

A case study of AI adoption in Pakistan's media sector: Opportunities, challenges, and contextual realities

Imdad Hussain and Xu Qunhui*

Abstract: This research examines the application of artificial intelligence (AI) in Pakistan's media industry, filling a notable void in academic literature regarding AI implementation in non-Western settings, especially South Asia. We adopt a qualitative case study method, examining chosen Pakistani media sources by conducting interviews with journalists, content producers, and administrators, alongside reviewing organizational documents and press reports. Our results identify three primary artificial intelligence implementations: automated content generation for standard news reports, analytics for audience engagement to refine content distribution, and emerging verification mechanisms to address false information. However, adoption remains uneven due to structural constraints such as financial limitations, insufficient training, and regulatory ambiguity. Furthermore, doubts rooted in culture among those working in media hinder the adoption of artificial intelligence, as they worry about preserving journalistic independence and potential moral consequences. The research underscores how AI's capacity to drive change is shaped by Pakistan's distinct socio-political and institutional conditions, such as inequalities in technology and influences from political spheres. Through the placement of AI within these contextual factors, we contribute empirical insights into the opportunities and challenges of AI adoption in media ecosystems with limited resources. The study highlights the necessity for customized approaches that harmonize productivity improvements with regional organizational contexts, presenting a structure for policymakers and media professionals addressing AI's changing influence in the Global South.

Keywords: AI, Pakistan, media industry, institutional conditions

Introduction

The Pakistani media industry runs in a complex socio-political space characterized by rapid technological changes, ambiguous policies and

* Imdad Hussain; Xu Qunhui (✉)

College of Media and International Culture, Zhejiang University, Hangzhou, People's Republic of China

e-mail: imdadhussain@zju.edu.cn (corresponding author)

evolving consumer expectations (Ashraf 2014). With the digital transformation reorganizing the global media systems, artificial intelligence (AI) has become an agent of disruption, which provides the means of automated creation of content, engagement with viewers, and elimination of misinformation (N. Hussain 2012). Nevertheless, although the use of AI in Western media has been widely reported, its progression in emerging economies, especially South Asia, has not been fully researched (Yusuf and Schoemaker 2013). This study can address this gap by exploring the way media organizations in Pakistan are addressing opportunity and challenges of artificial intelligence adoption in their unique institutional and cultural context.

Since the liberalization in 2002, the media industry in Pakistan has grown significantly, including over 100 privately-owned TV channels, a robust digital news sphere (Safdar et al. 2019). But still, such systemic constraints as lack of resources, political interference and disparity in technological advancement are still observed (Mezzera & Sial 2010). These are factors that contribute to the non-adoption of nascent technologies like artificial intelligence that offers a prospect of addressing inefficiency but also raise concerns about job loss and ethical issues (Gul et al. 2017). As an example, even though AI tools can be used to automate report routine processes, their behavior reflects such subtle local realities as regional accents or politically sensitive stories is debated (Yusuf et al. 2013).

The paper is organized around four main questions namely: (1) What are the current uses of artificial intelligence in media organizations in Pakistan? (2) How will AI create a chance to produce news, engage audiences and digital channels? (3) What are some of the obstacles that inhibit the use of AI by journalists and media houses? (4) What influence is cultural and regulatory in the role of AI in the Pakistan media sphere? By answering these questions, we contribute to the limited scholarly literature on AI in non-Western media, providing empirical evidence to refute universalist concepts of technology dissemination (Hafeez and Nauman 2020).

The preceding literature on AI in Pakistani media has narrowed down to technical feasibility or journalists' attitudes (Amna 2023). By way of contrast, we approach the subject matter in a holistic manner that looks at how macro-level factors, such as political economy and regulatory guidelines, intersect with micro-level practices within newsrooms (Rasul and McDowell 2011). As an example, analytical tools based on artificial intelligence can help to target the audience

better, but their application is often restricted by the unequal distribution of internet access in Pakistan and poor digital literacy (Khan et al. 2013). Likewise, artificial fact-checking robots are not very adept at navigating cultural peculiarities of the media landscape in which false information often borders ethnic and religious sensibilities (Raza et al. 2025).

