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The Impact of AI Avatars and Voice Synthesis on Editorial Content and Audience Response: Evidence from UATV English

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The rapid integration of artificial intelligence technologies into news production has introduced new opportunities and challenges for the international broadcasting network of Ukraine. In particular, the use of AI-generated avatars and synthetic voices is transforming editorial workflows and audience interaction to the content, yet empirical evidence on their impact remains limited. This study *aims* to assess the effects of implementing these tools at UATV English, Ukraine's state-owned international broadcasting channel. Mixed *methods* for research were used, combining quantitative analysis of publicly available YouTube performance metrics with qualitative content analysis, as well as official information from the public relations department of the SE "IMBP", – the owning company of UATV English Channel. The sample included editorial videos published before and after the introduction of AI-based production tools. Key indicators analyzed included: views, likes, comments, engagement rate. The *results* reveal measurable changes in quantitative performance indicators and editorial presentation formats following the adoption of AI technologies. Additionally, variations in audience engagement were observed between content featuring human presenters and AI-generated avatars. These findings contribute to the growing body of research on transformations in international broadcasting and journalism and offer practical insights into the opportunities and limitations of using AI-generated presenters in editorial content production.

Keywords: artificial intelligence, AI avatars, digital technologies, international broadcasting, YouTube analytics

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У СИСТЕМІ СОЦІАЛЬНИХ КОМУНІКАЦІЙ

Вплив ШІ-аватарів та синтезу голосу на редакційний контент та реакцію аудиторії: дані з UATV English

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Швидка інтеграція технологій штучного інтелекту у виробництво новин відкрила нові можливості та водночас створила виклики для системи міжнародного мовлення України. Зокрема, використання ШІ-згенерованих аватарів і синтезованих голосів трансформує редакційні робочі процеси та взаємодію з аудиторією, однак емпіричні докази їхнього впливу залишаються обмеженими. *Метою* цього дослідження є оцінка впливу впровадження цих технологій на ефективність редакційного контенту та реакцію аудиторії каналу UATV English – державного каналу іномовлення України. Для дослідження використовувалися змішані *методи*, що поєднували кількісний аналіз загальнодоступних показників ефективності YouTube з якісним аналізом контенту, а також офіційною інформацією від відділу зв'язків з громадськістю ДП «МПІУ» – компанії-власника англомовного каналу UATV. Вибірка включала редакційні відео, опубліковані до і після впровадження інструментів виробництва на основі штучного інтелекту. Основні аналізовані показники включали: перегляди, лайки, коментарі, рівень залученості. *Результати* дослідження засвідчили наявність вимірюваних змін у кількісних показниках ефективності та форматах редакційної подачі після впровадження технологій штучного інтелекту. Крім того, було зафіксовано відмінності у рівні залученості аудиторії на контент із реальними ведучими та ШІ-згенерованими аватарами. Отримані результати доповнюють сучасний науковий дискурс щодо трансформацій міжнародного мовлення та журналістики, і пропонують практичні висновки щодо можливостей і обмежень використання ШІ-згенерованих ведучих у виробництві редакційного контенту новинних редакцій.

Ключові слова: штучний інтелект, ШІ-аватари, цифрові технології, іномовлення, YouTube аналітика

The rapid development of artificial intelligence technologies is significantly changing the modern media landscape, particularly the processes of production, distribution, and perception of news content. Generative speech synthesis models and visual AI avatars, replicating human behaviour of a TV host are increasingly being implemented in media editorial practices, offering new tools for optimizing production processes, reducing costs and scaling content. At the same time, these technologies raise several professional, ethical, and communicative challenges, especially in the context of audience trust and the perception of journalistic products.

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These processes are especially important for Ukraine's international broadcasting system, which performs not only as an informational but also a strategic communicative function. For Ukraine, which has been in a state of full-scale information confrontation for years, international broadcasting is a tool for communicating the state position on key topics, countering disinformation, and shaping international public opinion. In this context, digital transformations and the use of contemporary technologies, in particular artificial intelligence, are becoming not just a technical upgrade, but a factor in changing the very model of foreign broadcasting and the creation of editorial and news content.

Recent research in the field of media and journalism focuses on the potential of artificial intelligence for automating news production, personalizing content, and analyzing audience data. At the same time, most of the available work is predominantly theoretical or conceptual in nature and rarely based on empirical analysis of real editorial cases.

