



**AIBD Pre-Summit Workshop on
AI in Media: Opportunities and Challenges
Siem Reap, Cambodia
21 July 2025**

PROJECT OUTLINE

A. Background

The rapid evolution of Artificial Intelligence (AI) is reshaping the media landscape globally. For State-owned and public service broadcasters in the Asia Pacific Region, these technological advancements present both opportunities and challenges. On one hand, AI tools can enhance data analysis, content creation, news production and audience engagement. On the other hand, they pose significant risks related to misinformation, copyright infringement, and ethical concerns.

The development and deployment of AI are influenced by three key players:

- (1) the service provider (those developing and deploying AI tools),
- (2) the state/institutions (those regulating and potentially utilizing AI), and
- (3) society and the individual (those impacted by AI-driven media)¹.

Therefore, a comprehensive understanding of AI in media requires examining the moral responsibilities of service providers, the necessary role of legislation and control by states/institutions, and the crucial need for education within society and for individuals to navigate this new landscape.

Also, the adoption and implementation of AI technologies vary across broadcasters in the Asia-Pacific region. AIBD has organized workshops and webinars on AI to bridge the gap in understanding and application of AI in media, and to serve as a venue for the exchange of information, knowledge, and expertise for the potential incorporation of AI in media. The workshops on “AI in Television Broadcast and Production” and “Leveraging AI in the Newsroom” were organized during the 19th Asia Media Summit 2024.

The workshop “AI in Media: Opportunities and Challenges” will explore AI-powered tools for data analysis, content creation and curation, distribution, and audience engagement; discuss the impact of these tools and applications; and address the challenges of implementation. By focusing

¹ <https://www.uar-aub.org/single-post/artificial-intelligence-and-the-media-as-seen-by-unesco>

on practical applications and AI literacy, the workshop will enhance understanding the different levels of technological adoption and foster a collaborative environment for shared learning and growth.

B. Objectives

The following are the key objectives for this workshop:

1. To understand the basic concepts of Artificial Intelligence (AI) and Generative AI (GAI), and their relevance to the media industry,
2. To raise awareness when integrating AI/GAI tools into broadcasting and journalism practices,
3. To analyze the potential impact (both positive and negative) of AI/GAI on news production, audience engagement and content creation/moderation, and
4. To identify the relevant AI/GAI applications which could be practically implemented within their organizations.

C. Expected Outcomes

By the end of the one-day workshop, participants will have:

- A foundational understanding of AI/GAI, its applications in media, and its potential impact on their work and the industry,
- Increased capacity to identify and evaluate the potential benefits and associated risks of AI/GAI
- Enhanced Media and Information Literacy (MIL) competencies to educate and inform the audience more critically and responsibly,
- Established connections with other media professionals in the region, fostering collaboration and knowledge sharing.

D. Profile of Participants

The workshop is designed for the following stakeholders:

1. TV Broadcasters: Newsroom Editors, News Producers, Journalists, Fact-checkers, Social Media Managers, Content and/or Program Producers with at least 3 years working experience;
2. Academic institutions: Media studies faculty members and researchers with at least 3 years working experience;
3. With a background or active involvement in broadcast media, policy making, regulation on MIL, or journalism;
4. Ability to apply the skills and knowledge gained from the workshop;
5. Ability to communicate fluently in the English language.

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