ASBU
Arab States Broadcasting Union
جامعة الدول العربية

ASBU ACADEMY

PROGRAMME 2025

asbuacademy.net
asbuacademy@asbu.net
asbuacademy

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Arab States Broadcasting Union
ASBU Academy

Rue Sofiene Chaari, Centre Urbain Nord - P.O. Box 250 - 1080 Tunis Cedex - Tunisia
Tel. : (+216) 71 849 000 - Ext. : 504
Fax : (+216) 71 843 054 - 71 843 101
Email : asbu@asbu.net
Web : www.asbu.net
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Eng. Abdelrahim Suleiman
ASBU Director General

Technology vigilance

Seven years after its launch in April 2017, the Arab States Broadcasting Union Academy has managed to build a positive image of professionalism and quality of training it provides to Arab professionals in the audiovisual field. Also quantitatively, in December 2024, the Academy is delivering a very positive outcome as it organized 201 training sessions for the benefit of 3442 participants from 60 countries and 235 organizations.

This success, praised by ASBU members and international partners, far from encouraging self-satisfaction, compels the Academy to be more dynamic, innovative and to keep pace with the spectacular transformations taking place in information technologies in general and audiovisual area in particular.

In an ever-changing world, technology monitoring has become essential as rapid developments are reflected in changing ways of producing, disseminating, preserving and consuming information and content.
For the media, technological surveillance allows for anticipating changes and adapting to new tools, especially with the uses of artificial intelligence and the spread of new platforms for the production and broadcasting.

The introduction of artificial intelligence in all areas of human activity offers enormous opportunities, but it also reflects on all professions and raises ethical questions and problems related to respect for intellectual property and authors' rights. But AI is now essential for various media professions. In addition to verifying information and sources, it provides writing assistance, generates text, images, sound and animation, and shortens time in post-production as well as in processing and using archives.

In the field of training, monitoring technological transformations has become a vital necessity. It not only ensures continuous adaptation to innovations, but also ensures that our Arab professionals are at the forefront of technological development.

ASBU ACADEMY

Enhancing Arab Competencies in the Audiovisual Field

Our Vision and Ambition

The vision that guides and motivates ASBU Academy is directly inspired by the vision and the values to which ASBU itself has always adhered. Indeed, ASBU has always strived to remain a professional organization that best serves the interests of its members and meets their needs, transcending the political volatility that Arab States go through sometimes. ASBU provides a cooperation platform, and offers a package of constantly refined services by keeping abreast of the accelerated technological changes and the international best professional practices, especially in the public audio-visual sector.

Training in radio and television has been one of the cornerstones of the Union since the early 1980s when it established the Arab Training Center in Damascus. In the face of the difficulties that the Arab region has been confronted with since 2011, and the challenges that the public radio and television is facing across the globe and, in particular, the Arab world, the Union set up a new academy for continuous training in April 2017 at its headquarters in Tunis.

The Academy aspires to provide high-quality training in various radio and television-related crafts, thus becoming a regional reference in the audiovisual arena.

Target Audience

ASBU Academy provides opportunities for training and rehabilitation to all Arab audiovisual professionals, both public and private.

Training revolves around the following strategic axes:

- New media
- Technology and Innovation
- Programs, news, sports and archives
- Leadership and management .

Our Mission

ASBU Academy is a non-profit organization, whose basic mission is to promote Arab competencies in the field of audiovisual media and in the field of information in general, through continuous training.

The Academy aims to:

- Contribute to improving the quality of programs, news and services that the Union member organizations offer;
- Enable professionals working for Arab public or private organizations to keep pace with the technological developments that deeply influence the production, processing, broadcasting, archiving and reception of audiovisual programs and news;
- Present the best professional practices and experiences in the field;
- Provide a forum for the exchange of expertise and communication to Arab professionals;

Sports Live Direction , March 2023

- Monitor closely technological changes and their impact on professional practices, and follow state-of-the-art systems.

