

THE FIRST ABU AI FORUM



The inaugural ABU AI Forum was successfully held from 23–24 July 2025 at the Grand Skylight Hotel Royal, Beijing, China. Organised by the Asia-Pacific Broadcasting Union (ABU) and co-hosted by the Radio and Television of the People's Republic of China (RTPRC) and China Broadcasting International Economic and Technical Cooperation Co., Ltd. (CBIC), the Forum brought together broadcasters, technology innovators, policymakers, and academics from across the Asia-Pacific and beyond to explore the transformative role of artificial intelligence in broadcasting, media, and communication.



The event opened with welcome remarks by Ms. Zhou Jihong, Director-General of the International Cooperation Department, National Radio and Television Administration (NRTA), and ABU Secretary-General Ahmed Nadeem, followed by a keynote address from Song Qizhu, Chairman of China Broadnet Group.

Over the two days, participants engaged in keynote presentations, panel discussions, and thematic sessions under the AI Exchange series, covering sustainable broadcasting, media ethics, generative AI applications, regulatory frameworks, and AI-driven transformation in broadcasting.



A highlight of the second day was a two-part masterclass, The AI Director's Playbook – Directing the Future of Broadcasting, delivered by Craig McCosker of ABC Australia. This was followed by an interview with Dr. Michael Kollo, CEO of Evolved.ai, on the role of trusted media in an AI-powered information landscape. Participants also had the opportunity to visit the Beijing International Radio, TV & Film Exhibition (BIRTV), one of Asia's most influential showcases of broadcast and media technologies.

The Forum drew strong participation from ABU members and partners, representing multiple countries and regions across the Asia-Pacific and beyond. As the ABU's first dedicated initiative on AI, the event provided an inclusive platform for knowledge exchange, cross-sector collaboration, and practical discussions on AI's role in shaping the future of the media industry.

The ABU Secretariat extends its sincere appreciation to RTPRC and CBIC for their support, hospitality, and professionalism in co-hosting the event, which played a vital role in its success.