In this view, empirical research into the impact of generative artificial intelligence tools on editorial content and audience interaction in Ukraine's international broadcasting system is relevant. Particular value in this context poses the case of UATV English, Ukraine's English-language state-owned international broadcasting channel, which was one of the first to experiment with AI avatars and voice synthesis technologies in content production among Ukrainian media.

The *purpose* of this study is to empirically assess the impact of the introduction of AI avatars and voice synthesis technologies on the quantitative and qualitative indicators of editorial content, as well as on the reaction of the audience of the UATV English Channel. To achieve this goal, the article analyses editorial video materials published before and after the introduction of AI tools, using quantitative performance indicators, content analysis, and audience engagement assessment.

The purpose of this investigation is to empirically assess the impact of the use of generative artificial intelligence tools on editorial content and audience response on the UATV English Channel. To address the identified research gap, this study examines the implementation of AI avatars and voice synthesis technologies in the editorial production of the UATV English Channel. The research focuses on measuring changes in quantitative performance indicators and audience engagement patterns before and after the introduction of AI-based production tools.

The study tests the following hypotheses:

H1. Quantitative performance indicators of UATV English editorial video content changed following the introduction of AI-based production tools.

H2. Audience reaction to editorial content featuring AI-generated avatars differs from audience reaction to content presented by human hosts.

The article is structured as follows. The first section outlines the theoretical background and contextualizes the role of artificial intelligence in contemporary journalism and international broadcasting. The second section describes the research design, data sources, and methods used to analyze editorial content and audience engagement. The third section presents the empirical results of the quantitative and qualitative analysis. The discussion section interprets the findings in relation to existing scholarly literature and addresses their implications for international broadcasting practice. The article concludes with a summary of key findings and directions for future research.

Literature review

Over the past decade, artificial intelligence technologies have become one of the key factors in the transformation of journalism and the media industry as a whole. Researchers emphasize that the automation of editorial processes, algorithmic news creation and the use of machine data analysis are changing not only the technical aspects of content production, but also the very professional identity of journalism (Diakopoulos, 2019; Carlson, 2015). In this context, artificial intelligence is seen as a tool for optimizing, scaling and improving the efficiency of news production, while at the same time creating new challenges for audience trust and media ethical standards (Lewis et al., 2019).

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A significant portion of scientific work focuses on automated journalism and algorithmic news creation. Studies show that the use of AI allows editorial offices to speed up the processing of large data sets, automatically generate standardized news reports, and adapt content to different platforms (Diakopoulos, 2019). At the same time, researchers warn that excessive automation can lead to the standardization of news discourse and a reduction in the role of the human factor in journalism (Carlson, 2015). Thus, AI in journalism appears to be an ambivalent phenomenon, combining innovative potential and structural risks.

A separate area of research is devoted to the use of synthetic media and AI-generated avatars in communication. Within the paradigm of human-machine communication, the interaction between the audience and artificially created communication agents is analyzed, in particular the issues of perception, emotional response and trust (Guzman & Lewis, 2020). Some studies point to the possibility of the 'uncanny valley' effect, where overly realistic digital avatars cause discomfort or distrust on the part of users (Mori, 1970). In the context of news content, this issue is particularly relevant, as the presenter traditionally plays the role of a personified authority and trusted source.

At the same time, research literature actively discusses the digital transformation of media and the impact of innovative technologies on editorial strategies. Researchers note that media organizations are increasingly experimenting with new formats, platforms and technological solutions in an attempt to adapt to changes in audience behaviour and the digital environment (Pavlik, 2013; Küng, 2015). In this context, the introduction of artificial intelligence is seen as part of broader processes of digitalization and platformization of news production.

Research on international broadcasting and strategic communication occupies a special place in literature. International broadcasting is viewed not only as a tool for providing information, but also as an element of public diplomacy and the formation of international public opinion (Price, 2008). Modern digital technologies in Ukraine's international broadcasting have also become the subject of attention of Ukrainian researchers, i.e., in studies devoted to the transformation of foreign broadcasting in the digital environment (Bondar & Shtelmakh, 2025). In the digital age, social platforms, particularly YouTube, are becoming important channels for international broadcasting, combining the traditional functions of international broadcasting with mechanisms for digital interaction and audience analytics (Seib, 2016).

