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FOR IMMEDIATE RELEASE

Adobe and Runway Partner to Deliver the Next Generation of AI Video for Creators, Studios and Brands

- Multi-year strategic partnership brings together Runway's innovative video models with Adobe's industry-leading creative tools to power the next generation of AI-driven video workflows for creators, Hollywood studios, streamers, media companies, brands and enterprises
- Adobe will be Runway's preferred API creativity partner, offering creators exclusive early access to Runway's new models – starting with Runway's Gen-4.5 which is now available in the Adobe Firefly app
- Adobe and Runway will collaborate to develop specialized AI capabilities for professional video workflows that will be exclusively available in Adobe applications starting with Adobe Firefly

SAN JOSE, Calif. — December 18, 2025 — Adobe (Nasdaq: ADBE), the global technology leader that unleashes creativity, productivity and customer experiences through innovative tools and platforms, announced today a multi-year strategic partnership with Runway. The partnership brings together Runway's generative video technology and Adobe's industry-leading creative tools, trusted by creators and brands to define the next generation of AI-powered video workflows. Adobe will be Runway's preferred API creativity partner, enabling Adobe to provide its customers with early access to Runway's latest models, including Runway's new Gen-4.5, which is now available for a limited time exclusively in Adobe Firefly – the all-in-one creative AI studio – and on Runway's platform. The two companies will collaborate to develop new AI innovations that will be available exclusively in Adobe applications, starting with Adobe Firefly.

"As AI transforms video production, pros are turning to Adobe's creative ecosystem – from Firefly to Premiere to After Effects – to imagine, craft and scale their stories across every screen," said Ely Greenfield, chief technology officer and senior vice president, digital media, Adobe. "Runway's generative video innovation combined with Adobe's trusted pro workflows will help creators and brands expand their creative potential and meet the growing demands of modern content and media production."

"We're building AI tools that are redefining creativity, storytelling and entertainment, with Gen-4.5 as the latest example," said Cristóbal Valenzuela, co-founder and CEO, Runway. "This partnership puts our latest generative video technology in front of more storytellers, inside Adobe's creative tools that are already the industry standard for many creators around the world."

Building the Future of Professional Generative Video and Workflows

Runway named Adobe its preferred API creativity partner, enabling it to provide Adobe customers with early access to Runway's latest models. Following new model releases from Runway, Firefly customers will be the first to access those models through Adobe's creative workflows.

Starting today, Adobe Firefly customers can access Runway's new Gen-4.5 model ahead of its broader public release. Gen-4.5's motion quality, prompt adherence and visual fidelity enable dynamic, controllable action with strong temporal consistency across a wide range of generation modes. Creators can use it to stage complex, multi-element scenes with precise compositions, realistic physics and expressive characters whose gestures and facial performances hold up from shot to shot. Creators can generate video from text prompts using Gen-4.5, explore different visual directions, pacing and motion, and then move seamlessly into Firefly video editor to assemble generated clips into polished, shareable videos. Creative Professionals can take their generations into Adobe Premiere, After Effects, and other Creative Cloud applications for further control and refinement.

Adobe and Runway are joining forces to make generative video an essential and dependable part of creative AI workflows for creators and brands. The companies will work directly with independent filmmakers, major studios, leading agencies, streaming platforms, Fortune 500 brands and global enterprises to co-develop new video capabilities directly into the Adobe tools that industry professionals already trust for their most important projects.

A Creator-First Approach to AI: Industry-Leading Choice and Flexibility in Models and Tools

Creators work with different models depending on the style and tone of their project and story. Adobe Firefly makes it seamless to mix and match the models that work best for each project. It is the only place where creators can use the industry's top generative models and the best AI-powered tools for video, audio, imaging and design.

In Firefly, creators can work with Adobe's commercially safe Firefly models, an expanding ecosystem of industry-leading partner models from Runway and other companies, including Black Forest Labs, ElevenLabs, Google, Luma AI, OpenAI and Topaz Labs – as well as Firefly Custom Models to generate in their own unique style.

Adobe takes the most creator-friendly approach to AI in the industry. Adobe's view is that AI is a tool for, not a replacement of, human creativity. No matter which model a creator chooses to use in the Firefly app, the content is not used to train generative AI models. For more information on Adobe's approach to generative AI, visit: <https://www.adobe.com/ai/overview/firefly/gen-ai-approach.html>

Availability

Runway's Gen-4.5 is available today in the Adobe Firefly app and on Runway's platform. Adobe customers with a Firefly Pro plan will have access to unlimited generations until December 22.

About Adobe

Adobe is empowering everyone to create. For more information, visit www.adobe.com

Adobe Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of applicable securities laws, including those related to Adobe's strategic partnership with Runway, including collaborating to develop specialized AI capabilities, Adobe being Runway's preferred creativity partner, Adobe providing exclusive early access to Runway models outside of Runway's platform, and potential benefits to Adobe. Each of the forward-looking statements made in this press release involves risks, uncertainties and assumptions based on information available to Adobe as of the date of this press release. Such risks and uncertainties, many of which relate to matters beyond Adobe's control, could cause actual results to differ materially from these forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to: failure to innovate effectively and meet customer needs; issues relating to development and use of AI; failure to compete effectively; damage to Adobe's reputation or brands; failure to realize the anticipated benefits and goals of the strategic partnership with Runway or any other investments or acquisitions; service interruptions or failures in information technology systems by Adobe or third parties; security incidents; failure to effectively develop, manage and maintain critical third-party business relationships; risks associated with being a multinational corporation and adverse macroeconomic conditions; complex sales cycles; failure to recruit and retain key personnel; litigation, regulatory inquiries and intellectual property infringement claims; changes in, and compliance with, global laws and regulations, including those related to information security and privacy; failure to protect Adobe's intellectual property; changes in tax regulations; complex government

procurement processes; risks related to fluctuations in or the timing of revenue recognition from Adobe's subscription offerings; fluctuations in foreign currency exchange rates; impairment charges; existing and future debt obligations; catastrophic events; and fluctuations in Adobe's stock price. Further information on these and other factors are discussed in the section titled "Risk Factors" in Adobe's most recently filed Annual Report on Form 10-K and Adobe's most recently filed Quarterly Reports on Form 10-Q. The risks described in this press release and in Adobe's filings with the U.S. Securities and Exchange Commission should be carefully reviewed. Adobe undertakes no obligation, and does not intend, to update the forward-looking statements, except as required by law.