

# 61<sup>st</sup> ABU GENERAL ASSEMBLY & ASSOCIATED MEETINGS İSTANBUL, TÜRKİYE

18 – 23 October, 2024

## *The 61st ABU General Assembly Held in Istanbul Highlights AI's Role in Shaping the Future of Broadcasting*



Members of the Asia-Pacific Broadcasting Union (ABU), the world's largest broadcasting union with 230 members spanning 65 countries, convened in Istanbul from **18-23 October** for the **61st ABU General Assembly and Associated Meetings** to explore how artificial intelligence is transforming the future of media. Hosted by **TRT**, under the theme "**The Nexus of AI, Broadcasting and Society**", the event welcomed nearly **400 participants from 45 countries**, including broadcasters, technologists, policymakers, and key regional leaders to explore the transformative impact of artificial intelligence on media industry.

Administrative Council Meeting, several Committee and Group Meetings as well as “Broadcasting for All Forum” were organized on 19-20 October.



Chaired by ABU President Prof. Mehmet Zahid Sobacı, the Director General of TRT, 118<sup>th</sup> Administrative Council meeting concentrated on crucial decisions intended to improve the Union’s governance and guide its future direction.



**Broadcasting For All Forum** highlighted career development by presenting two major initiatives from ABU. The first is the launch of the ABU Diversity and Inclusion Media Awards 2024, which aims to honor outstanding efforts in creating inclusive workplaces and promoting diversity in media. The second initiative is the Media Mentoring Program, which supports women pursuing non-traditional roles in journalism and digital content creation.



The **13th ABU TV Song Festival** brought together 11 artists from the Asia-Pacific region on the same stage. The festival, which offered a spectacular visual show and showcased the region's cultural richness, provided viewers with an impressive musical experience, receiving high praise from both the audience and participants.





On October 21, 2024, participants enjoyed an enchanting **tour of Istanbul**, highlighting the city's rich cultural heritage. They also visited **TRT International Film Plateau**.



The day concluded with a special reception at Esmâ Sultan Mansion, celebrating **TRT's 60th anniversary**. This milestone celebrated decades of meaningful broadcasting and storytelling, enabling guests to acknowledge TRT's substantial contributions to the media landscape in Türkiye and beyond.



The Sessions of the **ABU 61st General Assembly** with the theme “**The Nexus of AI, Broadcasting and Society**” were held on 22&23 October with a broad participation. Coinciding with the 60th anniversaries of both TRT and the ABU, the assembly centered on AI’s potential to revolutionize storytelling and deepen audience engagement, with a focus on the ethical considerations essential to responsible AI use in broadcasting. Discussions covered how the industry can implement AI applications that serve society positively and responsibly. Through keynote speeches, expert panel discussions, and exclusive member sessions, participants gained valuable insights and tools to effectively navigate the rapidly evolving broadcasting landscape. The 61st ABU General Assembly underscored a collective commitment to harnessing AI for a more connected and informed society.





The 61st ABU General Assembly featured a dynamic **Super Panel Session** as well. **Panel 1** was led by sister unions, delving into AI's transformative impact on broadcasting and society. The session gathered esteemed panelists Gregoire Ndjaka (AUB), Noel Curran (EBU), Rebecca Hanson (NABA), and Ahmed Nadeem (ABU), each bringing invaluable insights from their respective regions.



**Panel 2** focused on the Role of (Public) Media in Promoting Peace and Social Harmony/Unity with valuable contributions of Iman Brotoseno (TVRI, Indonesia), Kaori Lida (NHK, Japan), Kemelbek Oyshybaev (Khabar Agency, Kazakhstan), Shri Prakash Veer (Prasar Bharati, India), Somaya Abunima (TRT Arabic, Türkiye), Ahmet Görmez (TRT Haber, Türkiye) and two correspondents of TRT who joined the discussions online. Panelists emphasized the ethical obligations of public media in shaping narratives that promote peace and unity. They also noted that journalists in Gaza are working in extremely difficult conditions to document and raise awareness about the humanitarian tragedy occurring in Palestine, highlighting that dozens of journalists and their families have lost their lives, been injured, or taken into custody due to Israeli attacks. They underlined that despite all these challenges, the truth continues to be shared with the entire world.



As part of the 61st ABU General Assembly and Associated Meetings, **the ABU Prizes**, which honor content produced in ABU member countries were held on 22nd October. The gala was a triumphant celebration of the industry's top talent, highlighting the diverse range of broadcasting content and skills from the Asia-Pacific region and beyond.



ABU 2024 GA Promo Video Link: <https://www.youtube.com/watch?v=MBgfYIKhTbc&t=2s>