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The Creative Media Authority and Al Ain University Collaborate to Enhance the Empowerment of Young Media Talents in Abu Dhabi

As part of its ongoing efforts to empower the next generation of talented and creative individuals, the Creative Media Authority has signed Memorandums of Understanding with three leading universities in the UAE — Al Ain University, Abu Dhabi University, and Zayed University. The Authority has also extended its existing partnership with the Higher Colleges of Technology. This step represents an important milestone in accelerating efforts to bridge the gap between academic outputs and labor market needs.

Under the cooperation agreements, Al Ain University, Abu Dhabi University, and the Higher Colleges of Technology will grant official academic credits to their students participating in CNN Academy. This reflects the trust that educational institutions place in the specialized programs offered by the Creative Media Authority, as well as in the practical training opportunities that enhance students' readiness to join the workforce. This move also reinforces CNN Academy's role as an integral part of the academic journey and as a key platform to accelerate career readiness. The collaboration with leading academic institutions in Abu Dhabi falls within the Authority's vision to identify and develop local talents early in their educational journey and integrate them into the creative ecosystem before graduation.

With approximately 2,400 students enrolled in the four universities, these partnerships will provide access to the Authority's creative community, which includes over 800 creative companies. This will open the door to practical training opportunities, content development, and project-based learning.

University students will also participate in awareness activities and community workshops at the Creative Media Authority's Creative Lab, aimed at exploring the creative work environment up close, understanding its pace, practices, and promising opportunities. These experiences will help strengthen their sense of belonging and confidence while fostering their connection to the creative sector from the very first steps of their professional journey. Students will also take part in technical training and specialized courses led by top professionals in the creative industry, across a wide range of disciplines such as video editing, visual effects, radio production, short film development, and digital marketing. These opportunities will be delivered through platforms such as the Arab Film Studio, CNN Academy Abu Dhabi, as well as a number of private sector partners. The hands-on learning experiences are based on actual market needs, ensuring that students are prepared to contribute effectively to the workplace from day one.

Graduates and current students will also have the opportunity to take part in projects through the Creative Media Authority's internship programs, including the Production Business Internship Program and the Creative Industries Internship Program. These programs provide valuable practical experiences that help develop the skills required to launch future career paths. Students can also participate in projects within the creative community, enabling them to collaborate with industry professionals to produce original, real-world content that reflects their vision. Collectively, these experiences help students build strong professional portfolios and expand their networks within the creative sector. Additional opportunities include volunteering at major creative industry events and engaging in sector activities such as career fairs, film screenings, and expert talks.

Aisha Al Junaibi, Director of Talent Development at the Creative Media Authority, said:

"Our youth are the cornerstone of the future of the creative industries, and we are constantly working to support and empower them to achieve their ambitions and increase their participation in the journey of sustainable progress."

She added:

"Collaborating with leading educational institutions in the UAE and recognizing initiatives such as CNN Academy is a pivotal step toward supplying the labor market with graduates equipped with innovation tools, by providing a supportive and inspiring environment that contributes to the growth of the next generation of creatives."

Ali Reza Haj Hosseini, Head of CNN Academy and Vice President of CNN's Abu Dhabi Bureau, said:

"The vision of CNN Academy has always centered on discovering and nurturing young journalists and content creators, equipping them with the skills and knowledge they need to build successful careers and achieve their aspirations. This approach has led us to collaborate with some of the most innovative educational institutions worldwide, fostering connections that transcend borders and cultures, and bringing together students from diverse backgrounds to

work and succeed as integrated teams. We are excited to continue expanding this network and strengthening our ties with the academic and creative communities in the UAE by integrating CNN Academy curricula into academic programs at these

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