



**ASBU**  
Arab States Broadcasting Union  
*League of Arab States*

# Arab Media Congress

3

# Media in the Artificial Intelligence Era

Opportunities and Challenges

## Tunis

17th -18th January 2024

# Table of contents

|                                   |    |
|-----------------------------------|----|
| ■ Introduction .....              | 5  |
| ■ Programme of the Congress ..... | 7  |
| ■ Experts .....                   | 11 |
| ■ AI Exhibition.....              | 26 |



## **Arab States Broadcasting Union**

**Rue Sofiene Chaari, Centre Urbain Nord - P.O. Box 250 - 1080 Tunis Cedex - Tunisia**

**Tel. : (+216) 71 849 000**

**Fax : (+216) 71 843 054 - 71 843 101**

**Web : [www.asbu.net](http://www.asbu.net)**

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# The ARAB MEDIA CONGRESS ( 3)

## Media in the Artificial Intelligence Era: Opportunities and Challenges

Tunis, January 17-18,2024

ASBU organizes the third edition of the Arab Media Congress (Tunis, January, 17-18, 2024), focusing on the following topic: "Media in the Artificial Intelligence Era: Opportunities and Challenges". This topic has become prominent, capturing significant attention in our world today and labelled as an unprecedented revolution in human history. It has become a subject of great concern across various sectors, sparking intense debate within the Arab and international media and communication scene.

Artificial intelligence offers tremendous opportunities for development and progress, enhancing production workflow and content quality, and advancing content creation across various forms of media.

Nevertheless, there are some challenges accompanying the use of artificial intelligence, imposing the need for media to adapt to rapid developments, interact with technological innovations, and adjust in utilizing human resources to prevent loss of roles and positions. Additionally, AI raises concerns related to privacy rights, cybersecurity, and more.

The Arab States Broadcasting Union launched this annual congress for the first time in its history to establish a space for deep thinking and serious research into the current issues related to the media sector and globalized communication field.

ASBU aims for it to be an expression of its core mission as a professional organization specializing in the audiovisual media field, contributing significantly to enhance modern technology development in the Arab region. ASBU is driven by a persistent effort to anticipate the future, considering the changes and opportunities it brings.

On the occasion of the Arab Media Congress, ASBU invites a distinguished elite of journalists, experts, academics, influential figures in modern communication technologies from the Arab region and beyond, in addition to

some key ministers and large numbers of invitees.

To recap, the inaugural edition of the Arab Media Congress took place on October 19, 2021, in Tunis, addressing issues such as challenges facing public service media in the era of the proliferation of private channels and new media, the crisis of print journalism, and the future vision, as well as training and Rehabilitation of human resources.

The second edition of the Arab Media Congress was held on January 13-14, 2023, focusing on the theme: "Visionary approach to Global Digital Supremacy."

The different sessions of this edition explored challenges in cultural, social, and media fields, data protection, and cybersecurity, along with global Digital tech companies. They also discussed action plans and proposed strategies in content, technology, and legislation.

Both of these editions resulted in AMC declaration and recommendations that outlined the path to the future and attempted to provide practical solutions to the raised issues.

The current edition of the Arab Media Congress will address the following topic: "Media in the Artificial Intelligence Era: Opportunities and Challenges" from various perspectives, including:

- Applications of artificial intelligence in media content creation
- Artificial Intelligence and Media professions
- Technical & Technological aspects of using Artificial Intelligence
- Artificial Intelligence: Ethics and Legislation
- Review of successful experiences in using Artificial Intelligence in the Media.

It is expected that the Arab Media Congress (Third edition) will lead, thanks to its valuable presentations and rich discussions, to meaningful recommendations and constructive proposals. We believe that they will contribute to the development of a joint Arab action concerning media in the era of artificial intelligence, benefiting mainly professionals and Arab media institutions leaders.

