



Media Alert: Adobe delivers new innovations and AI tools for video pros and invests \$6 million in filmmaker community

- Adobe Premiere Pro, After Effects and [Frame.io](#) unveil new innovations to streamline post-production and accelerate time savings for video pros
- Adobe expands its Film & TV Fund with new \$5M commitment and partners with Group Effort Initiative to accelerate career growth for underrepresented creators
- Nearly 85% of 2025 Sundance Film Festival films used Adobe Creative Cloud tools, including Sundance premieres “Opus,” “Didn’t Die,” “Bunnylovr,” “By Design,” and “Train Dreams”

January 22, 2025 – Today, ahead of the 2025 Sundance Film Festival – where nearly 85% of all films used Adobe Creative Cloud products – Adobe (Nasdaq:ADBE) announced new [innovations](#) designed to empower filmmakers at all levels, whether they’re an aspiring student, indie filmmaker, documentarian or industry veteran. Adobe also announced an additional [\\$5M investment in the Adobe Film & TV Fund](#) to support underrepresented creators and filmmakers in finding career opportunities on-screen and behind the camera. The Adobe Foundation is supporting the Los Angeles creative communities impacted by the recent wildfires with a [\\$1 million charitable grant](#).

The new **media intelligence** and **search panel** in Adobe Premiere Pro (beta) addresses a monumental pain point for video editors by letting them quickly locate the perfect film clip from massive libraries of files – a frequent inconvenience that previously meant sifting through gigabytes of files in search of a specific clip. Premiere Pro (beta) also now offers new AI-powered **caption translation** that automates the often expensive and inefficient process of multilingual caption generation, helping video pros effortlessly connect with audiences worldwide.

“We’re passionate about empowering filmmakers to tell their stories and realize their creative vision,” said Ashley Still, Senior Vice President and General Manager, Adobe Creative Cloud. “These innovations will bring time savings and career support so they can focus on inspiring and captivating audiences worldwide.”

Adobe and the Adobe Foundation announced its expansion of the Adobe Film & TV Fund, committing an additional \$5M in 2025 along with research and product to support new opportunities in career advancement through fellowships, funding and in-kind donations. Group Effort Initiative (GEI) is also joining the Adobe Film & TV Fund, offering mentorship, training and career programs for the next generation of editors, marketers and creatives.

New Premiere Pro, After Effects Enhancements and Frame.io Camera to Cloud Expansion Address Top Community Requests, Transforming Post-Production



Premiere Pro's latest updates help filmmakers accelerate post-production workflows by giving them the ability to easily identify content within shots, find footage faster and go global in seconds. The latest features include:

- **Media Intelligence & Search Panel** – For editors, the hunt for the right clip can be a daunting experience, especially in larger projects with a lot of footage. With the new AI-powered Media Intelligence and Search Panel in Premiere Pro (beta), editors can now find exactly what they need when they need it. Instead of painstakingly hunting through shots manually, Media Intelligence now automatically recognizes clip content – including objects, locations, camera angles or metadata like shoot date or camera type. They can just type in the clip type needed into the new Search Panel and let Media Intelligence do the rest.
- **Caption Translation** – Captions are more important than ever as filmmakers scale their content for reach, engagement and accessibility globally – but until now, editors have been slowed down by manual translations, disrupting their workflow and often requiring additional expense. Now, Premiere Pro (beta) offers native caption translation in 17 languages, so customers can expand to new audiences quickly and accurately.

New After Effects' innovations provide motion professionals with highly requested performance improvements, including:

- **Improved Caching** – Play back an entire composition faster than ever before. All computers that meet the minimum specifications will be able to play back their entire composition the moment it's cached.
- **Improved HDR Support** – Accurately import, monitor and export high dynamic range content, resulting in brighter and more vivid motion design work.

Frame.io also expanded support for **Camera to Cloud (C2C)** support for Canon. Customers can now automatically upload and access high-quality footage directly from Canon EOS C80 and EOS C400 cameras in Frame.io, unlocking real-time collaboration, accelerated video workflows and a seamless experience between production and post. C2C revolutionizes workflows by automatically uploading media as it's captured, eliminating the need for manual file transfers. This seamless integration accelerates content creation by providing instant access to media and enabling real-time collaboration through Frame.io's powerful creative management tools – solving the challenges of remote teamwork and minimizing project delays.

Read more about the new enhancements to Adobe's pro video and audio tools [here](#).

