

ASBU ACADEMY

2026



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Suleiman**
ASBU Director General

AI : Opportunities and risks

Artificial intelligence is one of the most important professional, cultural and economic revolutions in our contemporary world. There is hardly any field in which this innovation is not present and influential; indeed, it has become indispensable in the audiovisual sector.

The opportunities offered by artificial intelligence are vast and varied. It gives radio and television professionals significant time savings, particularly for repetitive and labour-intensive tasks. This allows more time to be devoted to improving the quality of production, whether intellectual, editorial or technical. It also facilitates research, fact-checking and archiving, and enables the generation of content in all its forms: text, audio, images and video. In addition, it assists with translation, the generation of new ideas, the suggestion of innovative angles and even the identification of experts and reliable sources.

However, despite this enormous potential, there are risks. The worst thing professionals can do is to give in to ease and laziness and rely entirely on what AI systems produce. Their results may contain errors or inaccurate interpretations. Under no circumstances should they be entrusted with editorial decision-making or final publication and broadcasting responsibilities.

It is important to remember that respect for the editorial line and values of the media organisation and adherence to professional codes of ethics remain paramount. Artificial intelligence, far from any form of 'human intelligence', is nothing more than a calculating machine that relies on algorithms and the processing of stored data. Its writing style remains mechanically repetitive, lacking human warmth and empathy.

Therefore, yes to the use of artificial intelligence, but as a tool for research, saving time, reducing production costs, and supporting archiving and publishing processes. Editorial responsibility, creativity, and human sensibility must remain the exclusive domain of humans, to ensure professional content that is consciously, accurately, and responsibly directed at the public.

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; using AI as a cross-cutting tool;
- Present the best professional practices and experiences in the field;
- Provide a forum for the exchange of expertise and communication to Arab professionals;



Women's Sport Journalism, April 2025

- 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;



AI in Serving Media Content and Programs - Iraq, May 2025

- 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:

- In Person Sessions ranging from 3 to 5 days; they are generally Master classes;
- Webinar : from 2 to 3 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.



Studio TV



Studio Radio

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 seven courses:

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

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

New Courses will be added during 2026.

Certificates

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



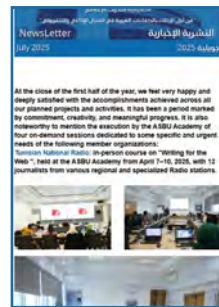
Media and Marketing



Twitter



Facebook



Newsletter

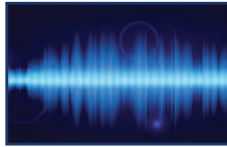


Youtube

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.



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

asbuacademy.online : 7 free Courses

The Academy also distributes 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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Training Program 2026

Period	Subject	Date
January	ASBU Cloud for Journalists	26-29/01/2026
February	Networks and Digital Infrastructures for Studios	02-05/02/2026
	Radio & AI	10-11/02/2026
March	Training for ASBU Staff	03-05/04/2026
	Artificial Intelligence for Engineers	24-26/03/2026
	Generating Graphism & Music Using AI	30/03-03/04/2026
April	Moving to Live IP Production	07-10/04/2026
	Modern Lighting Techniques for TV Production	13-17/04/2026
	Mobile Journalism in the field	20-24/04/2026
	Fundamentals of IP-Based Radio Studios	27-30/04/2026
May	Guide to use AI in Newsroom	04-07/05/2026
	Directors of Photography	11-15/05/2026
	Fact checking & AI	18-21/05/2026
June	Classification & Indexing AV Archives	22-26/06/2026
July	Environnermental Journalism	06-10/07/2026
	Project Management	13-17/07/2026
	Digital Radio Broadcasting T-DAB+	*
September	Cyber security	08-11/09/2026
	Writing and Presenting Radio News	14-18/09/2026
	Maintenance of IP-Based Studios	21-24/09/2026
October	New Formats & Writing for Multi-Platforms	13-16/10/2026
	Video Editing Using AI Tools	19-23/10/2026
	AI & Sport Programs	26-29/10/2026
November	AI-Based Automation and Broadcasting	03-05/11/2026
	Economic & Financial News	09-13/11/2026
	Software Defined Technologies in Broadcasting	16-19/12/2026
December	Generating content with AI	07-10/12/2026