Our Values

In order to achieve the much sought-after excellence, the ASBU Academy upholds a set of fundamental values that light the way and guide the training activities it offers:

- Professional rigor in designing, organizing and assessing training activities;
- Transparency in choosing trainers and trainees ;
- Adherence to the basics and ethics of the profession;
- Permanent assessment and a culture of quality.

Permanent self-assessment enables the strict monitoring of the Academy's performance, as participants themselves assess each training session by answering an anonymous questionnaire. The assessment covers the statistical part of the activity (participation, countries, and organizations), the educational part (content, trainers, format and length of the session, pedagogical method adopted, interaction...), and the logistical part (information, organization, services and relationships with the Academy's team).

Consultative Council

In order to keep pace with the changes, developments, and international best professional practices in the audiovisual field, the Academy set up a Consultative Council made up of seven Arab and foreign experts appointed as such. The Council holds a face-to-face meeting once a year, and meets a second time via audiovisual conference call.

The role of the Consultative Council is to assist the Academy in implementing a training strategy and highlighting the significant changes in the field with which it must keep up.

Spaces & Equipment

The Union has a new fifth floor built at its headquarters in Tunis, reserved for the premises of the Academy. This floor consists of:

- A television studio equipped with high definition cameras;
- An IP radio studio with a platform for the automation, production and distribution using Winmedia automation system;
- A multidisciplinary training room;
- A multimedia room equipped with an advanced computer network;

Media in Disaster Risk Reduction and Saving Lives , April 2024

- Staff offices and complementary spaces such as equipped rooms for simultaneous translation.

Trainers and Partners

The Academy relies on a limited team to organize and conduct training activities. To implement courses, the Academy contracts with highly qualified trainers of renown in the Arab countries and elsewhere in the world.

It also chooses cooperation partners from among the best professional training institutions in the world, such as the European Broadcasting Union Academy (EBU Academy), the French Audiovisual Archives Institute (INA), the Asia-Pacific Institute for Broadcasting Development (AIBD), the Host Broadcast Services (HBS) Academy, the International Telecommunication Union (ITU) , the Arabsat and a number of specialized companies.

In addition, the Academy pursues a voluntary policy with regard to the training of Arab trainers by:

- having one Arab trainer working with each foreign expert in the training;
- organizing once a year special training sessions designed for Arab trainers (TOT).

Duration and format of sessions

The length of training courses varies depending on the topic and the targeted audience.For the time being, the Academy offers three formats:

- Short-term courses ranging from 2 to 5 days; they are generally Master classes;
- Medium-term courses: 6 to 10 days;

Decentralized courses are also delivered at the request of the organizations in accordance with their priority needs (on demand sessions).
On the recommendation of the Union's General Assembly, ASBU Academy holds courses for a number of member organizations with limited resources (e.g. Comoros, Djibouti).

Training Approach

The Academy adopts an interactive pedagogical approach, based primarily on the practical aspects of all the trades in the audiovisual sector (vocational exercises, best practices, case studies, use of simulation programs…) and on the contribution and professional experience of the participants themselves.
Training is provided either on a face-to-face basis or on a distance-learning basis or by blended training using simultaneously both ways .

TV Studio

Radio Studio

Multimedia Room

e-learning

The Academy has launched on June 2019, a distance training platform that offers free training courses in the media and audiovisual fields.

Today, this platform offers free eight courses:

- Mobile Journalism in Arabic
- Basics in sound processing
- Journalism Ethics
- Investigative Journalism.
- News & Terrorism
- 10 Golden Rules for Editing.
- 5G
- Media in Risk Reduction and saving lives.

Free Courses are crowned with Open Badge and certificate of achievement.

New Courses will be added during 2025.

Certificates

The Academy grants training participation Certificates to the trainees who have attended at least 80% of the courses at the training sessions.