# Arab Media Congress ( 3 ) Programme Media in the Artificial Intelligence Era

“Opportunities and Challenges”

Tunis, January 17-18, 2024

Wednesday, 17, January 2024

09:00 - 09:45

Opening session

- Eng. Abdelrahim Suleiman : ASBU Director General.
- Mr. Mohammed Bin Fahad Alharthi : ASBU President , SBA CEO.
- Her Excellency Dr. Hayet Ketat- Guermezi : Minister of Cultural Affairs, Tunisia.

Keynote Speech

- Dr. Hans Hoffmann : Head of Media technology department - EBU.

09:45 - 10:30

AI Exhibition's Opening

Break

10:30 - 12:00

**Topic 1: Applications of Artificial Intelligence in Media  
Content Creation**

**Moderator:**

**Dr. Nabil Jassim** : Chairman of the Permanent Committee for Arab Media,  
Head of the Iraqi Media Network,Iraq.

**Dr. Mohamed Abdel Zaher** : CEO, AIJRF, UAE .

**Prof. Dr. Abdelsamad Motei** : Digital Communication, HIIC, Morocco.

**Prof. Marwa Ben Issa** : HEC Montréal Graduate Entrepreneur, HEC Montreal Executive Education Lecturer .

## Debate

**12:00 - 13:30**

### Topic 2: Artificial Intelligence and Media professions

#### Moderator:

**Mr. Giacomo Mazzone** : Member of the advisory board of EDMO , Italy.

**Dr. Pawel Gmyrek** : ILO, Switzerland

**Prof. Dr. Rashida Sabti** : University Professor, Faculty of Information and Communication Sciences, Algeria.

**Dr. Roberto Suárez Candel** : Managing Director, South 180, Switzerland.

## Debate

**15:30 - 17:00**

### Topic 3: Technical & Technological aspects of using Artificial Intelligence

#### Moderator:

- **Eng. Abdelrahim Suleiman** : ASBU General Director.
- **Eng. Ashraf Salaheddine** : High-Tech Vision Company for Consulting, Training, and Information Systems, Egypt .

**Dr. Saad Kazem Hassan** : University Professor, Faculty of Media.  
Iraq - **ONLINE PARTICIPATION.**

**Eng. Ahmed Nadeem** : Secretary-General ABU, Malaysia.

**Dr. Lorenzo Canale** : CRITS/ RAI, Italy.

**Dr.Eng. Riadh Kamel Najm** : CEO - Shashah World Co ,Chairman of ASBU Academy Consultative Council , Saudi Arabia .

## Debate

**17:00**

**Visit of AI Exhibition**

**Thursday 18, January 2024**

**09:30 - 11:00**

**Topic 4: Artificial Intelligence: Ethics and Legislation**

**Moderator:**

- **Mr. Mohammed Bin Fahad Alharthi** : ASBU President,SBA CEO.

**Dr. Sadok Hamam** : Professor of higher Education, Institute of Journalism and News Science, University of Manouba, Tunisia .

**Prof. Andrea Stazi** : Regulatory Affairs Lead South Europe, Google Italy.

**ONLINE PARTICIPATION**

**Mrs. Simona Martorelli** : Director of International Relations and European Affairs, RAI, Italy.

**Mr. Vincent Berthier** : Head of RSF Tech Desk, France.

## Debate

**11:00 - 11:30**

**Visit of AI Exhibition**

**Break**



## **Topic 5: Review of successful experiences in using Artificial Intelligence in the Media**

### **Moderator:**

- **Dr. Javad Mottaghi** : Adjunct Professor , HEC Montréal, Canada.
  
- Mrs. Kathey Battrick** : Senior Manager, Library and Media Management, Asharq News, UAE.
- Mr. Sun Hu** : Deputy Director, International Cooperation Department, CMG, China.
- Mr. Frederic Petitpont** : CTO , Newsbridge, France.

### **Debate**

#### **AMC Closing Session**

**13.00 -13:30**

- **His Excellency Prof.Dr.Mohamed Laagab** : Minister of communication, Algeria.