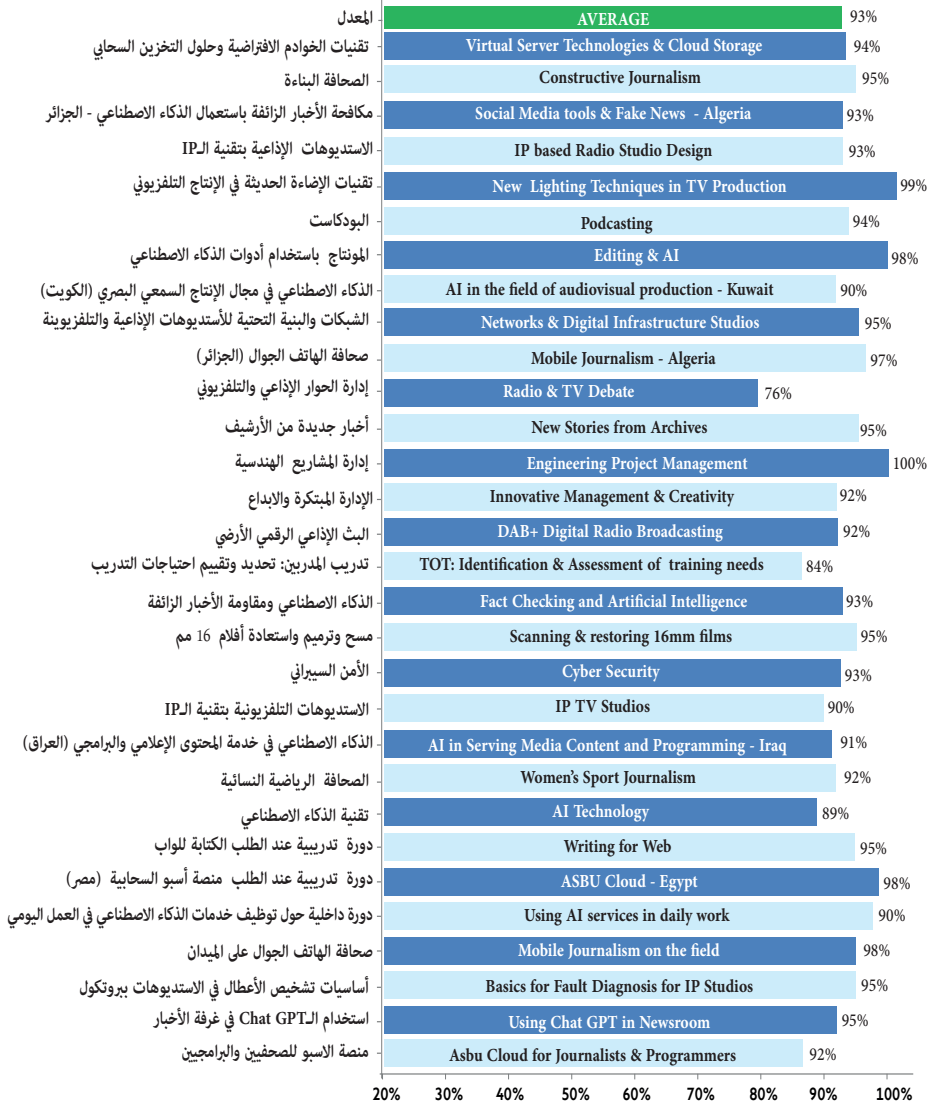
* Dates will be confirmed later.