This work is also relevant, as it is well established against its background. Placing the adoption of AI in the context of media-political economy in Pakistan reveals the way the global trends in technology are appropriated through institutional logics and cultural practices (S. Hussain et al. 2025). As an illustration, the domination of media conglomerates by families influences investment choices, often leading to an immediate search for financial benefits instead of a slow implementation of artificial intelligence (Ahmed et al. 2024). Additionally, this military has been historically involved in regulation of media, which makes AI governance even more complex, especially in content management and surveillance (Mezzera and Sial 2010). Such lessons can be important to policymakers and other stakeholders in the industry who aim at promoting responsible AI deployment in such situations.

Literature review

The presence of artificial intelligence in media ecosystems has been extensively studied in the context of the West, with most focus put on automated journalism, algorithmic news selection, and audience analytics (Latar 2014). However, the literature on the adoption of artificial intelligence in developing countries, especially in South Asia, is extremely limited, an aspect that creates a big gap in the understanding of how technology and regional institutions and cultures interact (Arakpogun et al. 2021). It is now in the scholarly literature that the role of AI in non-Western media settings has been investigated, both to reveal individual adoption patterns that are shaped by the infrastructural constraints, regulatory frameworks, and professional norms (Broussard et al. 2019).

Several studies have explored the concept of artificial intelligence in the context of Pakistani media, but most of them focus specifically on technical and not systemic barriers to its usage. As an example, the research focused on the use of AI to create content in Pakistani media houses refers to the use of AI to generate standard meteorological bulletins and economic highlights, whereas the studies also indicate

persistent difficulties in accommodating regional dialects and contextual peculiarities (Moroojo et al. 2025). Similarly, the research on the tools of audience analytics shows that Pakistani media companies struggle with the low quality of data and a lack of technical ability, which limits the benefits of AI-driven personalization (Khattak et al. 2025).

The broader literature on the adoption of technology in the Pakistani media sector offers the necessary background insights. Research in digital transformation in Pakistani newsrooms underlines the structural forces that influence technological investment, i.e., concentrated media ownership and political interference (Mezzera and Sial 2010). As an example, family-owned media conglomerates often prioritize short-term gain instead of investing into future-oriented technology which can support the implementation of artificial intelligence (Safdar et al. 2019). This trend follows other studies on the adoption of technology in other developing economies, where resource limitations and path dependencies of institutions often mediate the effect of innovation (Stanislavska et al. 2020).

The other theme, shown in the existing research, is the cultural and professional resistance to AI among Pakistani journalists. Various reports report the fear of displacing jobs and editorial authority, the loss of ethical standards in algorithmic content playing (Jamil 2021). Such fears reflect international discussions of AI in journalism but have a specific sense of urgency in the Pakistani media sector, where editorial freedom is already limited by political influences (Jamil 2023). Research suggests that such cultural resistance can often be explained by the lack of awareness of the potential of AI, which is why special educational programs are needed (Nawaz and Ali 2025).

The cross-national studies of AI application in other developing countries provide informative data in the media sector of Pakistan. Indicatively, in a case study of Kenyan media houses, collaborative efforts between the news houses and technology firms can aid in the integration of artificial intelligence despite resource constraints (Kioko 2022). Likewise, the research on AI implementation in the banking industry of Pakistan also signifies the significance of regulatory clarity and institutional backing of the banking industry to rise above the obstacle of implementing AI (Ahmed et al. 2024). These findings suggest that the analogous interdisciplinary knowledge sharing in Pakistan may be beneficial to the media industry, and in particular, governance frameworks and schemes targeted at developing skills.

The legal and regulatory context of AI in Pakistan has not been discussed in detail so far, but the existing research presents several major gaps. Media regulation Surveys of media legislation point to the absence of clear rules governing AI applications in news coverage, which leads to confusion concerning the responsibility of errors and biases in the algorithmic output (Raza et al. 2025). This policy vacuum contrasts with more advanced regulatory frameworks in other Muslim majority nations, like Malaysia and the UAE who have started enacting AI governance frameworks depending on local cultural and legal customs (Mohsin 2025). New scholarly literature that discusses the impact of AI on society in Pakistan also has added points of view that are relevant in the context of media-related applications. Research articles about AI in government operations point out the possibility of efficiency improvement and the threat of increasing the level of inequalities, especially the urban-rural ones (Sumra et al. 2021). Similarly, research conducted on the deployment of artificial intelligence in the agriculture sector of Pakistan demonstrates the fact that local realities, such as education levels and the condition of physical systems, have a pivotal role in the determination of the consequences of technology-based interventions (Ali et al. 2024). These conclusions highlight the need to place the media-oriented AI studies in the framework of wider socio-technical systems.

