

The address of His Excellency Ambassador Ahmed Rashid Khatabi, assistant Secretary-General and head of the Media and Communication Sector, at the Opening of the 45th Session of the General Assembly of the Arab States Broadcasting Union

Tunis, 16-17 December 2025

Your Excellency Mr. Sofiane Taqiya,
Minister of Tourism, Tunisian Government,
Mr. Mohamed bin Fahd Al-Harthi,
President of the Arab States Broadcasting Union,
Eng. Abdel Rahim Suleiman,
Director-General of the Arab States Broadcasting Union,
Distinguished Guests,

At the outset, it is my pleasure to extend my gratitude to the Arab States Broadcasting Union for the kind invitation to participate in the 45th session of its General Assembly. I wish to acknowledge the Union's contributions as a key partner in advancing joint Arab media efforts, coordinating cooperation, and promoting initiatives to address the challenges confronting Arab media.

The media landscape, amid the profound transformations it is undergoing, demands modern communication standards and necessitates coordinated action under a shared vision for the development of Arab media. It calls for the adoption of global trends and the latest innovations, as well as the creation of genuine opportunities for collaboration among Arab institutions and the establishment of international partnerships. Such efforts contribute to modernising Arab media practices and enhancing the quality of its content.

Distinguished Guests,

The selection of this session's professional dialogue topics, whether "The Role of Media in Stimulating Youth Innovation in Development Sectors" or "Transformations in the Media Landscape in the Era of Artificial Intelligence and Influencers", reflects the Union's commitment to enhancing the performance of Arab media to keep pace

with technological developments in support of development. Through its audio, visual, and interactive channels, media has been empowered by rapid advances in communication technologies, opening new horizons and enabling the participation of all societal components—both individuals and groups—in the process of comprehensive development.

Digital transformation is an inevitable choice, and we are called upon to bridge the digital divide in order to actively utilise this technology and respond effectively to these changes through a collective vision. This vision seeks to promote integration and coordination in a time marked by crises and increasing constraints. Enhancing awareness and the ability of individuals, especially youth, to distinguish between accurate content and misinformation has become essential, necessitating investment in media literacy and the development of users' self-regulation skills.

In this context, training in the use of new media, which is considered the most influential tool for raising awareness about the need for social change to achieve sustainable development and disseminating knowledge on development issues, becomes crucial. We must therefore cultivate a new generation that is informed, equipped with knowledge, and fully versed in the concepts and tools of new media.

The Council of Arab Ministers of Information, at its 55th session held on 26 November, endorsed the Arab Strategy for Media and Information Literacy, aimed at cultivating a digital culture. Likewise, the applications of artificial intelligence require concerted efforts to develop legislative frameworks that safeguard individual rights while preserving human, societal, and ethical values—an objective achievable only through constructive cooperation among member states.

In this regard, the Council of Arab Ministers of Communications and Information adopted the “Arab Artificial Intelligence Strategy” in 2025, and the recent Arab Development Summit held in Baghdad endorsed the “Arab Artificial Intelligence Initiative.” Arab joint-action organisations play a pivotal role in strengthening technological cooperation and building capacities in artificial intelligence and digital transformation. Of particular note, the Arab States Broadcasting Union has taken the initiative to develop intelligent broadcasting systems that rely on AI for media content management, and to establish smart digital media platforms.

In conclusion, I wish to reiterate my gratitude to the Arab States Broadcasting Union for the excellent organisation of this session and extend my best wishes for the success of your work.