



The Use of Artificial Intelligence Technologies in Qatari Media Practice: A Reading of Opportunities and Uses- Rayene Mebarek*

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Abstract:

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This study aims to identify the most prominent artificial intelligence technologies used in media practice, while highlighting the Qatari experience, especially since Qatar is one of the pioneering Arab countries in adopting artificial intelligence technologies in all fields, including the media field. This is done through a descriptive reading of the use of artificial intelligence in media production by the most prominent Qatari media institutions, such as Qatar News Agency (QNA), Al Jazeera Channel, and Qatar Media City. The study ultimately concludes that these institutions employ artificial intelligence tools at all stages of media work, from news gathering and filming to interaction and follow-up. Among the tools used are artificial intelligence-powered chatbots on their digital platforms to provide immediate responses to audience inquiries; data verification tools such as PolitiFact, APcheck, and Tanbih; systems for analyzing audio and video clips and converting them into written texts; and other technologies. In addition, these institutions are interested in educating and training journalists to use artificial intelligence in their journalistic work, benefiting from the pillars of the State of Qatar's Digital Agenda in achieving leadership at the Arab and global levels.

Keywords: Artificial Intelligence; Media Practice; Qatari Media.

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1. INTRODUCTION

The media scene today is witnessing a remarkable acceleration in keeping pace with all the latest developments in artificial intelligence, especially in terms of editing and presenting media content, designing and selecting audio and visual effects, automating processes, simulation, and other uses that have intensified competition among media institutions. In this context, the direct repercussions of these transformations on the nature and functions of journalistic work cannot be overlooked. While some traditional jobs are threatened with disappearance, new roles are emerging in return, focusing on supervising the work of algorithms, verifying their outputs, and translating them into understandable and meaningful content. This requires journalists to acquire new skills that go beyond the editorial aspect to include technical and analytical dimensions.

The applications of this transformation have begun to appear in practice in many countries, such as the experience of the Chinese news agency Xinhua, which unveiled the first virtual news anchor fully based on artificial intelligence, simulating human features and voice in its performance. Some media institutions have also started using algorithms to analyze digital archives and extract ready-made economic reports that are accurately directed at targeted groups. Major news agencies, such as Agence France-Presse, have also developed systems based on artificial intelligence to detect fabricated images and reveal manipulations.

Among the Arab experiences that we seek to highlight in this research is Qatar's experience, especially since it is one of the pioneering Arab countries in adopting artificial intelligence technologies in all fields, including the media field. In addition, Qatar received the Innovative Partnership for Excellence in Artificial Intelligence Award during the Google Cloud Doha Summit 2025, in recognition of its leading role in developing the media content industry through the use of artificial intelligence technologies and in promoting digital transformation in the media sector.

Based on the above, this study seeks to identify the uses of artificial intelligence in Qatari media practice and the opportunities Qatar has exploited to develop its performance in this field. This will be done through a theoretical analytical reading of the pillars it has relied on to achieve its strategy, as well as how Algerian media can benefit from this experience.

2. Artificial Intelligence and Its Technologies Used in Media:

2.1 The Emergence and Development of Artificial Intelligence:

The emergence of artificial intelligence dates back to the 1950s, when the term was first used during the Dartmouth University Conference. Since then, innovators and researchers have published 1.6 million publications related to artificial intelligence and filed patent applications for approximately 340,000 AI-related innovations (Masmoudi & Ishtawi, 2025). The following table provides a summary of the history of its emergence and development.

**Table No. (1)** Shows Some Historical Milestones in the Development of Artificial Intelligence

Year	Innovation
1956	John McCarthy coined the term artificial intelligence, and the first artificial intelligence program was presented at Carnegie Mellon University.
1958	John McCarthy invented the LISP programming language for artificial intelligence.
1964	It was discovered that computers could understand natural language well enough to correctly solve algebra word problems.
1965	Joseph Weizenbaum at the Massachusetts Institute of Technology built ELIZA, a computer program for natural language processing, to demonstrate the possibility of communication between humans and machines.
1969	Scientists at the Stanford Research Institute developed the Shakey robot to be capable of movement, perception, and problem-solving.
1973	The robotics team at the University of Edinburgh built Freddy, a robot capable of using vision to identify and assemble models.
1979	The Stanford Cart introduced the first computer-controlled autonomous vehicle.
1985	A computer program capable of creating original artistic images was introduced.
1990	Major progress was made in all fields of artificial intelligence, including machine learning, case-based reasoning, automated scheduling algorithms for field services, data mining, natural language understanding and translation, virtual reality, web crawlers, and the introduction of games close to real life.
2000	Interactive robots became commercially available, and the Massachusetts Institute of Technology presented Kismet, a robot with a face capable of expressing emotions.
2009	Google began its self-driving car project without a human driver.
2011	Apple's Siri and Google's Google Now applications were launched. They are smartphone applications that use natural language to answer questions, provide recommendations, and perform actions.
2013	Carnegie Mellon University released the NEIL program to extract visual knowledge from web data.
2017	The Future of Life Institute in California organized the Asilomar Conference on beneficial artificial intelligence. One of the outcomes of the conference was the formulation of a number of guiding principles for beneficial artificial intelligence research.
2018	Alibaba's artificial intelligence model for language processing outperformed humans in reading comprehension tests. Stanford University launched Google Duplex, a service that allows artificial intelligence agents to speak naturally in a way that simulates the human voice and schedules appointments over the phone.
2021	An OpenAI creation released in 2021, DALL-E is a text-to-image model. When users prompt DALL-E using natural language text, the program responds by generating



