

TRT
TURKISH RADIO-TELEVISION CORPORATION
DIRECTORATE GENERAL

Ankara, 09. July 2024

Dear ABU Members,

On behalf of Turkish Radio Television Corporation (TRT) and myself, I would like to extend you all my deepest greetings and best wishes from Türkiye.

As the first and only public service media and the flagship of broadcasting industry in Türkiye, TRT is delighted to host another major ABU event, the 61st ABU General Assembly and Associated Meetings from **18 to 23 October, 2024** in **Hilton İstanbul Bosphorus Hotel**.

This year also has a significant meaning for both ABU and TRT, as both are celebrating the 60th anniversary of their establishment. In view of this nice coincidence, the 61st ABU General Assembly and Associated Meetings would definitely become a great occasion to share this joy with valuable colleagues from the ABU community.

In a media landscape that demands almost instant adaptation to technological developments, the theme of this year's General Assembly will be **"The Nexus of AI, Broadcasting, and the Society"** with a focus on the vital relation between media and the society, particularly putting the artificial intelligence at the center of discussions. Prominent experts, media professionals and top executives will offer valuable insights and discuss the potential of this technology at length during the sessions.

Serving more than half of the world's population as the biggest global broadcasting union, the ABU is committed to supporting its members in a spirit of solidarity to catch up with developments in this domain and, I believe, the event will significantly contribute to the efforts to understand how artificial intelligence can transform our industry and society.

We look forward to welcoming the ABU family and would like to kindly remind that October is a very busy season in terms of local and international events in İstanbul and therefore early reservation is recommended.

Yours Sincerely,


Prof. Mehmet Zahid SOBACI
TRT Director General
ABU President