Even though the existing studies offer valuable insights into the independent aspects of the AI implementation in Pakistani media, there are still significant gaps. Most studies are focused on either technical uses or professional approach and overlook the complexity of interrelations between technological, organizational, and cultural factors. Moreover, research often presupposes a deterministic view of the effect of AI, not taking into consideration how local actors respond to changes in technology and how they resist them. Our study addresses these limitations by using a comprehensive approach of case study by examining AI adoption as a situational practice affecting Pakistan unique media-political environment. This perspective aids us to go beyond simplistic explanations of technological optimism or pessimism but rather, discover the contingent and controversial nature of AI use in the media context with limited resources.

Methods

The study is a qualitative case study that was conducted to explore the implementation of artificial intelligence in the media sector in

Pakistan, focusing specifically on how institutional, cultural, and technological factors affect the trends of its implementation. The research design focuses on depth, as opposed to breadth, allowing having a closer study of the contextual factors, which quantitative research might not address. The method has been selected as it aligns well with our aim of capturing the first-person field notes of the media practitioners as they interact with the AI adoption in the unique socio-political setting of Pakistan.

Case selection

The study employs the sample of six Pakistan-based media organizations, which include the different spheres of the industry, i.e., two nationwide television stations, two online-based news sources, a radio station, and a local newspaper group of publications. These organizations were chosen purposely to capture differences in the nature of the organizations in terms of size, technological capacity and geographic coverage. As an illustration, the introduction of a local newspaper in Khyber Pakhtunkhwa is a way to illuminate the challenges to AI implementation that media organizations outside urban areas may meet, as infrastructure limitations are worse.

The process of choice was based on the criteria of organizations that adopted AI tools or were currently testing it. We provided preliminary fieldwork consisting of snowball sampling to find potential cases, and industry reports. The last sample balances between the traditional media and the digital pioneers, which allow conducting a comparative analysis of adoption trends based on the various forms of organizations. This is based on the recognition of the heterogeneity of the media ecosystem in Pakistan, where both traditional and digital media exist and have different operating logics.

Data collection

Primary data was gathered in the form of semi-structured interviews with twenty-four media professionals working in the chosen organizations from January to June 2023. The sample included journalists (n=10), editors (n=6), technology managers (n=5), and corporate executives (n=3), which was balanced in terms of reporters and technical representatives. The interviews were 45-90 minutes long and were conducted following a protocol that explored three thematic areas, such as AI implementation processes, perceived benefits and challenges, and contextual barriers.

All the interviews were either in English or Urdu, depending on the participants and the Urdu recorded were professionally transcribed and

translated. The dual-language approach ensured consistency in the data analysis as it covered the multilingual situation in Pakistan. Organizational materials, including internal documents about AI pilot projects and publicly available plans of technology adoption, were added to interview transcripts.

The sources of secondary data considered 18 months of media reporting (January 2022-June 2023) on AI in the Pakistani press, obtained in the database and by hand observation of the industry publications. This source provided a contextual understanding of what people were talking about regarding adoption of AI, and this contributed to the ability to match the results of the interviews with the larger industry discourses.

Analytical approach

Thematic analysis was performed based on the six stages model provided by Braun and Clarke, with deductive code being based on the research questions and inductive identification of the emerging themes. NVivo 12 software helped to organize data that allowed carrying out comparisons of cases and respondent groups methodically. Initial coding focused on manifest content (e.g., direct mentions of AI tools), and thereafter, latent analysis of implicit assumptions and institutional arrangements affecting adoption decisions.

The analytical process adopted continuous comparative methods to show trends and anomalies among the various categories of organizations. To give an example, to compare the discussion on the use of AI in audience engagement between the television network and online platforms, one has performed an analysis that revealed contrasting strategic priorities based on the specifics of the functioning of the media. The elevated levels of analytical accuracy were kept through frequent team debriefings whereby the emergent results were conceptually checked against original datasets through refining codes in successive cycles.

Ethical considerations

The research through the institutional review board approved the research and all the participants provided informed consent after the detailed explanations of the research purpose and data handling policies. Since the situation with Pakistan is sensitive in terms of media, we took added precautionary steps: we removed institutional markers of published texts and offered the participants to review their quoted sentences. These were done to address the issues of

professional consequences within an industry where a perception of a criticism of technological projects by the masses could have career consequences.