	realistic, editable images. The first iteration of DALL-E used a version of OpenAI's GPT-3 model and was trained on 12 billion parameters
2022	OpenAI released the AI chatbot Chatgpt, which interacted with users in a far more realistic way than previous chatbots thanks to its GPT-3 foundation, which was trained on billions of inputs to improve its natural language processing abilities.
2023	It was a milestone year in terms of generative AI. Not only did OpenAI release GPT-4, which again built on its predecessor's power, but Microsoft integrated ChatGPT into its search engine Bing and Google released its GPT chatbot Bard. GPT-4 can now generate far more nuanced and creative responses and engage in an increasingly vast array of activities, such as passing the bar exam.

Source: (Boudarbala, 2023/2024) and (Coursera, 2026)

2.2 The Concept of Artificial Intelligence:

Artificial intelligence is defined as a scientific field that aims to create intelligent machines capable of simulating human intelligence and performing tasks that require intelligence, such as learning, reasoning, and problem-solving (Saudi Data and Artificial Intelligence Authority, 2023).

It is also defined as one of the branches of computer science and software that is characterized by its ability to simulate human intelligence; that is, the application has the ability to deal with data and information, store it, analyze it, and reformulate it, with the ability to learn, find relationships between different pieces of information, and ultimately produce recommendations and decisions and also implement them (lotfi & elaklabi, 2023).

It is also defined as “a set of efforts aimed at developing computerized information systems in ways that enable them to act and think in a manner similar to humans. These systems can learn natural languages, perform actual tasks in an integrated and coordinated manner, or use images and perceptual forms to guide physical behavior. At the same time, they can store accumulated human experiences and knowledge and use them in decision-making processes” (Outhamnia, 2019).

However, there is near agreement that artificial intelligence is the scientific and technical field that includes methods, theories, and technologies aimed at creating machines capable of:

- Simulating human intelligence
- The ability to learn
- Making decisions and implementing them



It can be said that artificial intelligence primarily aims to enable computers to perform tasks that the human mind can carry out. Some of these tasks, such as reasoning, are usually described as intelligent, while others, such as vision, are not given such a description. However, all of them involve psychological skills that enable humans to achieve their goals. These skills include sensory perception, the association of ideas, prediction, planning, and motor control (Bowden, 2022)

In this study, artificial intelligence refers to the intelligent technologies employed in the stages of producing, distributing, and analyzing Qatari media content more quickly, accurately, and effectively, while also analyzing audience interaction and monitoring its trends.

2.3 Artificial Intelligence Technologies Used in the Media Field:

Artificial intelligence gives media institutions the ability to improve the production of media content in terms of quantity and quality, the quality of content, and the speed of processing, which contributes significantly to the development of journalistic work. Many studies indicate that artificial intelligence contributes to producing accurate media reports, covering events more quickly, and interacting with the audience more effectively. Among the most prominent technologies based on artificial intelligence are the following (Salah Eddine, 2023):

