Udemy Introduces New Instructor Innovations at Semiannual Front Row Event

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New offerings expand revenue opportunities, bring off-platform activity onto Udemy, and open new markets through AI-powered learning formats

SAN FRANCISCO--(BUSINESS WIRE)--Dec. 12, 2025-- Udemy (Nasdaq: UDMY), a global AI-powered skills acceleration platform, today unveiled a suite of new instructor-focused offerings, reinforcing the essential role of human expertise in an era reshaped by artificial intelligence. The announcements were made at the company's semiannual *Front Row* event, which brings together more than 5,000 global Udemy instructors to share company strategy, and come as the world undergoes one of the fastest skill transformations in history. Global demand for upskilling continues to surge, the half-life of technical skills is shrinking, and according to the World Economic Forum, nearly 60% of professionals worldwide now require reskilling due to rapid AI-driven change.

"As AI reshapes the landscape of work and accelerates learning, instructors remain the catalyst for real skill-building," said Hugo Sarrazin, President and CEO at Udemy. "These new offerings give instructors powerful ways to grow their businesses alongside Udemy and guide learning as AI orchestrators, ensuring they can continue leading learners forward and driving true transformation that strengthens the global learning marketplace."

Learner expectations are evolving rapidly, with people seeking more continuous, bite-sized, and community-driven experiences. At the same time, instructors are engaging across more formats—from live sessions to short-form content—in some cases off-platform, when the capabilities are not available. Udemy sees these shifts as an opportunity to expand the market for online learning and give instructors more ways to teach and earn. The new offerings introduced at *Front Row* are designed to meet this moment, providing innovative tools, flexible modalities, and diversified revenue opportunities that align with evolving learner needs and the accelerating pace of change in the workforce.

Major Announcements from *Front Row*

The following instructor-focused innovations are expected to launch throughout 2026:

1. Instructor Subscriptions
Instructor Subscriptions will bring live sessions, short-form content, and community features onto Udemy, designed to enable instructors to build recurring revenue, deepen learner engagement, and streamline activities. We believe this offering will allow instructors to:

- Generate new earning potential
- Publish flexible short-form and frequent content
- Strengthen learner communities
- Access unified analytics and engagement tools

2. AI-Powered Micro-Learning
Udemy previewed AI-powered creation tools designed to transform long-form courses into interactive micro-learning experiences—meeting learners in the flow of work, on mobile, or during short study moments. Instructors remain central as AI orchestrators, guiding quality, accuracy, and instructional integrity. We expect these tools will help instructors:

- Attract new learner segments and expand TAM
- Support mobile-first, just-in-time learning
- Increase engagement and retention through shorter content
- Maintain control as curators and validators of AI-generated activities

3. Content Innovation Fund
Udemy also announced its plans to establish a $2.5 million Content Innovation Fund intended to support instructors experimenting with next-generation learning formats, including subscription offerings, short-form content, and AI-driven micro-learning. The fund is intended to provide support such as:

- Grants for content experimentation
- Funding for subscription and micro-learning formats
- Resources for adopting AI-powered tools
- Acceleration of next-generation learning experiences

Today's learners increasingly want modular, continuous, skills-focused learning experiences. The innovations unveiled at *Front Row* help instructors meet this demand while opening new revenue streams beyond traditional courses. Together, we believe these offerings will strengthen Udemy's subscription ecosystem, expand our reach with new learning modalities, and provide instructors with deeper insights into market needs—creating a more resilient, diversified model where instructor success drives platform success.

To learn more about these new instructor offerings, visit: https://about.udemy.com/udemy-news/the-learning-revolution-how-instructors-shape-educations-ai-powered-future/.

About Udemy

Udemy (Nasdaq: UDMY) is an AI-powered skills acceleration platform transforming how companies and individuals across the world build the capabilities needed to thrive in a rapidly evolving workplace. By combining on-demand, multi-language content with real-time innovation, Udemy delivers personalized experiences that empower organizations to scale workforce development and help individuals build the technical, business, and soft skills most relevant to their careers. Today, thousands of companies, including Ericsson, Samsung SDS America, On24, Tata Consultancy Services, The World Bank, and Volkswagen, rely on Udemy Business for its enterprise solutions to build agile, future-ready teams. Udemy is headquartered in San Francisco, with hubs across the United States, Australia, India, Ireland, Mexico, and Türkiye.

Forward-Looking Statements

This post contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 and the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements include, but are not limited to, statements regarding our business strategy and plans; anticipated future expenses and investments, including investments in the Content Innovation Fund; and product roadmap in 2026 and beyond. The words “believe,” “may,” “will,” “estimate,” “potential,” “continue,” “anticipate,” “intend,” “expect,” “could,” “would,” “project,” “plan,” “target,” and similar expressions are intended to identify forward-looking statements. Forward-looking statements are subject to known and unknown risks and uncertainties and are based on potentially inaccurate assumptions that could cause actual results to differ materially from those expected or implied by the forward-looking statements. Actual results may differ materially from the results predicted and reported results should not be considered as an indication of future performance. The potential risks and uncertainties that could cause actual results to differ from the results predicted include, among others, those risks and uncertainties included under the caption "Risk Factors" and elsewhere in our publicly available filings with the Securities and Exchange Commission. All information provided in this release is as of the date hereof, and we undertake no duty to update this information unless required by law.

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