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AI in Action:
The New Face of Broadcasting in Malaysia

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Broadcasting in Malaysia is not what it used to be, and that is a good thing! Thanks to Artificial Intelligence (AI), the way we watch TV, read the news, and even see ads is changing. What used to take hours in a newsroom or editing suite can now happen in seconds, and what we see on our screens is becoming more personal, relevant, and real-time.

For example, Media Prima, the media giant in Malaysia. They have been utilising AI to understand better what their viewers want. Every time someone watches a show or reads an article online, the system learns their preferences. Then it uses that data to suggest more of the content they love. It is a bit like having a smart friend who knows exactly what drama or news piece you would enjoy next. In fact, Media Prima Annual Report 2021 reported that these AI-powered recommendations have helped them hold onto their audience longer, and helped advertisers reach the right people too.

Meanwhile, over at Bernama, Malaysia's national news agency, AI is making things behind the scenes a lot easier. Imagine a journalist trying to transcribe a 30-minute interview or translate an entire speech, it takes hours. But now, AI can transcribe and translate in just a few clicks. This means news can go out faster, a big win for digital news videos that Malaysians love to share on social media (Bernama, 2023).

Astro is also getting in on the action. According to Astro Malaysia Technology Outlook & Innovation (2022), AI is used to personalise advertising. Instead of showing the same ads to every household, they can now tailor ads based on who is watching. So, while one home might see an ad for baby products, another might get one for car insurance - even though both are watching the same show. This kind of targeted ad, known as Addressable TV, helps advertisers connect more effectively with audiences. It is smarter and more efficient, and honestly, less annoying for viewers.

Even RTM, the long-standing government broadcaster, is catching up with the times. With decades of radio and TV archives, they have started using AI to digitise and organise all their old recordings. What once sat in storage collecting dust can now be accessed and searched with ease, making it useful for education, research, and cultural preservation.

Of course, all this progress comes with its own questions. People worry about job losses, privacy, and how much AI should be allowed to decide what we watch or read. That is why Malaysia's MyDIGITAL plan is pushing for responsible and ethical AI use in the media industry. The Malaysia Digital Economy Blueprint 2021 lays out clear principles to keep things fair, transparent, and trustworthy.

Rather than replacing broadcasters, AI in Malaysia is becoming a powerful assistant in helping media professionals work smarter and deliver more meaningful content to audiences. This is the new face of broadcasting. Once again, thanks AI!