The protection of the data was based on the storage with the use of passwords and strict control over access, which is particularly important considering that some participants discussed politically sensitive AI applications, including content moderation. The research group completed training in working with the at-risk population, understanding that in Pakistan, journalists often work under structurally unstable conditions that can have an impact on their contribution.

Methodological limitations

Even though the case study technique is effective in providing a clear contextual analysis, its findings are not applicable in statistical analysis to the entire media industry in Pakistan. The purposive sampling approach, though theoretically informed, might be insensitive to the views of smaller-smaller or technologically ahead organizations. In addition, the year (2022-2023) of the research is associated with a specific period in the rapidly developing media landscape in Pakistan, where the economy is still uncertain, yet policy changes are constant due to which the possibilities of AI use constantly change.

These limitations are in part resolved by research design because methodological triangulation involves interview data and documentary analysis. Future research can extend the scope of time by conducting longitudinal follow-up of AI implementation processes since the media policy landscape in Pakistan is changing, responding to domestic factors as well as international technological shifts.

Findings and discussion

The findings show that the phenomenon of technological possibilities and situational constraints in the Pakistani media field is complex, and the implementation of artificial intelligence follows its own peculiarities based on the specifics of the organizational environment and occupational etiquette. In this section, dynamics are examined in two perspectives: the areas of operation where the effects of AI are quantifiable, and the structural barriers limiting their broader uptake.

AI applications in the media

The integration of artificial intelligence in the media industry of Pakistan is present in three functional areas with distinct implementation and impact trends. These applications are indicative of

universal trends in technology as well as local adaptation to the Pakistani media ecosystems where resource scarcity and cultural influences mediate these applications.

Content automation

The most advanced form of artificial intelligence application, particularly in the production of standard news in fields like sport summary, stock market and weather forecasting, is Content Automation. Natural language generators (NLG) in media houses are used to generate content templates, standardized and therefore requiring significantly less time to produce high-volume, low-complexity stories. As an illustration, a national broadcaster automated about 40 percent of its reporting on financial news using artificial intelligence systems, releasing journalists to focus on in-depth analysis. But such systems do not cope with the contextual peculiarities of Urdu and regional languages and can often need a lot of human editing to be idiomatically exact. Streamlining routine is in line with the global tendencies recorded in (Latar, 2014), but the multi-lingual nature of Pakistan suggests that localization challenges are unique to each country and the existing NLG systems do not address every area fully.

Audience analytics

This another critical area of application refers to media companies that embrace AI-based applications to track the activities of viewers on online platforms. The systems will look at metrics of social media and proprietary apps, which will help content teams improve the timing of publishing and formats. One news source targeted at online users recorded an increase in the retention rate of readers by a quarter after the introduction of a recommendation system that narrows down the sequence of articles to specific interests. However, there are still issues in data quality due to the fragmented digital systems of Pakistan, inconsistency in internet connectivity, and limitations of devices, which generate noisy datasets and complicate algorithmic analysis. These limitations are consistent with findings of (Khattak et al., 2025), which depict that technological solutions developed in mature markets require a meaningful change of environment where resources are limited.

Fact checking and moderation

These tools are a growing area of practice, supported by growing concerns about the misinformation in the highly fragmented information environment in Pakistan. Several media companies have

been experimenting with artificial intelligence that can be used to detect potentially false claims in social media posts by using natural language processing to match statements with authoritative databases. Even though these tools promise, as one investigative team reduced the number of manual verifications performed by 30 percent, they are limited by the challenges in dealing with local dialects and culturally specific disinformation tactics. The systems are also grappling with the complicated situation in the media ownership of Pakistan, where in some cases the political associations color what is mischievous information. Those issues are in line with ethical questions identified in (Jamil, 2021), namely the tension between algorithmic efficiency and editorial judgment.

The trends in the areas mentioned in the applications point to one thing, the application of AI in Pakistani media follows the model of a hybrid one, in which the technological solutions do not substitute human skills but support them. This contrasts with its more radical automation discourses prevalent in the West (Latar 2014), which are attributed to both the pragmatic constraint and cultural resistance to the decline of journalistic competence. As an example, even with automated weather reports, the production time will be lower, but the editors often neglect the algorithmic proposals in the case of severe weather events in favor of local ability and homogeneous results. As depicted by these practices, media professionals in Pakistan are proactively adopting the role of AI to shape the workflows to create a balance between efficiency and contextual awareness.