Media and Marketing

Twitter

Facebook

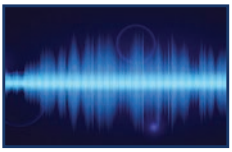
Newsletter

Youtube

ASBU Academy seeks to expand its reach and to intensify the spread of its activities, through conventional channels (regular mailing notifications to member organizations) as well as through modern technological means to enhance visibility: a dedicated website (asbuacademy.net) and the Academy pages on social networks (Twitter and Facebook) covering the executed activities and announcing the upcoming sessions.

asbuacademy.online

Journalism Ethics



Basics in sound processing

Mojo in Arabic

10 Golden Rules for Editing

News & Terrorism

Investigative Journalism

Media in Risk Reduction and saving lives

5G

asbuacademy.online : 8 free Courses

The Academy also distribute a periodical electronic newsletter that presents its current activities. This newsletter is sent to all member organizations and all trainees and trainers who participated and contributed in the Academy Training activities.

Our Priorities

ASBU Academy has made it one of its priorities to seek to improve the organization, programs and services of Arab public audiovisual institutions, and to take its performance and its credibility to a higher level.

Keeping pace with the new media and with the technological changes that affect the professional practices in the field is also placed at the top of its priorities.

Our Challenges

Beside the need to continuously upgrade and modernize its services, one of the biggest challenges the Academy is facing is to sensitize Arab media in general, and member- organizations of the ASBU in particular, to the priority it attaches to continuous training and rehabilitation.

It is our hope that Arab organizations will participate more actively in training courses, and that an effective network of officials responsible for training inside Arab broadcasting organizations will be created, with which it is possible to establish communication on a regular basis.

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ASBU ACADEMY

Training Program 2025

Period	Subject	Date
January	ASBU Cloud Platform for journalists and Programmers	27-31/01/2025
February	Using Chat GPT in Newsroom	03-05/02/2025
	Basic of Fault Diagnosis for IP Studios	10-14/02/2025
	Mobile Journalism in Field	17-21/02/2025
April	AI Technology	15-17/04/2025
	Women's Sports Journalism	24-29/04/2025
May	Workshop for Scanning and Restoring 16mm Films	05-09/05/2025
	New stories from archives	12-16/05/2025
	IP based TV Studio	27-30/05/2025
June	Cyber Security	10-13/06/2025
July	Fact checking & AI	08-11/07/2025
	Identify and assessment of training needs	14-18/07/2025
	T-DAB+	15-17/07/2025
September	Innovative management & creativity	09-12/09/2025
	Engineering Project Management	15-19/09/2025
	IP Based Radio Studios	22-25/09/2025
October	Radio & TV Debate	13-17/10/2025
	Create News & Program content using AI	*
	Networks & Digital Infrastructure Radio & TV Studios	20-24/10/2025
November	Advanced Podcast	04-08/11/2025
	Professional Lighting Techniques in TV Production	11-14/11/2025
	Basics of Software-Defined Networking (SDN)	*
December	Constructive journalism	05-05/12/2025
	Virtual Server Technologies and Cloud Storage	*
	Basics of Using Virtual Production Tools	*
	Special Effects using After Effects	**

* Dates will be confirmed later.

