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PRESS RELEASE

Adobe and Real Madrid Extend Partnership to Deliver AI and Agentic-Powered Personalized Experiences to 650M Global Fans

- Real Madrid will use Adobe AI and agentic capabilities in Adobe GenStudio and Adobe Experience Platform to transform its content supply chain and scale personalized experiences for fans around the world.
- Adobe, as the Official Fan Experience and Creativity Partner, will also provide madridistas with new, quick and easy ways to create Real Madrid branded content and share their passion for the club using Adobe Express.

Madrid, Spain – November 25, 2025 — Adobe (Nasdaq: ADBE) and Real Madrid today announced an expanded global partnership that combines AI, creativity and marketing to deliver a new level of AI-powered fan experiences for more than 650 million passionate madridistas around the globe. The collaboration builds on a shared vision to bring fans closer to the action through personalization, deepening the bond between fans, players, and the team they love.

AI capabilities in Adobe Experience Platform and Adobe GenStudio, including GenStudio for Performance Marketing and Firefly Services, will enable Real Madrid to scale content production and deliver deeper, more personalized experiences for every fan, wherever they are. With Adobe Express, fans will also be able to share their passion for Real Madrid and its players with easy-to-use branded templates for posters, banners and social media content.

“At Real Madrid, we are constantly looking for new ways to connect with our devoted fans and make them feel part of our legendary club, wherever they are in the world,” said **Emilio Butragueño, Director of Institutional Relations at Real Madrid**. “Our partnership with Adobe allows us to deliver more creative and personalized content to every madridista while empowering them to create and share their own stories.”

“For the billions of fans around the world, football is about much more than just what happens on the pitch. The passion and stories from clubs, players and fans are what transform sport from competition to community, and from a ninety-minute match to a way of life,” said **Rachel Thornton, CMO, Enterprise at Adobe**. “With the power of Adobe’s AI and agentic technology, Real Madrid will be able to create and share more of those stories with its global fanbase, deepening the connection with every fan, in every country.”

Scaling Content Creation and Personalization with Agentic AI

Today’s football fan expects more than match highlights. They want to feel part of their beloved club through content that feels local, relevant, and personal to them. They also want new ways to create and share their own stories with the global madridista community, celebrating their connection to the team in original and authentic ways.

To scale its content creation capabilities and meet this demand, Real Madrid will use Adobe AI and agentic tools to create and deliver the high volume of content needed to engage fans across social channels, Real Madrid TV, and the club’s app, while still maintaining a consistent brand look-and-feel and optimising content based on performance.

- **Creating on-brand campaigns at scale with GenAI:** Adobe GenStudio is the integrated solution that will enable Real Madrid to power its content supply chain with the latest advancements in AI. Applications within GenStudio, including GenStudio for Performance Marketing and Adobe Firefly Services, will enable Real Madrid to create, activate and optimize content for any platform or channel.
 - GenStudio for Performance Marketing is a generative-AI first workflow application that automates complex marketing and creative processes that ensures consistency and brand integrity. It enables users to create compelling on-brand content, seamlessly activate to ad platforms and centralize performance metrics in a single application.
 - Firefly Services streamlines the production of asset variants with generative AI and creative APIs automating repetitive, time consuming tasks and powering personalization at scale.
- **Delivering AI-powered personalization to fans:** New agentic capabilities powered by Adobe Experience Platform Agent Orchestrator will enable Real Madrid's marketing team to create, analyze, and optimize personalized customer journeys across its digital properties through conversational interfaces. Using Journey Agent, for example, marketers can quickly identify and resolve conflicts, detect points of abandonment in a journey and provide insights or recommendations to ensure each fan is served the right content on the right channel, at the right moment.
- **Giving fans creative freedom:** Today's fans don't just want to spectate from the sidelines. With exclusive Real Madrid templates in Adobe Express, fans will be able to easily design posters, banners, and social content in a few quick steps, sharing their passion for the club and the players who inspire them. This new creative platform turns spectators into storytellers, giving madridistas everywhere a chance to express their creativity and play their part in the club's global story.

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