**Announcement of the Arab Media Congress (3) Declaration and Recommendations.**

### **Rapporteur:**

- **Eng. Hasan R. Sayed Hasan** : Managing Director, Master Media, UAE.

# Experts





**Mr. Mohammed Bin Fahad Alharthi**

Current positions: CEO of Saudi Broadcasting Authority, President of the Arab States Broadcasting Union (ASBU), President of Saudi Media Forum, Master's degree in international journalism (City university of London), Successfully completed the senior executive leadership program (Harvard alumni),

Member of the board of directors at the World Association of Newspapers and News Publishers (WAN-IFRA) and a member in the UK National Union of Journalists (NUJ).

Previous Experience: Editor-in-chief of big titles such as Arab News, Arrajol, Sayidaty and AboutHer, Journalist for Financial Times and Asharq Al-Awsat in London, Managing Editor in Al Eqtisadiyah newspaper.

Extracellular Activities and Memberships: He launched Arab News forum, which hosted seminars to discuss topical issues and presented by high-ranking officials and diplomats. Also in 2015, he launched his talk show "Bidoun Shak" (Without Doubt) on MBC.

Besides that, he had so many social initiatives in leading many campaigns such as:

La Lizawaj Al Kaserat (against child brides) a campaign against child and underage girls' marriage in the Arab World, Baader bel Khair (initiate goodness) A campaign recognizing other community and humanitarian initiatives, Khali Soutek Masmou'a Mish Makmou'a (let your voice be heard not taken away from you): A campaign against domestic violence encouraging abused women to speak up.

## Eng. Abdelrahim Suleiman



Director General of the Arab States Broadcasting Union (ASBU) since January 2015.

He holds a BS Degree with honors - University of Khartoum - Faculty of Electrical Engineering - Communications Department 1978.

He had several positions in the engineering field for more than 30 years, the last of which was the Director of the Engineering Department at ASBU (1990 - 2014), where he supervised all technical projects, activities and secretarial work of the Engineering Committee

He also contributed to the establishment of the radio and television exchange systems and to paving the way for its success, such as providing 3 advanced exchange systems, appropriate equipment and "satellite" capacity. Among the key initiatives he led or contributed to, we can mention: establishing the ASBU remote training system, the Arab Unified Bouquet covering various world regions on the most prominent satellites, launching the ASBU Media Training Academy and providing television coverage of major sporting events for which ASBU holds TV rights (World Cup, Olympic Games, Continental Cups).

## Dr. Hans Hoffmann



Dr. Hans Hoffmann, an expert in media technology, holds a telecommunications engineering degree and a PhD in Electronics and Design. At the European Broadcasting Union (EBU), he leads the media technology department, focusing on emerging technologies like immersive media and AI. Hoffmann chairs the Media Technology Futures group, collaborates with top R&D managers from global broadcasters, and co-chairs FAME and the Inter-SDO group. With a significant history in SMPTE, including being its first European President in 2021-22, he's recognized for his contributions with the Richard-Theile Medal. Previously, he worked for over nine years at Munich's Institute fuer Rundfunktechnik.



## Dr. Nabil Jassim

Dr. Nabil Jassim Chairman of the Permanent Committee for Arab Media Head of the Iraqi Media Network Doctorate in the Department of Journalism, College of Information, University of Baghdad. He worked as a professor in the same college, and worked as an activist in the field of defending freedom of expression. He has worked and written in various Iraqi newspapers since 1994. He worked for Al-Sumaria Channel and the Baghdad News Agency. He served as director of the Dijlah Satellite Channel and presented many political talk shows. He contributed to establishing a number of media outlets in Iraq. He also worked as an international advisor in the field of laws related to freedom of opinion, a member of the International Federation of Journalists, and a political advisor to the Mission United Nations in Iraq (UNAMI) 2019/2020, and he has many research and publications.

