

This Is How Abu Dhabi Newsrooms Are Implementing The National AI Strategy 2031

On Sunday, Abu Dhabi Media (ADM) announced its partnership with a Chinese internet firm, Sogou Inc, to introduce a bilingual AI-powered news anchor. With Sogou's industry-leading machine learning and language processing capabilities, viewers will hear news from the AI anchor resembling a human presenter.

"The use of artificial intelligence and technological tools in the media sector will result in a qualitative leap forward within the media landscape in the UAE and the wider region," said Omar Sultan Al Olama, Minister of Artificial Intelligence.

Similarly, Sky News Arabia (SNA) marked itself as the region's most cutting-edge newsroom by introducing the first virtual news studios in the Middle East and North Africa. Using the latest in virtual reality (VR) and augmented reality (AR) technology, the Abu Dhabi-based channel is launching three new shows including a daily sport show live from the AR set.

The digital-first approach towards content creation was highlighted by SNA as a significant enhancement, alongside a new programming line-up, paving the way for groundbreaking high-quality storytelling and news broadcasting in a consumer-friendly way.

Implementing technology improvements presents challenges for future-centric businesses and companies like SNA and ADM will have to closely monitor customer reactions to gauge success levels.

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