

17 July 2024



61st ABU General Assembly and Associated Meetings in Istanbul

Shaping Tomorrow's Narratives - The Nexus of AI, Broadcasting, and Society

Dear Colleagues,

I am delighted to announce that the registration is now open for the 61st ABU General Assembly and Associated Meetings, hosted by our member Turkish Radio and Television Corporation (TRT) in Istanbul. On behalf of the ABU President, Prof. Mehmet Zahid Sobaci, it gives me immense pleasure to invite you and your delegation to join us in Istanbul, Türkiye in October.

Date: 18th – 23rd October 2024

Venue: The Hilton Bosphorus Hotel, Istanbul, Türkiye

The 61st ABU General Assembly 2024, celebrating the 60th anniversary of the ABU, will focus on the theme "*The Nexus of AI, Broadcasting, and Society*". The conference sessions and various forums will focus on the significant change and the challenges posed by such new technologies on the broadcasting landscape across the region and beyond.

The increasing application and influence of Artificial Intelligence in Broadcast media have great potential to change how we create stories, connect with people, impact conversations and change narratives within Societies. Broadcasters can lead this change, with the ability to inspire, educate, and promote positive change while maintaining the trust and credibility of public service media. Your expertise, experiences, and perspectives are vital in navigating the ethical, social, and creative dimensions of this nexus. Together, we will explore how AI is reshaping content creation, audience interaction, and the core of storytelling.

As part of the agenda, our host TRT is organising a memorable excursion to popular landmarks and some of the significant historical and cultural sites within the wonderful city of Istanbul.

We look forward to your presence for a dynamic discussion, thought provoking insights, and a meaningful conversation. Your active participation and valuable contributions will help shape the narrative of tomorrow.

Please visit <https://www.abu.org.my/ga2024istanbul> to register online.

Best Regards,



Ahmed Nadeem
Secretary-General