



63RD ABU GENERAL ASSEMBLY AND ASSOCIATED MEETINGS

Dear ABU Friends,

Ayubhowan!

This traditional Sri Lankan greeting holds deep meaning: 'May you be blessed with long life'. It takes on special significance as we prepare to welcome you to Sri Lanka later this year, and come together to celebrate the value of humanity and human connection.

MTV Channels (Private) Limited of the Maharaja Media Network, in collaboration with the Asia-Pacific Broadcasting Union (ABU), is delighted to invite members of the Asia-Pacific Broadcasting Union to attend the 63rd ABU General Assembly and Associated Meetings.

This year's gathering will take place in Colombo, Sri Lanka, from 30th October to 3rd November 2026, bringing together broadcasters, media leaders, industry experts, policymakers, and partners from across the Asia-Pacific region and beyond.

Hosted at Cinnamon Life at *City of Dreams*, one of Colombo's leading venue, the event will provide a dynamic platform for dialogue, collaboration, and innovation among media professionals navigating the rapidly evolving broadcasting landscape.

The theme of this year's General Assembly is: **"Media for Peace and Humanity: Truth, Trust, and Transformation"**

This theme reflects the growing responsibility of media organizations to strengthen public trust, uphold credible journalism, promote social cohesion, and embrace digital transformation in an era shaped by artificial intelligence, misinformation, climate challenges, and technological disruption.

The 63rd ABU General Assembly and Associated Meetings will feature a comprehensive program including:

- General Assembly sessions
- Administrative Council and committee meetings
- Strategic industry forums and media dialogues
- Technology and innovation discussions
- Content, news, sports, and digital media sessions
- Networking and partnership opportunities

Participants will also have the opportunity to explore emerging trends in broadcasting, media resilience, AI-driven transformation, public service media, and regional cooperation across the Asia-Pacific broadcasting community.

An excursion to some of Sri-Lanka's world-renowned landmarks in Sri Lanka will also be organised, and we hope you will be able to join us.

Further details regarding registration, accommodation, program schedules, and logistics will be shared in due course.

We look forward to warmly welcoming ABU members and partners to Colombo for this important occasion, and to strengthening our shared commitment to advancing media excellence, collaboration, and innovation across the region.

Ayubhowan, and we look forward to seeing you in beautiful Sri Lanka.

A handwritten signature in black ink, appearing to read 'Chevaan Daniel', with a stylized flourish at the end.

Chevaan Daniel
Group Director

The Maharaja Media Network | Capital Maharaja Group