# Adobe and Premier League launch AI-driven content creation for fans



Adobe and the Premier League have announced a transformative multi-year partnership aimed at revolutionising fan engagement through AI-powered personalised digital experiences. This collaboration, unveiled at Adobe Summit London, harnesses Adobe’s creativity, marketing, and AI technologies to offer Premier League’s vast global fanbase—numbering 1.8 billion—a new, interactive way to connect with their favourite clubs, players, and moments. Central to this initiative is the integration of Adobe Express, a content creation app, alongside Adobe’s Firefly generative AI, which collectively enable fans to create and share highly customised Premier League content, including personalised badges, kits, images, and videos, enhancing both the digital and Fantasy Premier League experiences.

The partnership goes beyond simple content creation. Adobe Express will be embedded seamlessly within the Premier League’s official website and app commencing with the 2025/26 Fantasy Premier League season, facilitating easy and creative fan engagement from any device. Firefly AI utilises a carefully curated dataset trained exclusively on licensed and public domain content to ensure commercial safety, allowing fans to design unique football kits and badges and share them confidently without copyright concerns. The AI-powered tools within Adobe Express also enable fans to generate social media-ready videos and images from simple prompts, automatically editing long-form content into engaging highlights or personal photos with intuitive features like object insertion or removal.

This venture fits into the Premier League’s broader digital transformation strategy, powered by Adobe’s Experience Platform and a suite of AI applications including Adobe Real-Time Customer Data Platform, Journey Optimizer, and Customer Journey Analytics. These technologies collate and analyse fan data across multiple digital touchpoints to deliver personalised, real-time content and marketing campaigns tailored to individual preferences and behaviours. For instance, fans can receive immediate, relevant push notifications about breaking transfer news or matchday highlights customised to their interests, thereby staying smarter and more connected with the league’s happenings.

This partnership complements the Premier League’s ongoing efforts to deepen fan loyalty and participation at a global scale. As one of the most watched sports leagues worldwide, broadcast in 900 million homes across 189 countries, the league benefits greatly from tools that understand and address the nuances in fan engagement. The use of Adobe’s Customer Journey Analytics will allow a more precise measurement of what content drives engagement and loyalty, helping to tailor experiences to individual fan tastes such as focusing video content on favourite players rather than entire teams.

In recent months, Adobe has expanded its generative AI capabilities, integrating image-generation models from OpenAI and Google into its Firefly app, broadening the creative possibilities available to users. This expansion underscores Adobe’s commitment to offering robust, commercially safe creative tools while encouraging experimentation. Such advances will enhance the Premier League partnership’s content creation features by bringing diverse AI models and seamless integration with Adobe’s wider creative ecosystem, like Photoshop.

Adobe’s collaboration with the Premier League is part of a larger trend where major sports leagues and organisations are harnessing generative AI to amplify fan engagement. Similar partnerships have been announced with other sports bodies such as the NFL, which uses Adobe’s AI tools to personalise fan content across its teams, and the National Women’s Soccer League (NWSL), which leverages Adobe Express and Firefly to empower fans to co-create and share supporting materials that celebrate women athletes. This broader industry movement highlights how AI-driven creativity tools are redefining fan experiences by enabling deeper community interaction and personalised content generation.

While the Premier League is also partnered with Microsoft on digital transformation initiatives—including the Premier League Companion powered by Microsoft’s Copilot for interactive fan experiences—Adobe’s focus is on enriching creative expression and personalisation through AI. Adobe’s Chief Marketing Officer for Enterprise, Rachel Thornton, emphasises how the partnership empowers fans with real-time creative tools that elevate matchday drama on social media, while Premier League’s Chief Commercial Officer, Will Brass, highlights Adobe as a key partner in delivering tailor-made digital fan experiences that suit diverse global audiences.

