

PRESS RELEASE

The anniversary Astana Media Week will be held in Astana.

October 14–16, 2026, the tenth Astana Media Week will be held at the Palace of Peace and Reconciliation in Astana. The anniversary media week will bring together representatives of government bodies, Kazakh and international media, technology companies, and the professional community. Key topics will include media transformation, the development of domestic content, the implementation of artificial intelligence, and strengthening public trust in information.

Since the first Astana Media Week in 2017, the platform has provided an annual professional dialogue between the media community of Kazakhstan and Central Asia and representatives of the international industry. The tenth season will be an opportunity to reflect on the changes that have occurred in the industry, share experiences, and discuss the priorities for its further development.

Over these years, digital platforms have significantly changed the production and dissemination of information, editorial work models, and audience engagement. The development of artificial intelligence presents the industry with new challenges related to content authenticity, adherence to professional standards, and responsibility for published materials. These questions will define the substantive agenda of the anniversary media week.

The central event of the program will be the plenary session **"MEDIA." HUMAN. AI: 10 Years of Transformation. The new architecture of trust"**. Participants will discuss the role of journalism in the modern information environment, approaches to AI implementation, and mechanisms for maintaining audience trust. The session will feature the participation of the Minister of Culture and Information of the Republic of Kazakhstan, Arman Kyrykbayev, the founder of Network School, Balaji Srinivasan, the representative of Euronews management, Fernando Soares, Meta's Director of Public Policy for Products in the Asia-Pacific region, Philip Chua, and the CEO of Q.AI, Dmitry Mun. The moderator will be Nadira Tudor, Bureau Chief and Regional Communications Manager for Euronews in Azerbaijan.

Special attention will be paid to the presence of Kazakhstan and Central Asia in the international information space. Representatives from Jibek Joly / Silk Way, The Astana Times, Qalam Global, Euronews, AnewZ, and other media outlets will discuss approaches to content creation for foreign audiences, the development of English-language journalism, and the expansion of international editorial cooperation.

The business program will also cover issues of state information policy, interaction between government bodies and the media, support for regional editorial offices, development of Kazakhstani content, and the advertising market economy.

The practical part will be aimed at improving the professional competencies of industry workers. The master classes will be dedicated to fact-checking, multilingual broadcasting using AI, business analytics, creating digital solutions with artificial intelligence, and media development on digital platforms.

The continuity of the profession will be an important theme of the anniversary season. Astana Media Week creates conditions for the exchange of experience between generations of journalists, familiarizes young specialists with international practices, and develops joint projects. Participants from the early seasons are returning to the platform today as editorial directors, media founders, and speakers.

The media week will conclude on October 16 with the **QAZAQSTAN MEDIA AWARDS** ceremony, dedicated to recognizing the professional achievements of industry representatives.

Journalists, editors, media managers, representatives of regional media and press services, advertising specialists, teachers, and students of journalism are invited to participate.

Date: October 14–16, 2026.

Venue: Palace of Peace and Reconciliation, Astana, Tauelsizdik Avenue, 57.

Registration and current program: astanamediaweek.kz.