## **Dr. Mohamed Abdulzاهر**



A Professor of Media and Artificial Intelligence, and pioneer of "Artificial Intelligence Journalism" and "Media of the Metaverse". CEO of Artificial Intelligence Journalism for Research and Forecasting (AIJRF), one of the world's leading academic and applied think tanks specializing in media studies, artificial intelligence and media the of Metaverse. The President of the Artificial Intelligence Journalism World Forum (AIJWF). Member of the Advisory Board of a number of Arab media colleges and departments.



## **Prof. Dr. Abdelsamad Motei**

He holds a doctorate in media and communication from the University of Paris2 and is a professor of higher education with a qualification in journalism and digital communication at the Higher Institute of Information and Communication - Rabat (Morocco). His areas of interest include: Digital journalism and modern technologies: artificial intelligence, virtual reality and preparation - implementing communication strategies - e-learning in the fields of media and digital communication - uses of modern technologies for media and communication. He prepared a group of research, including the use of artificial intelligence applications in the production of audiovisual and digital content, and the uses of digital technology in the Arab cultural field.

## Mrs. Marwa Ben Aissa



HEC Montréal Graduate Entrepreneur, HEC Montreal Executive Education Lecturer, Founder of "Shoofping," an AI startup specializing in AR-Virtual Try-On, in collaboration with NextAi, Montréal, Entrepreneur behind "WARM," a circular economy startup that operates as a second-hand furniture marketplace, Google Certified in e-Commerce & Digital Marketing, Contributed to the digital transformation of logistics at TTR (Transport & Logistics) company, DeepLearningAi Certified in Generative AI for Everyone.



## Mr. Giacomo Mazzone

Senior journalist specialized in media, economics, new technologies and sustainability. Currently Manager at RAI in charge of Special European projects. Member of the Advisory Council of the EDMO-European Digital Media Observatory and of the EU task force for the Security of European Elections 2024. Secretary General of the WRD – Word Radio Day Committee at the UNESCO. Former Global Project manager for UNDRR on Disaster Risks Reduction. 2002-2020 Director of Institutional Relations and Members Relations South at the EBU. Founder and Editor in Chief at Euronews.

## Dr. Pawel Gmyrek



Pawel Gmyrek is a Senior Researcher in the Effective Labour Institutions unit of ILO's Research Department. His current work is focused on the impact of generative AI on employment and occupational structures and on the use of generative AI tools and large unstructured datasets for research purposes. He holds a Ph.D. in Political Science and International Relations from University of Geneva, Switzerland, and a Master's degree from Warsaw School of Economics, Poland. He has been staff member of the International Labour Office since 2008 and published on topics related to multilateral funding, aid effectiveness, human rights and technology and jobs.



## Prof. Dr. Rashida Sabti

Rachida Sebtj; a Professor at the University of Algiers 3 Ibrahim Sultan Shibout \_ college of Media and communication Sciences - Department of Communication Sciences since 1995.

Specialized in media and communication sciences, cultural and educational sociology

She has published many scientific articles in national and international magazines and has also participated in many national and international conferences and forums.



## Dr. Roberto Suárez Candel



Dr Roberto Suárez Candel is the managing director of South 180, an international consulting company specialized in foresight, strategy and impact. He enables boards, CEOs and management teams to envision the future, build scenarios and redesign their strategies. He also advises organisations on how to operate with a greater focus on value creation. Before founding South 180, Roberto was the Head of Strategy & Media Intelligence of the European Broadcasting Union (EBU) (20122020-).



## Eng. Ashraf Salaheddine

Founder and CEO of High-Tech Vision Company for Consulting, Training, and Information Systems, a lecturer and consultant in digital transformation and innovation at the Regional Institute for Information Technology, and a part-time lecturer at the Faculty of Mass Communication, Cairo University. He is also a lecturer at the Arab Organization for Administrative Development, one of the Arab League bodies concerned with administrative and technological development in the Arab world. Additionally, he is a member of the Association of Egyptian Scholars in America and Canada and an expert in cybercrime at the Egyptian Ministry of Justice. He is one of the experts of the United Nations Office on Drugs and Crime (UNODC) in Vienna.

