# AIBD/IPPTAR Regional Pre-Summit on "A.I in Television Broadcast & Production"

## 1– 2 September 2024 (Sunday - Monday)

## Kuala Lumpur, Malaysia

## PROJECT OUTLINE

## BACKGROUND

Digital transformation and technological advancements in recent times have completely changed production and broadcast sector of the media industry in a short period of time. The progression from Digital Transformation to Artificial Intelligence all happened within the last decade alone, and has dramatically shift broadcast and production fundamentals. For Television broadcast and production, this development presented endless potential to explore efficient tools and methods for delivery.

In recent times, many Broadcasters and production houses sought to accelerate turn-around time and mass content delivery through the means of Artificial Intelligence. While these are the desired results, there many other factors to take into account such as the cost to acquire, the human resource required or the disposal of and the authenticity.

## AIM

This workshop is aimed at being an avenue for exchange of information, knowledge, and expertise in order to demonstrate the potential to incorporate A.I into Television Broadcast and production, the landscape as it is, and the potential it has . Participants in media practice can acquire new knowledge pertinent to their needs.

**CONTENT:** To address the following:

**I)** **A.I Media Management –**
Background – The A.I for Broadcast and Production

Introduction– Available and developing A.I Tools for Television Production

       a. Television Broadcast & Production Scene and it's transitions
       b. The engineering aspect
       c. Emergence of A.I – The Broadcast and Production Scene now and beyond
       d. The risks and the success stories
       e. Adapting A.I in Televison – Maintaining Authenticity

**II) Demonstration – A.I in Production & Broadcast –**

**(Key Partner Demonstration of Product or A.I Tool)**

**Areas of Discussion to follow:**

a. The transition
b. The cost and impact
c. Is Human Resource a required factor
d. The potential in Broadcast & Production with A.I

**III) Adapting Appropriately to A.I Technology**

a. Should A.I in mainstream Broadcast & Production be regulated
b. What can be used to measure authenticity
c. Is A.I the future for the Broadcast and Production

**EXPECTED ACCOMPLISHMENTS**

- **EA1**; participants can make appropriate assessment of their own organisations needs and identify work processes that can potentially utilise A.I

- **EA2**; participants develop a skill set that they can bring back to their organization and use for improvement.

- **EA3**; participants would be able to acquire new ideas on how to stay innovative in media with A.I

**PROFILE OF PARTICIPANT (Target 25 pax)**

- Members of Broadcast /Production Crew
- Journalists from Television and New Media;
- TV producers and Programmers
- Ability to express and write in English fluently.

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