- **The Juicer:** A content production tool that automatically and quickly analyzes information and data from the media. It helps journalists organize content in a systematic way, contributing to improving the quality of media production.
- **Word Smith:** A tool for automatically drafting content, enabling media institutions to produce news automatically based on available data. It is also used to personalize content and direct it according to audience interests.
- **Arsenal:** A device based on artificial intelligence algorithms that aims to significantly improve image quality for photographers. It also allows all the steps performed by the photographer to be completed within seconds. It is lightweight, weighing only 57 grams, which makes it easy to carry and set up.
- **Rawshots:** A video quality enhancer distinguished by its ability to convert text into animated video clips.
- **DVDFab Enlarger AI:** A tool for improving video quality using artificial intelligence by up to 300%, reaching 4K quality.
- **Dream by WOMBO:** A tool into which a text or keyword is entered, and it immediately converts it into an artistic image using artificial intelligence. The tool is available on Google Play and the App Store, and it is very useful in designing caricature images for media and journalistic work.
- **Official:** Media Bias Fact Check: MBFC technology focuses on one factor: political bias. It also evaluates websites based on factual reporting, meaning the accuracy and reliability of information and the appropriateness of its sources. It analyzes more than 2,600 news



websites to identify their political tendencies and biases. The extension can also be installed on Google Chrome and Firefox browsers.

- **Fakerfact:** This technology searches only individual articles and stories using an artificial intelligence algorithm called Walt, which studies the relationships between words and analyzes the context of the text. The algorithm determines whether the purpose of the published article is to provide facts or to stir emotions.
- **Hoaxy:** A tool used to identify false and misleading information on social media, verify its accuracy, and map its spread.
- **Fib:** An intelligent tool available on the Google Chrome browser. It sorts fake news using multiple algorithms, carries out searches, extracts keywords, and verifies sources to determine whether news is real or fake.
- **Automated Insights:** This tool produces more influential and creative stories, especially about public figures and celebrities. Search algorithms collect information about the selected figure, then use artificial intelligence to produce a complete narrative story from the person's early life up to the day the story is written. Media institutions can rely on it in covering news and sports stories.
- **News Lynx:** An application based on analyzing audience interaction and comments on websites and social media platforms regarding specific news stories and comparing them with newsroom standards. Among the most prominent readings it provides are the number of responses, views, shares, comments, bounce rate, reading duration, number of recipients through specific channels, number of first visits, geographic and demographic audience segments, their interests, and other statistics that provide the newsroom with a clear picture of audience trends. This can be read through the data provided by its various platforms.

3. The Experience of the State of Qatar in Using Artificial Intelligence in the Media Field:

Since its emergence, Qatari media has gone through several stages, influenced by the cultural and political developments witnessed in the region. Its beginnings were represented by some school initiatives that paved the way for the emergence of modern journalism in the early 1960s. These were followed by radio broadcasts over the airwaves, leading to television broadcasting with the beginning of the 1970s, as well as the establishment of the Ministry of Information and various media institutions.

The 1990s represented a major transformation in the development of media in Qatar, through the lifting of government censorship on local newspapers and the rise of Al Jazeera Media Network to leading positions in international indicators related to the use of digital technology in the Middle East and North Africa region (Al-Jaber, 2021)



As for digital media, Qatar has paid attention to supporting the digital content industry through the launch of digital news platforms, digital broadcasting services, Arabic and English daily newspaper platforms, local channel platforms, the AJ+ platform affiliated with Al Jazeera Media Network, which produces content in four languages: Arabic, English, French, and Spanish, the Qatar Press Center platform, the Doha Film Institute, and others. Among the latest digital platforms in Qatar are Qbusiness and Q37, two English-language platforms launched by Qatar Media Corporation with the aim of providing reliable content that highlights the components of the cultural society, focuses on development and awareness, and conveys the Qatari narrative to the world. This is in addition to Qatar's strong orientation toward the use of artificial intelligence in media work (Al-Ifrangi, s.d.)

The State of Qatar is considered one of the countries that has paid great attention to artificial intelligence within its national vision for sustainable development. This is due to its possession of a set of capabilities that have enabled it to employ artificial intelligence effectively in various sectors, including the media sector. These capabilities include the following:

- Qatar ranked first globally in the Digital Accessibility Rights Evaluation Index (DARE Index 2020), an index developed by the Global Initiative for Inclusive Information and Communication Technologies (G3ict) for disability rights advocates, governments, international organizations, and policymakers to track countries' progress in making information and communication technologies accessible to all, in line with Article 9 of the Convention on the Rights of Persons with Disabilities.
- Qatar ranked first globally in Internet adoption, according to the Digital 2021: Global Overview Report issued by Hootsuite. The report contains in-depth profiles of more than 230 countries and territories around the world.
- Qatar ranked third in the Arab world in the Government Electronic and Mobile Services Maturity Index (GEMS) for 2023. The GEMS Maturity Index is based on three main pillars in the classification and evaluation process: the first pillar measures the availability and sophistication of services; the second measures the use of services and user satisfaction; while the third measures the government's efforts to communicate with the public.
- Qatar ranked third in the Arab world in the ICT Development Index (IDI) for 2023 among 169 countries. The IDI is a comprehensive assessment consisting of 10 indicators divided into two main pillars: universal connectivity and meaningful connectivity, which respectively measure the number of people connected to telecommunications services and the quality of connectivity (Ministry of Communications and Information Technology, n.d.).
- The Digital Agenda of the State of Qatar is based on six main pillars: digital infrastructure, digital government, digital economy, digital society, digital innovation, and digital technology. Through this agenda, the state aims to raise the contribution of the digital sector



to the gross domestic product to USD 3.2 billion annually by 2030 (Qatar News Agency, 2025).