## Dr. Saad Kadhim



Specialized higher education professor of media economics, informatics, electronic journalism, and new media in the university of Baghdad. He has 20 scientific papers in the field of electronic, new media and artificial intelligence journalism, including: Uses of artificial intelligence techniques in digital media and Natural Language Generation (NLG) technique, a model.

He participated in many scientific seminars during which he presented several papers including: Development in the artificial intelligence era, the importance of Android journalism in investigative journalism, Algorithmic journalism and the importance of metaverse (virtual reality) in new media.



## Eng. Ahmed Nadeem

Ahmed Nadeem assumed the role of the seventh Secretary-General of the Asia-Pacific Broadcasting Union on April 1, 2023. Previously he led the ABU Technology Department from 2008. Before his current role, he served as the Director of Technology and Innovation from May 2018 to March 2023. With over 25 years of expertise in broadcasting and telecommunications, Mr. Nadeem is a distinguished engineer in electronic and information technology.

## Dr. Lorenzo Canale



He got a Ph.D. in Computer Science, specializing in Learning Analytics field from EURECOM.

Currently employed at RAI, Lorenzo is working on combating misinformation. He developed an algorithm to automatically discern whether a paragraph supports or refutes an informative statement.

Notably, he conceived the FAKE RADAR game, evaluating people's ability to distinguish truth from falsehood in both informational and non-informational domains.



## Eng/Dr. Riadh Kamel Najm

PhD from the University of Liverpool in UK in 1992.

Held several media and technical positions since 1980 at the Ministry of Culture and Information in Saudi Arabia and previously Chairman of the General Authority for Audiovisual Media in 2013.

Held many roles in Arab and international organizations, including President of the Arab States Broadcasting Union, Chairman of the Engineering Committee of the World Broadcasting Unions(WBU), Board member of Arabsat. Currently a media consultant and the Chairman of the Advisory Board of ASBU Academy.

## Prof. Dr. Sadok Hammami



- University Professor and head of the Doctoral and University Qualification Committee at the Institute of Journalism and Communication Sciences.
- He has also held the position of Director at the African Centre for Training of Journalists and Communicators.
- He has taught at the College of Communication at the University of Sharjah for several years.
- His academic focus revolves around media, communication, and information



## Prof. Andrea Stazi

Regulatory Affairs Lead South Europe at Google and YouTube, where Andrea manages the regulatory work of the Government Affairs and Public Policy teams of Italy, Spain, Portugal, Greece, Malta & Cyprus. Full Professor of Comparative Law at San Raffaele University of Rome; Visiting Professor in Biotechnology Law and Academic Fellow of the Centre for Technology, Robotics, Artificial Intelligence and the Law - TRAIL at National University of Singapore. Prof. Stazi authored 10 books and more than 75 scientific publications.

## **Mrs. Simona Martorelli**



- Director of RAI's International Relations and European Affairs
- Head of European Affairs and of the Brussels liaison office with EU Institutions since 1999
- Vice Chairman of the EBU Legal and Policy Committee
- Chairperson of EBU International Broadcasting Assembly Committee
- Member of the Reference Group of the Eurovision Song Contest.



## **Mr. Vincent Berthier**

Vincent Berthier has been Head of Technology at Reporters Without Borders since 2022, after a career as a social data analyst for various organisations, including the French public broadcaster France Télévisions. He holds a master's degree in media and digital studies from CELSA-Sorbonne, and is currently a doctoral student in information science, specialising in monitoring the impact of technological innovations on access to information and journalism, especially AI.

## Dr. Javad Mottaghi



Dr Javad Mottaghi is Adjunct Professor at the HEC Montréal (Québec), Canada. He served the ABU as Secretary-General for 13 years until March 2023. In Nov. 2022, he received a lifetime achievement award and was appointed as ABU Honorary Councillor. Before the ABU, Dr Mottaghi was Director of the AIBD for 12 years and delivered 1,000 media training initiatives. He received the “Special Lifetime Achievement Award” in May 2010. He also received the Elizabeth R. Award for Exceptional Contribution to Public Service Broadcasting in 2009. Dr Mottaghi has 44 years of experience in media.