مؤشرات المردودية

Key Performance Indicators 2025

نسبة الرضا عن التنظيم من جانفي إلى ديسمبر 2025

Satisfaction about Logistics : January - December 2025



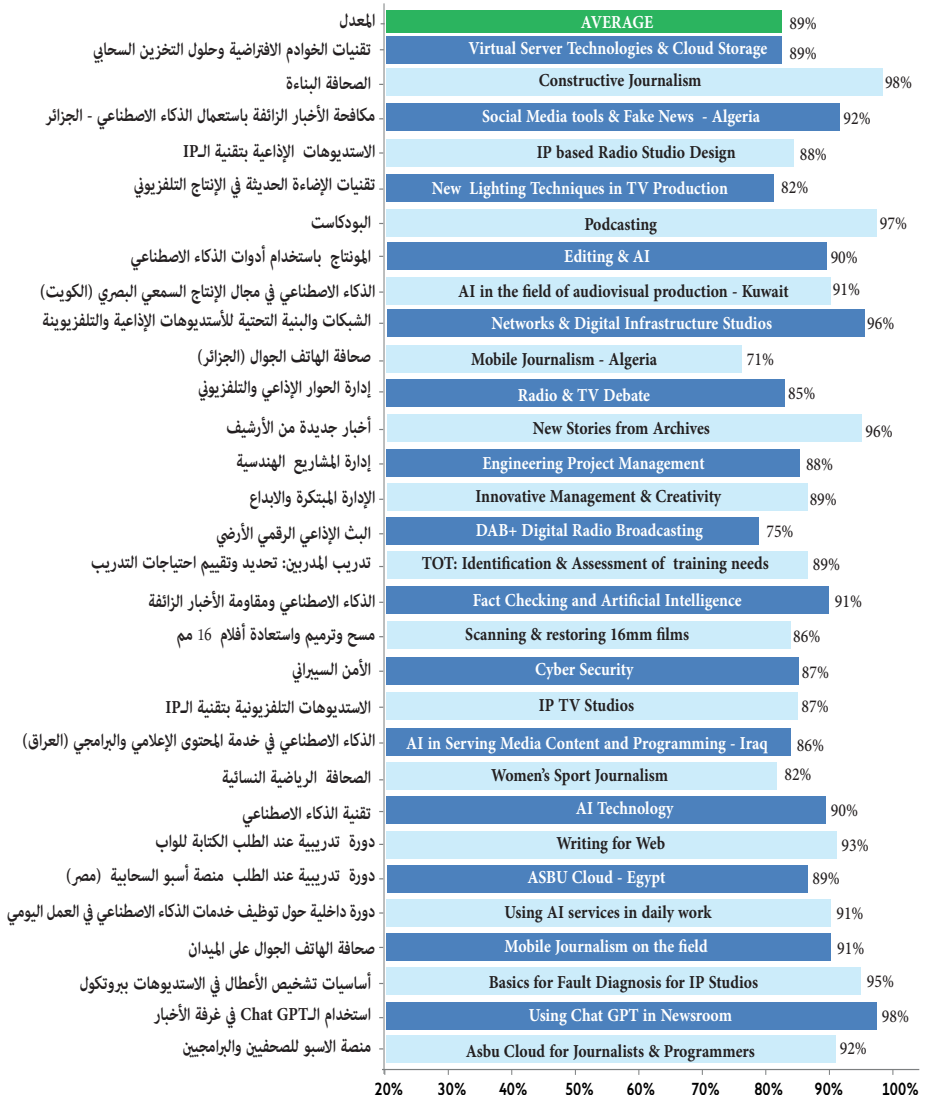
مؤشرات المردودية

Key Performance Indicators 2025



نسبة الرضا عن الدورات من جانفي إلى ديسمبر 2025

Satisfaction about Sessions: January - December 2025



إحصائيات نشاط 2025

Statistics January - December 2025



Participation 2025

Date	Sessions	Participants	Countries	Organizations
2025/01/31-27	Asbu Cloud for Journalists & Programmers	15	5	8
2025/02/05-03	Using Chat GPT in Newsroom	19	10	11
2025/02/14-10	Basics for Fault Diagnosis for IP Studios	14	4	6
2025/02/21-17	Mobile Journalism on the field	9	3	5
2025/03/19-17	Using AI services in daily work	17	4	1
2025/03/26-24	ASBU Cloud - Egypt	31	1	1
2025/04/10-07	Writing for Web	12	1	1
2025/04/17-15	AI Technology	16	6	8
2025/04/29-24	Women's Sport Journalism	10	3	5
2025/05/08-06	preparing and conducting Debates - Palestine	11	1	1
2025/05/26-25	AI in Serving Media Content and Programming - Iraq	18	1	1
2025/05/29-27	IP TV Studios	16	7	9
2025/06/12-10	Cyber Security	28	10	12
2025/07/04-01	Scanning & restoring 16mm films	13	4	8
2025/07/09-07	Fact Checking and Artificial Intelligence	19	8	9
2025/07/18-14	TOT: Identification & Assessment of training needs	14	4	9
2025/07/17-15	DAB+ Digital Radio Broadcasting	77	37	51
2025/09/12-09	Innovative Management & Creativity	17	7	11
2025/09/19-15	Engineering Project Management	17	7	10
2025/09/25-22	New Stories from Archives	11	4	6
2025/10-03/09-29	Radio & TV Debate	12	6	8
2025/10/09-05	Mobile Journalism - Algeria	15	1	1
2025/11/07-04	Networks & Digital Infrastructure Studios	19	6	10
2025/10/30-26	AI in the field of audiovisual production - Kuwait	21	1	1
2025/10/31-27	Editing & AI	12	6	8
2025/11/07-04	Podcasting	13	7	8
2025/11/14-10	New Lighting Techniques in TV Production	15	8	9
2025/11/27-24	IP based Radio Studio Design	12	6	7
2025/12/04-02	Social Media tools & Fake News - Algeria	15	1	1
2025/12/05-02	Constructive Journalism	8	4	5
2025/12/12-08	Virtual Server Technologies & Cloud Storage	17	6	10
Total : 31		543	46	73

