



**AIBD Pre-Summit Workshop on
Transforming Media Content Creation through
AI-powered Tools & Technologies
Siem Reap, Cambodia
21 July 2025**

PROJECT OUTLINE

A. Background

The media and broadcasting industry is undergoing a profound shift driven by advancements in artificial intelligence (AI). These emerging technologies are reshaping how content is conceptualized, created, and delivered to audiences. Intelligent algorithms can autonomously generate scripts, edit footage, produce photorealistic imagery, and adapt storytelling to individual viewers. For public service broadcasters in the Asia-Pacific region, these innovations present both opportunities and challenges.

Traditional video production workflows are often resource-intensive, requiring significant time, technical expertise, and financial investment. As consumer demand for high-quality, engaging content continues to grow, the broadcast organizations must adapt to remain relevant. The video consumption has skyrocketed, exemplified by over 1 billion hours watched daily on YouTube. In 2021, the creator economy was [valued at \\$104 billion](#), and it is projected to reach nearly [half a trillion by 2027](#)¹. Video creators comprise at least half of this market. Therefore, there is huge potential for public service broadcasters to leverage AI tools to make media production more accessible by lowering barriers such as cost, technical expertise, and time, while also giving greater visibility to diverse, culturally relevant stories.

This workshop aims to equip participants with the knowledge and skills to leverage AI-powered content creation tools and technologies. The workshop will focus on practical applications of AI, including AI-assisted workflows in pre-production, production, and post-production, and explore the different types of text-to-video tools.

B. Objectives

The following are the key objectives for this workshop:

1. To understand the impact of AI on the broadcasting industry,
2. To introduce various AI-powered content creation tools and technologies,
3. To demonstrate practical applications of AI in pre-production, production, and post-production workflows, and

¹ <https://www.forbes.com/councils/forbesbusinesscouncil/2023/12/13/the-creator-economy-a-powerful-tool-for-small-businesses/>

4. To address ethical considerations and potential challenges associated with AI in content creation.

C. Expected Outcomes

By the end of the one-day workshop, participants will be able to:

- Understand the evolving role of AI in the broadcasting industry,
- Identify and utilize relevant AI-powered content creation tools,
- Apply AI to personalize content and engage diverse audiences,
- Recognize the ethical considerations related to AI in media, and
- 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 Program Producers, Content Producers, Content Writers, Production Technicians with at least 3 years working experience;
2. With active involvement in content and/or program production;
3. Ability to apply the skills and knowledge gained from the workshop;
4. Ability to communicate fluently in the English language.

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