The regional differences also shape the AI applications to the media, whereby urban-centered media like newsrooms in Karachi are more advanced in their use over the other regional ones. One of the television stations based in Lahore used computer vision to measure the response of the audience when political debates were on, a radio station in Peshawar struggled with basic automation of transcription due to the Pashto language compatibility. The urban to rural gap shows the overall technological disparities in Pakistan (Sumra et al. 2021) meaning that AI effects on media are still going to be unequal until efforts to invest in infrastructure are undertaken.

There are also sector-specific adoption trends, whereby digital-native platforms are at the forefront in innovative applications in comparison with the traditional broadcasters. A news organization that is independent developed a computer-generated AI tool to track the commitment made by politicians to their promises through legislative

documents and that does not require the same institutional pushback that more traditional media houses. These variations bring out the mediating nature of organization culture in technological change which is consistent with assertions in (Mezzera and Sial 2010) about the diverse nature of Pakistan media that produces unique developmental trends on innovation.

The overall picture of the findings provides evidence that the role of AI in Pakistani media is not associated with a total reconstruction but, on the contrary, with more specific operational issues to address. This is the real-world approach which is in line with the resource limitation of the industry where the spending must yield a fast payoff given financial pressure. However, it also comes with questions of long-term ability building, as fragmented execution would slow down the creation of enterprise wisdom needed to support high-level artificial intelligence usage. These systemic issues are discussed in the ensuing subsection and the structural and cultural hurdles that constrain the potential of AI in these potentially promising areas investigated.

Challenges in AI adoption

The application of AI in the media industry in Pakistan faces various challenges, which are not regulated by the technical factors, but they are structural, financial, and cultural. All these limitations combine to create a complicated adoption environment in which technological possibilities continue to be constrained by situational facts.

Financial and infrastructural constraints

These are the biggest barriers because the media organizations incur massive costs to get and support AI systems. Unlike global technological companies that develop proprietary AI platforms, Pakistani ones are forced to rely on outsourcing, and often they pay a lot of money to get solutions that are hardly applicable to the needs of the region. According to one TV network executive, the cost of a basic kind of natural language processing software, when licensed, cost them 15 percent of their annual technology expenses, thus forced to make trade-offs elsewhere in their digital infrastructure upgrade. These economic stresses collide with the broader technological inequalities in Pakistan, the uneven electricity access and inadequate access to cloud computing in rural territories make even successfully implemented AI initiatives unsustainable on the scale. These difficulties are reflected in (Ahmed et al. 2024), in which infrastructural gaps also limited the implementation of AI in the banking sector of Pakistan.

Human capital deficits

These also act to impede adoption since they are caused by dire lack of talented people who will be able to design, implement and manage AI systems. Most of the media companies lack dedicated data science teams and instead rely on overworked IT staff to manage complex machine learning systems in addition to the usual technical support duties. The skills gap is indicative of the educational constraints in Pakistan overall, and universities have appeared with AI programs, limited numbers of programs explicitly focus on media applications, or fill technical-journalistic gaps. A digital editor showed that existing training schemes often focus too much on how tools work rather than helping journalists to develop the ability to critically evaluate the output of algorithms and as a result leads to journalists having a weak understanding of how to identify potential biases. These findings are consistent with (Nawaz & Ali 2025) which had recorded the same disparities between academic training and industry requirements.

Regulatory ambiguity

The uncertainty of regulations further complicates the matter because there are no detailed legal systems regulating AI applications in media in Pakistan. Absence of defined procedures of algorithmic responsibility, data confidentiality, and rights to intellectual property about AI generated content discourages long-term investment. As an illustration, several media outlets reported the delay of the projects to mechanize the financial reporting due to the remaining uncertainty about legal liability in the case of any errors in artificial intelligence-generated earnings valuations. This lack of regulation is unlike other structured approaches in a similar market like India where policymaking has begun attempts at addressing the gaps in AI legislation. This situation corresponds to the problems that are outlined in (Raza et al. 2025), and how legal uncertainties increase the perceived adoption risks.

