

Language of the conference:

Although Arabic is considered the official language of the first international conference, research professors from inside and outside Algeria can intervene or deliver their interventions in other foreign languages.

- Participation in the conference:

- Research professors interested in the areas of the conference and its main themes.
- Research students at the doctoral level.
- Managers of public and private media organizations.
- Media professionals in various audio-visual media, written press and electronic media
- Algerian sports federations.
- Heads of national sports associations.
- Relevant institutions and organizations.
- Media partners.

- Research Submission Criteria:

- Individual, bilateral, national and international research papers are accepted, subject to the submission of a research approval decision.
- Receive abstracts before **July 30, 2025**.
- Send acceptance of abstracts by **August 10, 2025**.
- Receive full papers before **September 6, 2025**.
- The full intervention is sent to the organizing committee and the participants whose interventions are approved by the scientific committee will receive an official invitation to participate in the conference in **October 2025**.

Papers accepted for presentation at the conference will be written according to the terms of reference of the Rawafed Journal for Studies and Research in Sports Sciences, affiliated to the Government of Sports Media and Sports Management in Algeria, located at the following website



For correspondence: Mr. President of the First International Conference.

Address: University pole, Bordj Bou Arreridj road, M'Sila 28000 Algeria

Phone : +213.697.94.19.28

Email: jsrss@univ-msila.dz

Website: www.univ-msila.dz

- Initial registration to participate in the conference:

Initial registration to participate in the conference activities is through filling out the interest form that should be sent to the organizing committee before this date: July 30, 2025, which must contain the full information of the researcher and the abstract of the research should not exceed 10 lines in Arabic and the same in a foreign language.

- Fees for participation in the conference:

Participants whose research has been approved by the scientific committee of the conference. "Participation fees, accommodation, food and internal and external transportation".

- Participation rights:

- Participating professors from within the country (4000,00 DA)
- Doctoral students from within the country (1500,00 DA)
- Participating professors from outside the country: (100 Euros)



Ministry of Higher Education and Scientific Research

Mohamed Boudiaf University, M'sila
Institute of Science and Technology of
Physical Activity and Sports
In cooperation with the Laboratory of the
Government of Sports Media and Sports
Management in Algeria
Organizes

The first international scientific conference on :

**Artificial Intelligence in Sports
Media and Ethics - Practice and
Challenges**

November 10/11, 2025

For correspondence: Mr. The President of the first international conference

Address: University pole, Bordj Bou Arreridj road, M'Sila 28000 Algeria

Phone number : +213.697.94.19.28

Conference's email: jsrss@univ-msila.dz

University's email: www.univ-msila.dz



**Under the high patronage of the Rector of
Mohamed Boudiaf University M'sila,**

Prof. Dr: Ammar Boudella

**General Supervisor: Prof. Dr. ameur
Hamlaoui, Director of the Institute of Science
and Technology of Physical Activity and
Sports.**

President of the conference:

Prof. Dr. Abdelouahab Zouaoui.

**Chairman of the Scientific Committee: Prof.
Dr. Salaheddine.djellal, Director of the
Laboratory of the Government of Sports Media
and Sports Management in Algeria.**

**Chairman of the Conference Organizing
Committee: Prof. Dr Makhoulf
Mendjhi**

**Conference Secretariat: Prof. Dr. Nadir
Bouslah, Editor-in-Chief of the Rawafed
Journal for Studies and Research in Sports
Sciences at the Laboratory**

**Head of the media committee of the
Dr. youcef.hamiche**

Issue:

In recent years, Artificial Intelligence (AI) has become one of the key components that shape the future of technology and society. AI is understood as a set of techniques and algorithms that aim to develop systems capable of performing tasks that normally require human intelligence, such as learning, reasoning, and planning, as well as the ability to learn, understand natural language, think logically, and solve problems.

Because artificial intelligence has today invaded all fields, including both that of the media

and communication, and sports media. The use of artificial intelligence techniques has made it possible to improve the effectiveness of media practice, and that of the experience of media production and consumption. Therefore, media institutions have become using artificial intelligence in analyzing large amounts of data to understand audience tendencies and interests, which helped guide content and improve marketing strategies. Thus, artificial intelligence has enabled the production of written content and audiovisual clips automatically.

Today, AI also contributes to countering the spread of fake news, as AI can help develop tools for fact-checking and verifying information quickly and accurately. In addition, we notice the speed of editing and modifying videos, by analyzing scenes and identifying the elements that most attract the attention of viewers, which facilitates the production process. In the sports field, the use of AI algorithms has increased through programs and applications to measure and analyze data, the technical and tactical performance of players.

From these premises and issues, the priority is to seek the relationship between artificial intelligence and the media sector, which is an evolving interactive relationship that requires continuous harmonization with ethical and legal standards, contributing to improving the media experience and ensuring the quality of content, while utilizing its potential to achieve a more efficient and dynamic media future.

Areas and themes of the conference:

The first axis: The use of artificial intelligence in electronic sports media.

The second axis: Artificial Intelligence and the Media Industry.

The third axis: Creating the uses of artificial intelligence in sports media.

The fourth axis: The uses of artificial intelligence in the governance of sports media economics.

The fifth axis: The use of artificial intelligence in the governance of sports management.

The sixth axis: Artificial Intelligence and the future of startups in sports media.

The seventh axis: Pioneering experiences in the use of artificial intelligence in sports media.

The eighth axis: Engineering higher education curricula and the requirements of advanced technologies.

Objectives of the conference:

1. Discussing the latest developments of artificial intelligence and its applications in the sports field.
2. Highlighting the challenges facing media and journalistic work related to modern technology and artificial intelligence.
3. Enriching the knowledge and academic field with modern concepts and perceptions of artificial intelligence.
4. Encourage cooperation between the various components of the university interface and the economic and social environment to invest modern technology in the development of society.
5. Promote partnerships between Arab and international universities in the field of modern technology, digitization and sustainable development.
6. Stimulate ideas and innovations related to emerging enterprises and artificial intelligence.
7. Addressing the legal and ethical aspects of the use of artificial intelligence in sports media.
8. Enhancing awareness of the importance of keeping pace with technological development and framing it according to human values