

The address of Ambassador Ahmed Rashid Khattabi
Assistant Secretary-General, head of the Media and Communication Sector
At the opening session of the specialised workshop on:
"Media and Artificial Intelligence: Opportunities and Challenges"
General Secretariat – Cairo
13 April 2025

In the Name of God, the Most Gracious, the Most Merciful

Notable Heads and Members of Arab Think Tanks,
Distinguished Guests,

At the outset, I am pleased to welcome you to this specialised workshop on "Media and Artificial Intelligence: Opportunities and Challenges." I extend my appreciation for your participation in this event, which brings together the fields of advanced technology and media—a vital domain that plays a pivotal role in shaping public opinion and influencing the cultural fabric of our societies. I also convey to you the greetings and best wishes of His Excellency the Secretary-General.

Ladies and Gentlemen,

The media landscape is witnessing an unprecedented transformation, driven by the accelerating advancements in artificial intelligence. These developments are redefining the media stage in ways that were unimaginable just a few years ago.

Artificial intelligence today offers vast and varied capabilities—from advanced data analytics and automated content creation to customised news delivery and the production of comprehensive reports tailored to audience preferences. However, alongside these remarkable opportunities come pressing challenges.

How can we uphold ethical standards in the application of AI in the media field? How do we safeguard personal data and privacy in an increasingly interconnected world? How can we counter the proliferation of disinformation and fabricated content? And what implications does AI hold for the future of employment in the media sector, particularly for journalists and media professionals? These and other critical questions call for serious and forward-looking dialogue.

Ladies and Gentlemen,

This workshop represents an important platform for the exchange of ideas and experiences among experts from media and communication faculties, think tanks, and decision-makers. It offers a valuable opportunity to reflect collectively on how to harness emerging technologies to serve humanity and promote the public good.

While artificial intelligence offers immense prospects to enhance the efficiency, accuracy, and speed of information dissemination, it simultaneously presents complex challenges—most notably, the proliferation of deceptive content such as deepfakes and the growing influence of algorithms in shaping public opinion. These challenges compel us—media professionals, researchers, academics, and stakeholders alike—to assume a shared responsibility in guiding the

ethical and constructive integration of such technologies to ensure a responsible and credible media stage.

The credibility of the media remains a cornerstone in evaluating performance across various platforms and institutions. It is through credibility—anchored in professionalism, impartiality, and adherence to ethical standards—that media outlets can earn and sustain the trust of their audiences. Once public confidence is eroded, the communicator's efforts risk becoming futile, and the outlet may suffer a significant decline in its influence and audience reach. This, in turn, affects the public's perception of media as a whole.

Ladies and Gentlemen,

It is with great anticipation that we engage today in discussing these pressing issues from diverse and multidisciplinary perspectives, enriched by the contributions of a distinguished group of specialists in both media and technology. We aspire for this workshop to be a space for productive dialogue and forward-thinking ideas—one that enables us to envision the future of media in the era of artificial intelligence.

Through our collective insights, we aim to explore the vast opportunities AI offers in strengthening the media ecosystem while thoughtfully confronting the ethical, social, and professional challenges it brings.

In conclusion, I extend my sincere wishes for a successful and enriching workshop, and for recommendations that will further bolster joint Arab media efforts.

May the peace, mercy, and blessings of God be upon you.