Adobe Continues to Power Culture-Defining Storytelling

Adobe's creative tools are fundamental to the work of Sundance filmmakers. According to the annual Sundance Institute survey, nearly 85% of 2025's entrants relied on Adobe Creative Cloud applications – including Premiere Pro, Frame.io, After Effects, Photoshop and the Substance 3D Collection – to bring their stories to life. Premiere Pro was yet again the most popular video editing software, used by over half (60%) year's films. "Opus," "By Design," "Train Dreams," "Bunnylovr," "The Alabama Solution," "Bucks County, USA", "The Legend of Ochi" and "Perfect Neighbor" are just a few of the narrative features, documentaries and episodic series set to debut at the 2025 Sundance Film Festival that were cut on Premiere Pro.



"We cut *Opus* in Adobe Premiere Pro using Productions. My offline editorial philosophy is to get everything outside the picture edit—sound, VFX, color, etc. as close to final as possible. Premiere Pro and After Effects really allows us to do this seamlessly with a small team, making the process more fun and efficient." - **Ernie Gilbert, editor, "Opus"**

"The magic of Premiere Pro is how easy and seamless it is to work with so many different types of media. All of our sources were different frame rates, sizes, colors, you name it. The solutions were embedded in the application to make these elements work harmoniously and made swift work on things like a temporary blur and to lighten up some rough darkness in night footage." - **Viridiana Lieberman, editor, "The Perfect Neighbor"**

"The 'review with Frame.io' panel is a godsend! Especially when you need to quickly digest feedback. On this show, I used it to render cuts directly to my account where Amanda and the Producers added notes and then downloaded as comment markers. Then, next round: rinse, repeat. Brilliant." - **Benjamin Shearn, editor, "By Design"**

Last month, the Academy of Motion Picture Arts and Sciences announced [shortlists](#) for 10 different categories for the upcoming 97th Academy Awards, and Documentary Feature Films including "Will & Harper," "Frida," "Daughters," and "Black Box Diaries" were all edited using Premiere Pro. Additionally, the ACE Eddie [nominations](#) included a variety of films and television shows that used Premiere Pro, After Effects and Frame.io, including "Anora" and "The Jinx: Part Two".

"Adobe Premiere Pro has been a go-to tool for me because of its versatility and ability to handle everything from quick edits to detailed, complex sequences," said Sean Baker, Writer, Director and Editor of *Anora*, winner of the 2024 Cannes Film Festival Palme d'Or, and 2024 American Cinema Editors (ACE) nominee for Best Edited Feature Film (Comedy, Theatrical). "For *Anora*, it was important for me to experiment freely while staying true to the story's authenticity and Premiere Pro allowed me to do that."

These nominations come off the heels of Adobe's prevalence at the Creative Arts Emmy Awards last September, where FX's "The Bear" – which used a variety of Adobe tools including Premiere Pro and Frame.io to bring its story to life – won a Creative Arts Emmy Award for "Outstanding Picture Editing For A Single-Camera Comedy Series," as well as Netflix's "John Mulaney Presents Everybody's in L.A." which used Premiere Pro and won for "Outstanding Picture Editing For Variety Programming." Other Emmy-nominated shows that were created with Adobe tools include "The Jinx: Part Two," "Tig Notaro: Hello Again" and "Ramy Youssef: More Feelings."

Adobe Commits an Additional \$5M to the Adobe Film & TV Fund in Support of Underrepresented Creators and Filmmakers

Adobe and the Adobe Foundation announced an additional \$5M commitment to the Adobe Film & TV Fund, bringing this to an \$11M fund that has to date supported underrepresented creators and filmmakers in finding career opportunities on-screen and behind the camera. Three filmmakers who were supported through the Adobe Film & TV Fund grant to The Latinx House last year have films



premiering at Sundance: María Gabriela Torres, editor of “The Librarians,” Isabel Castro, director of “Selena y Los Dinos,” and Mario Fierro, editor of “Sweet Talkin’ Guy.”

The Adobe Film & TV Fund is partnering with Group Effort Initiative (GEI) to provide Adobe training courses for the next generation of filmmakers, editors and marketers that will be essential for corporate, creative and production jobs in film and television. GEI aims to provide education, training, mentorship and professional development to underrepresented communities in the entertainment industry. Through this partnership, Adobe and GEI will support mid-career advancement for diverse professionals through employer engagement, career outcome analysis and strategy development. Read more about the Adobe Film & TV Fund [here](#).

To help support the Los Angeles creative communities impacted by the recent wildfires, the Adobe Foundation has made a [\\$1 million charitable grant](#) across the [California Community Foundation: Wildfire Recovery Fund](#) and [Entertainment Community Fund](#).

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