** Session will be held if possibilities are available.

إحصائيات نشاط 2024

Statistics January - December 2024

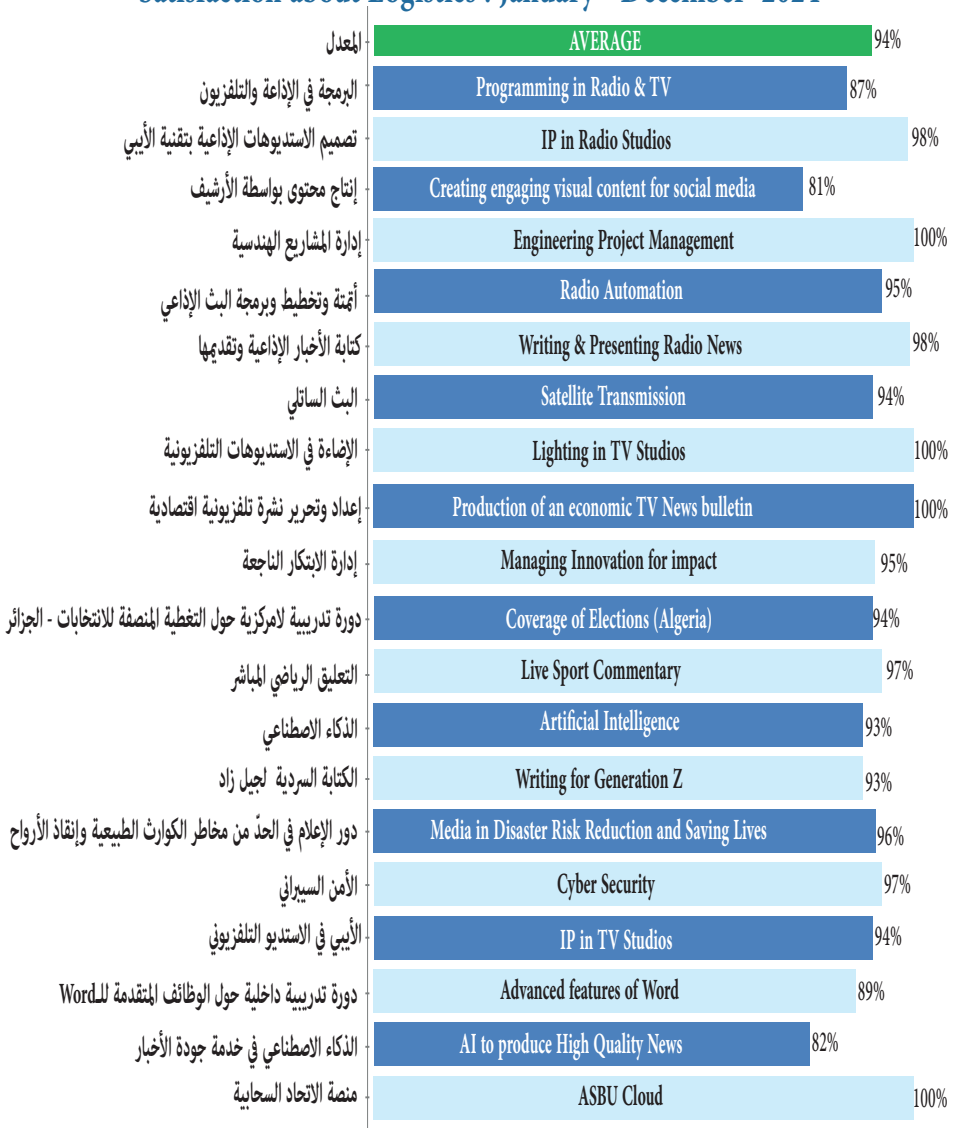
ASBU
اتحاد إذاعات الدول العربية

Participation 2024

Date	Sessions	Participants	Countries	Organizations
2024/01/25-23	Fifth Generation Network (5G)	19	7	9
2024/01/31-29	Fact Cheking and Artificial Intelligence	12	6	7
2024/02/09-05	Using New Media Tools, Software Platforms and AI for news & Program Production	14	5	6
2024/02/16-12	ASBU Cloud	15	6	9
2024/02/22-19	AI to produce High Quality News	11	6	7
2024/02/29-27	Seminar on Radio & TV Archives Digitisation Strategies	41	16	23
2024/04/01& 03/28-26	Advanced features of Word	13	2	1
2024/04/24-22	IP in TV Studios	15	10	10
2024/04/25-22	Media in Disaster Risk Reduction and Saving Lives	18	11	16
2024/05/09-06	Cyber Security	18	7	11
2024/05/16-13	Writing for Generation Z	14	6	6
2024/05/23-21	Artificial Intelligence	43	9	13
2024/05/30-27	Live Sport Commentary	12	6	7
2024/06/01-05/30	Coverage of Elections (Algeria)	87	1	48
2024/06/07-04	Managing Innovation for impact	11	6	6
2024/07/25-23	DAB+ Digital Radio Broadcasting	23	10	11
2024/09/27-23	Production of an economic TV News bulletin	11	6	7
2024/10/02-01	Forum on Media Training (Sudan)	33	1	3
2024/10/02-01	ASBU Members Training officers	22	9	12
2024/10/11-7	Lighting in TV Studios	9	5	6
2024/10/18-14	Satellite Transmission	10	4	6
2024/10/25-21	Writing & Presenting Radio News	12	6	6
2024/11/01-10/28	Radio Automation	8	5	4
2024/11/08-04	Engineering Project Management	17	5	9
2024/11/14-12	Creating engaging visual content for social media	18	6	8
2024/11/22-18	IP in Radio Studios	10	3	4
2024/12/12-9	Programming in Radio TV	12	4	6
Total : 27		528	31	97