This collaboration signals a significant step in the convergence of sports, technology, and media, where AI not only enhances marketing and customer data insights but also empowers fans worldwide to become active participants in crafting and sharing their football passions. As these technologies and partnerships evolve, fans can expect ever more immersive, personalised, and creative ways to engage with the Premier League and the sport they love.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.silicon.co.uk/press-release/adobe-and-the-premier-league-kick-off-a-creative-revolution-for-global-fanbase)
* Paragraph 2 – [[1]](https://www.silicon.co.uk/press-release/adobe-and-the-premier-league-kick-off-a-creative-revolution-for-global-fanbase)
* Paragraph 3 – [[1]](https://www.silicon.co.uk/press-release/adobe-and-the-premier-league-kick-off-a-creative-revolution-for-global-fanbase)
* Paragraph 4 – [[1]](https://www.silicon.co.uk/press-release/adobe-and-the-premier-league-kick-off-a-creative-revolution-for-global-fanbase), [[2]](https://www.reuters.com/business/adobe-adds-ai-models-openai-google-its-firefly-app-2025-04-24/)
* Paragraph 5 – [[1]](https://www.silicon.co.uk/press-release/adobe-and-the-premier-league-kick-off-a-creative-revolution-for-global-fanbase), [[5]](https://news.adobe.com/news/2025/4/nfl-adobe-launch-ai-powered-fan-experience), [[6]](https://blog.adobe.com/en/publish/2024/06/27/adobe-nwsl-elevating-creativity)
* Paragraph 6 – [[2]](https://www.reuters.com/business/adobe-adds-ai-models-openai-google-its-firefly-app-2025-04-24/)
* Paragraph 7 – [[1]](https://www.silicon.co.uk/press-release/adobe-and-the-premier-league-kick-off-a-creative-revolution-for-global-fanbase), [[5]](https://news.adobe.com/news/2025/4/nfl-adobe-launch-ai-powered-fan-experience), [[6]](https://blog.adobe.com/en/publish/2024/06/27/adobe-nwsl-elevating-creativity)
* Paragraph 8 – [[1]](https://www.silicon.co.uk/press-release/adobe-and-the-premier-league-kick-off-a-creative-revolution-for-global-fanbase), [[4]](https://www.prnewswire.com/news-releases/premier-league-and-microsoft-announce-five-year-strategic-partnership-to-personalize-the-fan-experience-with-ai-for-1-8-billion-people-302495251.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.silicon.co.uk/press-release/adobe-and-the-premier-league-kick-off-a-creative-revolution-for-global-fanbase> - Please view link - unable to able to access data
2. <https://www.reuters.com/business/adobe-adds-ai-models-openai-google-its-firefly-app-2025-04-24/> - Adobe has integrated AI image-generation models from OpenAI and Google into its Firefly app, expanding its capabilities beyond proprietary models. This enhancement allows users to generate images using OpenAI's GPT image generation, Google's Imagen 3, Veo 2, and Flux 1.1 Pro, alongside Adobe's own Firefly image model. The integration aims to provide users with diverse AI models within Firefly and facilitate seamless content transfer into Adobe applications like Photoshop. Adobe emphasizes maintaining commercial security, especially for production use cases, while offering flexibility for creative experimentation. ([reuters.com](https://www.reuters.com/business/adobe-adds-ai-models-openai-google-its-firefly-app-2025-04-24/?utm_source=openai))
3. <https://news.adobe.com/news/2025/1/unrivaled-partners-with-adobe-express-to-transform-fan-engagement-through-creativity> - Unrivaled, a new professional women's basketball league, has partnered with Adobe Express to enhance fan engagement through creativity. Fans can use exclusive Unrivaled templates, Adobe's creative assets, and Firefly generative AI in Adobe Express to create and share content celebrating their passion for the game, teams, and players. The partnership aims to amplify gameday excitement and highlight behind-the-scenes stories, fostering a deeper connection between fans and the league. ([news.adobe.com](https://news.adobe.com/news/2025/1/unrivaled-partners-with-adobe-express-to-transform-fan-engagement-through-creativity?utm_source=openai))
4. <https://www.prnewswire.com/news-releases/premier-league-and-microsoft-announce-five-year-strategic-partnership-to-personalize-the-fan-experience-with-ai-for-1-8-billion-people-302495251.html> - The Premier League and Microsoft have announced a five-year strategic partnership to transform fan engagement through AI. Microsoft will become the official cloud and AI partner for the Premier League's digital platforms, modernizing digital infrastructure, broadcast match analysis, and organizational operations. The collaboration introduces the Premier League Companion, a personalized experience powered by Copilot, offering fans interactive access to clubs, players, and matches. The partnership aims to enhance fan experiences by leveraging Microsoft's cloud and AI technologies. ([prnewswire.com](https://www.prnewswire.com/news-releases/premier-league-and-microsoft-announce-five-year-strategic-partnership-to-personalize-the-fan-experience-with-ai-for-1-8-billion-people-302495251.html?utm_source=openai))
5. <https://news.adobe.com/news/2025/4/nfl-adobe-launch-ai-powered-fan-experience> - Adobe and the NFL have expanded their global partnership to deliver AI-powered fan experiences. Adobe Experience Platform and applications like Adobe Express and Adobe Firefly will enable the NFL and all 32 clubs to scale personalized fan engagement across NFL channels. Fans will have access to new NFL-themed Adobe Express templates, including designs powered by Adobe Firefly, allowing them to create and share content about their favorite teams and players. The partnership aims to enhance fan engagement through tailored digital experiences and elevated content. ([news.adobe.com](https://news.adobe.com/news/2025/04/nfl-adobe-launch-ai-powered-fan-experience?utm_source=openai))
6. <https://blog.adobe.com/en/publish/2024/06/27/adobe-nwsl-elevating-creativity> - Adobe has partnered with the National Women's Soccer League (NWSL) to empower fans to express their creativity. Each of the five participating NWSL teams collaborates with a local creator to create customizable templates in Adobe Express. Fans can remix these templates with photos or videos powered by Adobe Firefly Generative AI and share them on social media platforms. The initiative aims to elevate women's soccer and inspire future generations of athletes by celebrating the achievements of female athletes through fan-generated content. ([blog.adobe.com](https://blog.adobe.com/en/publish/2024/06/27/adobe-nwsl-elevating-creativity?utm_source=openai))
7. <https://news.adobe.com/news/2025/06/newell-brands-embraces-adobe-firefly-express-power-content-supply-chain-generative-ai> - Newell Brands is adopting Adobe Firefly and Adobe Express to enhance its content supply chain with generative AI. The company is integrating Adobe Express across its creative and marketing organization to reinforce brand integrity and enable teams to create and customize content more efficiently. With templates and brand guidelines defined by Newell creatives, the company can provide more teams the ability to produce content for their specific channels. The adoption of Adobe's generative AI capabilities aims to improve content production processes and drive market leadership. ([news.adobe.com](https://news.adobe.com/news/2025/06/newell-brands-embraces-adobe-firefly-express-power-content-supply-chain-generative-ai?utm_source=openai))