## Mrs. Kathey Battrick

Kathey Battrick joined Asharq News in 2019 as a Senior Manager in the Library and Media Management Department. She is responsible for setting up and leading the media library at Asharq, overseeing the management, cataloguing, AI indexing and preservation of the organization's valuable production assets and archive.

She has a wealth of experience in media and archive management and previously worked as the Director of Operations for ITN Source, the archive and clips sales arm of ITN News in London, where she led projects such as the digitization of ITN's archive and managed the archive operations team.

## Mr. Sun Hu



2011 to 2021: Work as a journalist in Middleeast, where I have reported on the full process of Iraq's fight against ISIS, and the big explosion in Beirut. 2021 to present: Currently working as deputy director of international cooperation department in CMG Middle East & as a Python programmer and AI developer focusing on NLP and AIGC.



## Mr. Frederic Petitpont

Fred Petitpont is the CTO and co-founder of Newsbridge. With a strong focus on user experience, big data and R&D, he leads a product, engineering and AI research team to help broadcasters and sports rights holders preserve and work with their ever-growing content library. Prior to Newsbridge, Frédéric was Technical Lead at BETC (Havas Group) working on digital transformation and big data special projects for top brands including Danone, Ubisoft, Sephora and Stellantis (Peugeot).

## Mrs. Virginia Bazàn-Gil



Virginia Bazàn-Gil is Head of Archives at RTVE where she is in charge of innovation projects connected with automatic metadata creation and image recognition tools mainly for the archive but working with other business areas of the company such as Innovation and Digital Strategy and the RTVE Website. As a member of the RTVE University of Zaragoza Chair, she is also involved with research on Speech Technologies, Natural Language processing and Computer Vision applied to the AV archive. She has been involved also in innovation and development projects with research institutions and broadcast vendors. She also has a large teaching experience including academic and professional training for different companies and public institutions.



## Eng. Hasan R. Sayed Hasan

The Managing Director of Master Media, a consulting firm based in the UAE & operating in the Arab region & globally, providing consultancy on the commercial, operational & technical aspects of establishing & operating media organisations. Hasan has 30+ years of experience in the media industry. He was previously Head of Media Technology at twofour54- Media Zone Abu Dhabi, & held senior positions in media networks such as CNBC, AIRai TV-Kuwait, the National Broadcasting Network, Al-Jadeed TV & the ART Network in Lebanon.



# AI Exhibition in Conjunction with the (3) Arab Media Congress

An Exhibition will be organized in conjunction with the third Arab Media Congress. International companies specialized in Artificial Intelligence applications used in the field of media will participate in this exhibition. The applications include audio transcription to text and translation, summaries creation in several languages for live broadcast and content production for various platforms.

Moreover, Arab and foreign media institutions will also participate in this exhibition to present their experiences in employing Artificial Intelligence applications in producing Radio and Television content.

The exhibition will be an opportunity for a number of startups to showcase their innovative projects in the field of using Artificial Intelligence in several fields. Arab organizations will present their experiences in the proper use of Artificial Intelligence.

The Arab States Broadcasting Union (ASBU) will share its experience in using Artificial Intelligence in developing news and program exchange services through its platforms. ASBU will also present its achievements in the processes of producing Radio and Television content using Artificial Intelligence applications.

# Participants in AI Exhibition :

Arab States Broadcasting Union (ASBU)

Tunisian Radio

Tunisian Television

China Global Television Network

Newsbridge Company

TVU Company

Enova Robotics Company

The Arab Educational, Cultural and Scientific  
Organization (ALECSO)

The Arab Organization for Communication and  
Information Technologies (AICTO)

Unilumin Company

Pristini School of AI

SIGNLINGO وخليبي

Bionic Soul/Deaf Square Companies





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