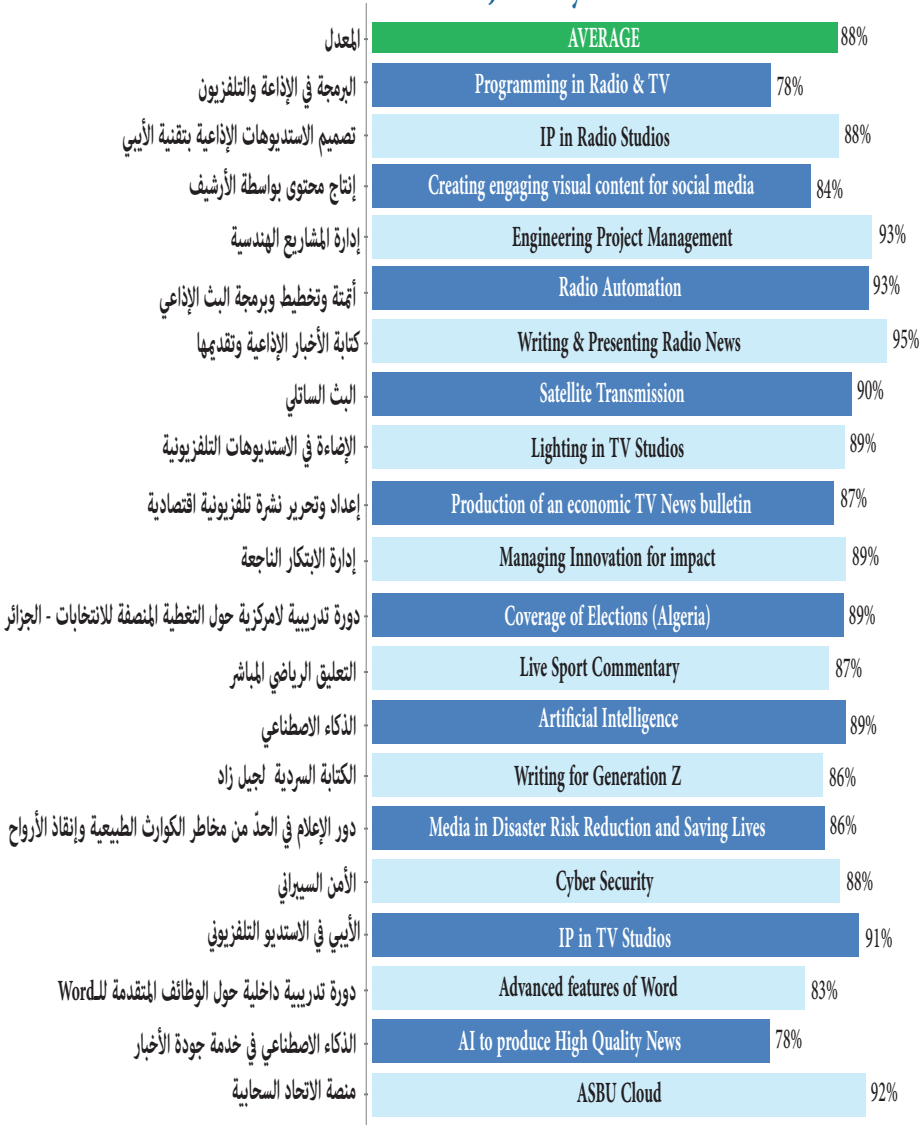
مـؤشّـرات المردودية
Key Performance Indicators 2024

نسبة الرضا عن التنظيم من جانفي إلى ديسمبر 2024
Satisfaction about Logistics : January - December 2024



