of media innovation |
| Technologists | Building what media runs on               |
| Polymakers    | Setting the global media agenda           |

## Why Now

As platforms, algorithms, and AI increasingly shape perceptions, beliefs, and behaviors, media has become fundamental to social structure. BRIDGE aims to strengthen media's role in connecting society, by nurturing trust while inspiring creativity and a common sense of purpose.

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|---------------|--|
| Transparency  | How do we restore trust and navigate a world of invisible influence? |
| Credibility   | How can media maintain depth and accuracy in a world of brevity?     |
| Participation | Who holds narrative agency, and who's left out of the conversation?  |
| Resilience    | What shields media from the volatility of algos and capital cycles?  |
| Creativity    | How to balance originality and purpose with performance and scale?   |

## Program at-a-Glance

Spanning three-days, BRIDGE's global summit unites over 60,000 media professionals and leaders to shape the industry's future through inspiring talks, hands-on workshops, and captivating performances.

December 8

December 9

December 10

Day 01

Day 02

Day 03

**Landscape**

What is the state of media and entertainment?

**Vision**

How is the ecosystem being reimaged?

**Blueprint**

What strategies and steps will take us into media's next era?

## A Dynamic Program in Six Zones

The BRIDGE experience unfolds across six distinct spaces called Zones, each anchored in a specific theme and intentionally designed to spark deep discussion, showcase emerging solutions, and shape actionable pathways for media's future.



**Academy:** Workshops and mentorships to equip tomorrow's media leaders with real-world skills, tools, and industry fluency.



**Marketplace:** Showcasing breakthrough formats, technologies, and business models reimagining how media is made and monetized.



**Diplomacy:** Closed-door discussions where global leaders confront the role of media in shaping policy, power, and perception.



**Philanthropy:** A hub where nonprofit media, tech innovators, and funders align storytelling with social impact.



**Forum:** Thought leaders, platform owners, academics, and communication experts unpack today's most polarizing issues.



**Spotlight:** Culture-shapers take the stage through live performances and interviews — igniting reflection, connection, and action.

## Join the Alliance

### A Call to Action:

BRIDGE 2025 unites storytellers, policymakers, and platform builders to shape what's next in media. Join BRIDGE in Abu Dhabi to drive impact, forge partnerships, and set the media agenda.



# Join Us to BRIDGE the Future of Global Media

Connect with us to explore opportunities for collaboration at  
BRIDGE 2025:

[info@bridge-summit.com](mailto:info@bridge-summit.com)