إحصائيات نشاط يناير - ديسمبر 2025

Statistics January - December 2025



جنسية المشاركين Participants Nationality

عدد المشاركين Nb.Trainees	البلد Country	رقم N	عدد المشاركين Nb.Trainees	البلد Country	رقم N
1	CZECHIA - تشيكيا	25	96	ALGERIA - الجزائر	1
1	FRANCE - فرنسا	26	3	BAHRAIN - البحرين	2
3	GERMANY - ألمانيا	27	2	COMOROS - جزر القمر	3
1	HUNGARY - هنغاريا	28	37	EGYPT - مصر	4
1	INDIA - الهند	29	36	IRAQ - العراق	5
1	INDONESIA - أندونيسيا	30	10	JORDAN - الأردن	6
1	ITALY - إيطاليا	31	22	KUWAIT - الكويت	7
2	JAPAN - اليابان	32	1	LEBANON - لبنان	8
1	MALAYSIA - ماليزيا	33	18	LIBYA - ليبيا	9
1	MALDIVES - المالديف	34	8	MAURITANIA - موريتانيا	10
3	MYANMAR - ميانمار	35	14	MOROCCO - المغرب	11
1	NEPAL - نيبال	36	13	OMAN - سلطنة عمان	12
1	NEW ZEALAND - نيوزيلندا	37	22	PALESTINE - فلسطين	13
2	NORWAY - النرويج	38	5	QATAR - قطر	14
2	SERBIA - صربيا	39	22	SAUDI ARABIA - السعودية	15
3	SOUTH AFRICA - جنوب أفريقيا	40	15	SUDAN - السودان	16
2	SPAIN - إسبانيا	41	5	SYRIA - سوريا	17
1	SWITZERLAND - سويسرا	42	150	TUNISIA - تونس	18
2	TANZANIA - تنزانيا	43	13	UNITED ARAB EMIRATES - الامارات المتحدة	19
1	TURKEY - تركيا	44	9	YEMEN - اليمن	20
3	UNITED KINGDOM - المملكة المتحدة	45	4	AUSTRALIA - استراليا	21
1	AMERICA - الولايات المتحدة	46	1	BELGIUM - بلجيكا	22
543	Total : 46	المجموع : 46	1	BURKINA FASO - بوركينا فاسو	23
			1	CHINA - الصين	24

إحصائيات نشاط يناير - ديسمبر 2025

Statistics January - December 2025



جنسية المشاركين Participants Origin

92%	501	من البلدان العربية
8%	42	من البلدان الأجنبية
100%	543	Total : المجموع

جنس المشاركين Participants Gender

31%	170	نساء Women
69%	373	رجال Men
100%	543	Total : المجموع

عدد الهيئات Number of Organizations

73

عدد البلدان Number of Countries

46

جنسية المدربين Trainers Nationality

رقم N	البلد Country	عدد المدربين Nb.Trainers
1	الجزائر - ALGERIA	2
2	استراليا - AUSTRALIA	1
3	بلجيكا - BELGIUM	2
4	كندا - CANADA	1
5	مصر - EGYPT	3
6	فرنسا - FRANCE	6
7	ألمانيا - GERMANY	1
8	فلسطين - PALESTINE	1
9	البرتغال - PORTUGAL	1
10	السودان - SUDAN	2
11	سويسرا - SWITZERLAND	2
12	سوريا - SYRIA	1
13	تونس - TUNISIA	22
14	المملكة المتحدة - UNITED KINGDOM	2
	Total : المجموع : 14	47

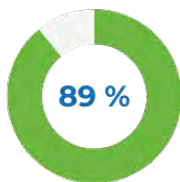
معدل نسبة الرضا يناير - ديسمبر 2025

Average of Satisfaction January - December 2025

KEY PERFORMANCE INDICATORS

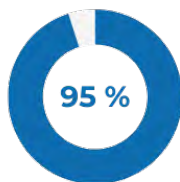
JANUARY - DECEMBER 2025

AVERAGE OF SATISFACTION



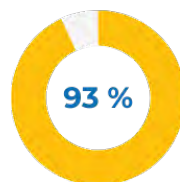
SESSIONS

- ✓ 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



ASBU

Arab States Broadcasting Union

League of Arab States

