

Technical Bureau Annual Meeting Report, 4 September, Online

The ABU Technical Department successfully organized the **ABU Technical Bureau (TB) Annual Meeting 2025**, held online on **4 September 2025**. The meeting was chaired by **Mr. Masashi Kamei** from NHK-Japan, Chairperson of the ABU Technical Committee. It opened with a welcome address by **Dr. Veysel Binbay**, Director of ABU Technology, followed by remarks from Mr. Kamei, who expressed his sincere appreciation to all Bureau members for their active participation.

Following the opening, Bureau members engaged in discussions on the progress and activities of their respective organizations. Updates highlighted recent initiatives, ongoing technical developments, and challenges faced in the rapidly changing media and broadcasting environment. Members emphasized the importance of regional collaboration in advancing innovation, building capacity, and addressing practical needs.

Dr. Veysel Binbay then presented the **Activity Report**, which outlined progress made on TB tasks and activities since the TB Mid-Year Meeting in April. New initiatives included the **ABU-CCBN Nexus Event**, **ABU-DRM Webinar on DRM Developments & Implementation**, **BroadcastAsia 2025**, **WorldDAB-ABU-ASBU Workshop**, **AI Forum**, and the **Member Innovation Webinar** hosted by RTM.

A notable proposal was presented by **Mr. Kazım Pektaş**, who introduced the idea of establishing an **ABU Innovation Hub**. He clarified that the initiative was not meant to compete with existing ABU projects or study groups, but rather to serve as a communication platform among technical staff from different departments, ranging from maintenance to planning. He noted common challenges faced by Public Service Media (PSM) organizations, including financial limitations and shortages of highly skilled staff. With broadcasting technology rapidly evolving—from analog to digital, IP-based systems, and now artificial intelligence—technical teams face increasing workloads and complexity. The proposed hub would enable engineers and staff to exchange ideas, share solutions, and collaborate more effectively on both innovative and practical issues.

Dr. Veysel also provided an update on the upcoming **Technical Bureau elections**, scheduled to take place during the Technical Committee Meeting in Mongolia. He explained that the Bureau consists of 18 seats distributed among associate, lower category, and full members, and is re-elected every two years. To date, 11 members have confirmed interest in re-election, with 14 nominations received. Members who had not

yet confirmed were reminded to do so promptly. He stressed that Bureau seats belong to organizations, while chair and vice-chair positions belong to individuals, with a limit of two consecutive terms. Dr. Binbay also noted that **PTV Pakistan** and the **Saudi Broadcasting Authority** are ineligible this term due to participation requirements. Additionally, vice-chair positions from **TRT** and **Prasar Bharati** will become vacant after completing their maximum terms, while the vice-chair role from **RTPRC** remains open following Shang Ji Fan's retirement, though RTPRC is still eligible to nominate. Members were encouraged to review the circulated documents and submit nominations to ensure a strong, committed Bureau.

Another key agenda item was the introduction of the **draft AI Principles document**, developed as a cross-departmental effort within ABU to provide a unifying framework for addressing AI's impact on broadcasting. Dr. Binbay explained that, unlike other technologies, AI affects workflows across all areas—news, sports, programming, and technology. The document is not a prescriptive guideline but a set of adaptable principles or a “skeleton” that members can customize to their own circumstances. Drawing from international references such as the **EU AI Act** and **ITU documentation**, the framework emphasizes safeguarding audience trust while responsibly embracing AI. Members were invited to provide feedback by **10 September**, before the draft is presented to the Programme Steering Group (PSG) and then the Administrative Council.

Mr. Kamei welcomed the initiative, noting NHK's strong interest in AI. After reviewing the draft, he observed that while the **principles** section was clear, the section labeled “guidelines” consisted mostly of examples and use cases, such as newsroom automation, audience analysis, and content distribution. He suggested renaming this section to “use cases” or “applications of AI” to avoid confusion with prescriptive rules. Dr. Binbay acknowledged the feedback and confirmed that the terminology would likely be revised to better reflect the content.

Dr. Veysel Binbay also provided updates on the **Digital Broadcasting Symposium (DBS) 2026**, scheduled for **30 March – 2 April in Kuala Lumpur**. He explained that the new dates avoid a clash with Ramadan, and that several structural improvements have been made in response to feedback. Notably, parallel workshops and conference sessions will no longer run simultaneously, allowing better engagement and outcomes. The four-day event will continue to feature exhibitions, workshops, conferences, and masterclasses, but with refined scheduling, more sessions, and innovations in speaker arrangements. Final details will be circulated after the ABU General Assembly.

The meeting continued with a review of the **updated questionnaire** circulated beforehand by the Chairperson, which gathered insights on TV and radio broadcasting practices among ABU members. This initiative aimed to encourage experience-sharing and the identification of best practices, further strengthening collaboration and mutual learning within the union.

The session concluded with **closing remarks from Mr. Kamei**, who extended his heartfelt thanks to all participants for their contributions, collaboration, and active engagement. He emphasized the importance of collective efforts in shaping the future of

broadcasting in the region and expressed appreciation to ABU Technology for hosting a productive and meaningful meeting.