Cultural resistance

Another significant challenge is cultural resistance of media practitioners, which is based on the fears of the influence of AI on the working independence and the identity of journalists. Many reporters view algorithmic tools as threats to editorial judgment, particularly in sensitive fields like political journalism, where functionality is of less significance than clarity of context. An old-time investigative reporter described why they were resistant to the managerial requests that they consider artificial intelligence-based fact-checking practices, and

argued that these mechanized systems were incapable of understanding the complex factual environment in Pakistan, which is often characterized by hidden historical and ethnic dynamics. This skepticism is a manifestation of general fears outlined in (Jamil 2021) where journalists feared deskilling and losing creative control.

Organizational inertia

According to organizational inertia of the media establishments in Pakistan, it is exceedingly difficult to adopt artificial intelligence, particularly in the old style of organization with well set operations. Technological decisions are often centralized through decision-making hierarchies that are quite distant from the operational processes, and in this case, there is a mismatch between the purchased AI systems and the demands of newsrooms. A good example is a newspaper conglomerate that invested a lot in content distribution systems, which were automated and did not consider more pressing transcription and translation requirements. Such trends reflect on (Mezzera & Sial 2010), which showed that the centralized nature of media ownership in Pakistan can cause a change in priorities in innovation.

These issues combine to create a vicious circle of adoption barriers: financial constraints make high-quality tools less accessible, which do not perform well due to their inadequate infrastructure and human capital, which in turn increases the culture resistance and discourages further investment. To break this loop, both technical and systemic factors need to be addressed, which is manifested in both the different results of digital-native startups and the traditional media companies. Newer companies that are less hierarchical and have leaders who are more technologically savvy performed better in the implementation of narrow AI based strategies, which suggests that organizational culture has as much of an impact on success of adoption as resource access.

Such findings stress the deterministic explanations of the inevitable role of AI in global media organization by proving how regional institutional factors mediate and restructure technological changes. Despite the Pakistani media specialists admitting the possible benefits of AI, their decision-making process is based on pragmatism, where the tools with immediate, direct, and quantifiable results are applied, and they do not rely on unproven technologies. This conservative stance is not only ignorance of resources, but also a hard-learned lesson of past transitions in technology as most outlets continue to bear the bruises of badly thought-out digital transformations throughout the 2010s social media boom. The ensuing apprehension influences the

current trends in the adoption of AI and forms a distinctly Pakistani vision of technological assimilation that balances the growth with the protection of institutions.

The issues listed here have a wider implication than just in Pakistan and produce some useful lessons to other developing media markets as they embrace AI. They claim successful implementation requires not only technical solutions but also concomitant investments on human capital, demystifying regulations, and reorganizing organizations. Most importantly, these findings prove the importance of developing AI tools and strategies that consider the peculiarities of cultural and political economies of the local media ecosystem rather than trying to directly apply models that were created in different contexts.

Conclusion

This study has been able to examine artificial intelligence integration in the media sector in Pakistan, issues surrounding its usage, opportunities, and challenges. The findings show that AI implementation follows the hybrid model when technological systems do not replace human skills, but support them, and content automation, audience analytics, and fact-checking tools are the main services. Nevertheless, the applications are not spread evenly because of the lack of financial resources, gaps in infrastructures, and cultural distrust towards the media professionals. This research contributes to broader discussions on AI in non-Western media settings because it demonstrates that regional institutional factors, such as ambiguous policies to organized forms of power, influence the way technology is adopted, thus challenging internationalized conceptions of digital modernity.

The paper highlights the importance of context-sensitive strategies to the adoption of AI in resource-limited settings. Despite the ingenuity of the Pakistani media outlets in adapting global technologies to locality, structural factors such as lack of ability, political factors lead to adoption pattern other than that experienced in the developed media market. These lessons are not restricted to Pakistan alone and provide a conceptual framework of how emerging economies can cope with the rise of technology in the existing structural constraints. Future research should examine continued appraisals of AI undergoing shifts, particularly with the evolving regulatory environments and news media accumulating knowledge through recurrent methods of application. The further investigation of regional trends in the impact

of institutional settings on the process of technological use could be supported by comparative studies in South Asia.

The paper concludes that artificial intelligence can be valuable to the media industry in Pakistan, but not by mimicking western experiences with automation, but by developing solutions that consider the unique challenges at the workplace and meet the professional standards of the Pakistani workforce. These findings endorse moderate innovation strategies involving combination of technological enhancement and human resources and institutional transformation, which is relevant to policymakers and media practitioners in the Global South that are meeting similar evolutions. With the higher introduction of artificial intelligence to the media apparatuses of the world, this study recognizes the need to understand and guide its power within the parameters of the contexts of situations.

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