نسبة الرضا عن الدورات من جانفي إلى ديسمبر 2024

Satisfaction about Sessions: January - December 2024



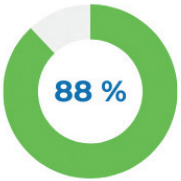
معدّل نسبة الرضا يناير - ديسمبر 2024

Average of Statisfaction January - December 2024

KEY PERFORMANCE INDICATORS

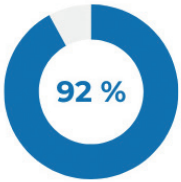
JANUARY - DECEMBER 2024

AVERAGE OF SATISFACTION



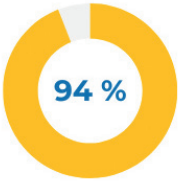
SESSIONS

- ✓ General Evaluation
- ✓ Duration
- ✓ Main Content Axes
- ✓ Pedagogic Approach
- ✓ Exchanges with other participants
- ✓ Practical Work



TRAINERS

- ✓ Competence in the Subject
- ✓ Listening and Communication Skills
- ✓ Interactive Method
- ✓ Teaching Approach
- ✓ Individual Coaching
- ✓ Documents provided



LOGISTICS

- ✓ Information about the sessions
- ✓ Quality of welcome and logistics
- ✓ Accommodation and Coffee Break
- ✓ Spaces & Facilities
- ✓ Group Work
- ✓ Relations with the Academy Team

إحصائيات نشاط يناير - ديسمبر 2024

Statistics January - December 2024

جنسية المشاركين
Participants Nationality

رقم N	البلد Country	عدد المشاركين Nb.Trainees
1	Algeria - الجزائر	160
2	Bahrain - البحرين	6
3	Central African Republic جمهورية إفريقيا الوسطى	1
4	Comoros - جزر القمر	1
5	Denmark - الدنمارك	1
6	Djibouti -جيبوتي	2
7	Egypt - مصر	8
8	France -فرنسا	5
9	Iraq - العراق	17
10	Ireland - ايرلندا	1
11	Italy - إيطاليا	3
12	Jordan - الأردن	7
13	Kuwait - الكويت	4
14	Lebanon - لبنان	4
15	Libya - ليبيا	1
16	Mauritania - موريتانيا	4
17	Morocco - المغرب	11

رقم N	البلد Country	عدد المشاركين Nb.Trainees
18	Netherlands - هولندا	2
19	Oman - سلطنة عمان	32
20	Palestine - فلسطين	21
21	Poland - بولندا	1
22	Qatar - قطر	9
23	Saudi Arabia - السعودية	32
24	Spain - اسبانيا	1
25	Sudan - السودان	39
26	Switzerland - سويسرا	1
27	Syria - سوريا	3
28	Tunisia - تونس	136
29	UAE - الإمارات المتحدة	6
30	المملكة المتحدة United Kingdom	1
31	Yemen - اليمن	8
المجموع : Total : 31		528

إحصائيات نشاط يناير - ديسمبر 2024

Statistics January - December 2024

ASBU
اتحاد إذاعات الدول العربية

جنسية المدربين
Trainers Nationality

رقم N	البلد Country	عدد المدرّبين Nb.Trainers
1	Algeria - الجزائر	2
2	Australia - أستراليا	1
3	Belgium - بلجيكا	1
4	Canada - كندا	2
5	Egypt - مصر	2
6	France - فرنسا	5
7	Germany - ألمانيا	1
8	Italy - إيطاليا	2
9	Lebanon - لبنان	1
10	Portugal - البرتغال	1
11	Singapore - سنغافورة	1
12	Spain - اسبانيا	1
13	Sudan - السودان	1
14	Sweden - السويد	1
15	Switzerland - سويسرا	2
16	Syria - سوريا	1
17	Tunisia - تونس	15
18	United Kindom - المملكة المتحدة	4
19	USA - الولايات المتحدة	1
20	Yemen - اليمن	1
المجمـــوع : 20 : Total		46

جنس المشاركين
Participants Gender

Women نســـاء	190	36%
Men رجـــال	338	64%
Total : المجمـــوع	528	100%

عدد الهيئات
Number of Organizations

97

عدد البلدان
Number of Countries

31