As for the use of artificial intelligence technologies in Qatari media, the following experiences will be presented:

3.1 The Experience of Qatar News Agency (QNA)

Qatar News Agency (QNA) was established in 1975 and is the official source of news in the State of Qatar. It is also considered the second-oldest Gulf news agency. QNA covers local and international news in five languages and broadcasts around the clock (Qatar News Agency, n.d.). Among its contributions in the field of artificial intelligence are the following:

- QNA received the Innovation in the Use of Artificial Intelligence in News Award from Google in June 2025, in recognition of its use of artificial intelligence technologies within its news system. This was achieved through the development of a system for analyzing audio and video clips and converting them into written texts, which contributed to enhancing editorial efficiency, publication speed, and content accuracy (Qatar News Agency, 2025).
- Qatar News Agency began using generative artificial intelligence technologies in broadcasting its news bulletins, as it published a video on the X platform featuring two virtual anchors, a man and a veiled woman, presenting news about Qatar. The video was created entirely using artificial intelligence technologies, with the virtual anchors being able to speak several languages (Qatar News Agency, 2025).
- It organized training courses for journalistic staff covering several topics, such as automated content production, news verification, data analysis, artificial intelligence ethics, and others. (Al-Sharq(2025 ,

3.2 The Experience of Media City Qatar

Media City Qatar is a global hub that brings together media companies, creators, and content-production talents from around the world. Established in 2019, it provides advanced infrastructure and comprehensive support to facilitate the establishment and management of media businesses and artistic production from Doha, allowing its partners to focus fully on delivering creative content and innovative solutions. It also provides a modern and comprehensive legal and regulatory framework that supports the operations of media companies of various sizes, with special support for entrepreneurs through integrated logistical services, advanced workspaces, and attractive competitive incentives (Media City Qatar, n.d.). Among the most prominent contributions of Media City Qatar in the field of artificial intelligence are the following:



- Media City Qatar received the Innovative Partnership for Excellence in Artificial Intelligence Award during the Google Cloud Summit in Doha, in recognition of its leading position in integrating artificial intelligence into the media field (Media City Qatar, n.d.).
- Media City launched prominent initiatives such as the Qatar Art Beat initiative, which it launched in celebration of National Day and which achieved a world record for the largest number of people contributing to the creation of an image using artificial intelligence, with more than 5.4 million participants and 68,000 interactions (Shaaban, 2025).
- Media City launched the first media podcast produced entirely using artificial intelligence during the Qatar Economic Forum, in cooperation with Bloomberg.
- Media City participated as a main sponsor in the Al Jazeera Artificial Intelligence and Media Conference in January 2025 in Doha, where it held workshops and discussions on the impact of artificial intelligence on media and addressed topics such as content personalization and storytelling (Media City Qatar, n.d.).

3.3 The Experience of Qatar's Al Jazeera Channel:

Al Jazeera Channel was launched from Doha in 1996 as the first independent news channel in the Arab world. It adopted the slogan The Opinion and the Other Opinion, and thus became a focus of academic interest because of the transformation it brought about in media and international politics. Despite the challenges and threats faced by its journalists, it continued to advance and developed from a single channel into a global media network with multiple languages and platforms. From its headquarters in Doha, through more than 70 offices around the world, and with more than three thousand employees from over 95 nationalities, Al Jazeera's broadcast reaches more than 150 countries, with access to more than 450 million homes (Al Jazeera Media Network, 2024). Among Al Jazeera Channel's uses of artificial intelligence are the following:

- Al Jazeera Mubasher broadcast a dialogue between two artificial intelligence models, considered the first AI-to-AI podcast. The discussion focused on the extent to which these models are capable of simulating human thinking and passing the famous Turing Test, one of the classic standards for judging a machine's intelligence. During the dialogue, GPT-4.5 was able to convince participants that it was human in 73% of cases, indicating clear progress in imitating human behavior through text (Al Jazeera Live, 2025).
- Through the analysis of viewing data and digital behavior, Al Jazeera applies personalized content recommendation systems, which help it provide clips or materials that suit the interests of each viewer.
- Al Jazeera provides artificial intelligence-powered chatbots through its digital platforms to respond instantly to audience inquiries, direct users to appropriate content, and improve the overall user experience.



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- Al Jazeera employs natural language processing (NLP) technologies to automate audio transcription and translation processes, allowing multilingual content to be produced efficiently and quickly (Al Jazeera Media Network, 2024).
 - Al Jazeera Network works to integrate artificial intelligence technologies into newsrooms to combat the spread of fake news through the following:
 - ✓ Using artificial intelligence-based data verification tools, such as:
 - ✓ Reverse image search tools: Google Images and Yandex
 - ✓ Fact-checking tools: PolitiFact, APcheck, Tanbih, DLIP, and spaCy Universe
 - ✓ Machine learning systems for analyzing texts and assessing the likelihood that news is fake.
 - Developing easy-to-use internal programs in cooperation with developers, based on machine learning, to customize source verification and data verification tools according to journalists' needs.
 - Deploying artificial intelligence application programming interfaces (APIs), whether developed internally or through partnerships with global media technology companies, to support in-depth analysis in the verification of texts, images, and videos (Ahmed El Gody, 2021).

4. Results and Discussion:

After the descriptive analysis of the areas in which Qatari media use artificial intelligence technologies, we reached the following:

- Infrastructure, international partnerships, and the legislative environment in Qatar are considered among the most prominent reasons for the development of Qatari digital media.
- Qatar's 2030 strategy encourages digital transformation in all sectors, including media. It considers that its objectives in the digital age can only be achieved through:
 - ✓ The use of artificial intelligence.
 - ✓ The development of its digital platforms.
 - ✓ The qualification of media personnel with technological skills.
- The Qatari legislative and regulatory environment encourages media innovation within legal frameworks that allow artificial intelligence to be used responsibly. Among the centers that oversee this is Media City Qatar.



- Qatari media is interested in training journalists by organizing training workshops on how to employ artificial intelligence tools in journalistic work, especially at the level of Al Jazeera Media Institute.
- Both Al Jazeera and Qatar News Agency provide artificial intelligence-powered chatbots through their digital platforms to respond instantly to audience inquiries, direct them to appropriate content, and improve the overall user experience.
- Qatar News Agency, Al Jazeera Channel, and Media City employ artificial intelligence technologies and tools in the following media stages:
 - ✓ The stage of news gathering and filming
 - ✓ The stage of verification and confirmation
 - ✓ The stage of news editing and processing
 - ✓ The stage of publication and distribution
 - ✓ The stage of interaction and follow-up
- Qatari media institutions use a set of artificial intelligence-based data verification tools, such as Yandex, PolitiFact, and others.

5. CONCLUSION:

In recent years, Qatari media has witnessed remarkable development thanks to its increasing reliance on modern technologies, foremost among them artificial intelligence technologies. Media institutions in Qatar have adopted advanced digital tools in news editing, data analysis, and the production of interactive content. This orientation was not random; rather, it came in line with Qatar National Vision 2030, which encourages digital transformation and the building of a strong knowledge-based economy. In this study, we addressed three Qatari media institutions that have enabled Qatari media to occupy a leading position in the Arab and global media scene in terms of modernity and the use of artificial intelligence in media production. These institutions are Qatar News Agency (QNA), Al Jazeera Channel, and Media City Qatar (MCQ).

In order for Algerian media to benefit from this experience, we recommend the following:

- Adopting a national strategy for digital media transformation, as Qatar did through its 2030 development strategy, and placing media among its development priorities by modernizing the technological infrastructure of media institutions and encouraging them to innovate.
- Establishing partnerships between Algerian media and research centers, such as universities or artificial intelligence institutes, including the National Higher School of Artificial Intelligence (ENSIA) in Sidi Abdellah.
- Developing specialized tools to support Algerian content in Modern Standard Arabic and local dialects by creating smart media platforms.



- Encouraging student projects carried out within the framework of Resolution 1275 that are related to integrating artificial intelligence technologies into media practice in all its forms.
- Integrating artificial intelligence and digital transformation subjects into the training curricula of media and communication sciences students at all levels, without limiting them to the master's level, while organizing national training programs for journalists to improve the use of analysis and digital interaction tools.
- Establishing an Algerian technological media city that includes television channels, radio stations, training centers, and technology companies to support media and provide an incubating environment for creativity and media innovation.
- Establishing a legal framework for the use of artificial intelligence in Algerian media and creating a specialized regulatory body to monitor this use in accordance with the ethical standards to be defined.

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