Studies analyzing audience engagement in digital environments emphasize the importance of engagement metrics such as views, likes, and comments on different social media platforms. YouTube analytics are widely used as an empirical tool for assessing audience interest and the nature of their interaction with content (Burgess & Green, 2018; Khan, 2017). At the same time, researchers caution against (are weary of) these metrics without considering the broader communicative and political context (Napoli, 2011).

Despite the growing number of studies on the application of artificial intelligence in journalism, there remains a significant empirical gap in scientific discourse. In particular, there is a lack of work combining the analysis of AI-generated avatars, voice synthesis and audience response in international broadcasting. The number of empirical studies based on the analysis of real editorial practices of state international broadcasting channels remains particularly limited.

Thus, the existing literature provides a solid theoretical basis for understanding the role of artificial intelligence in contemporary journalism but does not provide comprehensive answers regarding the impact of AI-generated presenters on content effectiveness and audience perception in the international broadcasting system. Filling this research gap through empirical analysis of the UATV English Channel case study determines the scientific novelty and relevance of this inquiry. Some previous investigations have already focused on this particular Ukrainian international broadcasting channel (Horodenko & Shtelmakh, 2024).

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Method

Research Design and Approach

This study employs a mixed-methods research design combining quantitative and qualitative approaches to assess the impact of artificial intelligence technologies on editorial content production and audience engagement. A comparative before-and-after method was used to analyze changes in content performance and audience reaction following the introduction of AI avatars and voice synthesis technologies in the editorial workflow of the UATV English YouTube channel.

The research was structured as a case study of a state-owned international broadcasting channel, allowing for an in-depth examination of AI-driven editorial transformation within a specific institutional and communicative context.

Data Sources and Sample

The empirical dataset consists of editorial video content published on the official UATV English YouTube channel. A total of 120 videos were included in the analysis, evenly distributed between two observation periods: 60 videos published before the implementation of AI-based production tools (*pre-AI period*) and 60 videos published after their introduction (*AI period*).

The use of a balanced sample ensured comparability between the two periods and reduced potential bias related to differences in publication volume. All analyzed videos represented standard editorial content formats and were publicly accessible at the time of data collection (January 2026).

Data Collection Procedure

Quantitative performance indicators were collected manually from publicly available YouTube video pages at a fixed observation point to ensure consistency across the dataset. For each video, the following metrics were recorded: number of views, likes, comments, and engagement rate (ER).

Engagement rate was calculated using the following formula:

$ER = (Likes + Comments) / Views \times 100$

We collected the data within a limited time window in order to minimize temporal bias related to ongoing changes in audience interaction metrics.

Content Analysis

Content analysis was applied to identify editorial and presentation characteristics of the analyzed videos, including the presence of AI-generated avatars, the use of synthetic voice technologies, and general presentation features. This method enabled the classification of content according to production characteristics relevant to the study's hypotheses. Content features were coded using a binary classification scheme (presence/absence of AI-generated avatars and synthetic voice technologies). Analysis was conducted manually by the author based on visual and auditory inspection of each video.

Statistical Analysis

Descriptive statistical analysis was employed to calculate average values for key quantitative performance indicators, including views, likes, comments, and engagement rate, for both observation periods. Comparative analysis was used to identify differences between the pre-AI and AI periods, providing an empirical basis for testing the proposed hypotheses. No inferential statistical tests were applied, as the study aimed to identify descriptive patterns rather than establish statistically significant causal effects.

Descriptive statistical analysis was employed to calculate average values for key quantitative performance indicators, including views, likes, comments, and engagement rate, for both observation periods. In addition to mean values, the standard deviation (SD) was calculated in

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order to assess the variability of audience engagement metrics across the analyzed videos. This allowed for a more accurate interpretation and understanding of differences between the pre-AI and AI periods by indicating the dispersion of the observed values within each sample.

Monitoring

Monitoring was used as a supplementary method to observe changes in publication dynamics and audience interaction patterns over time. This approach supported the interpretation of quantitative findings by contextualizing them within broader editorial and platform-related developments.

Ethical Considerations

The study relied exclusively on publicly available data and did not involve human subjects or the collection of personal or sensitive information. As a result, no ethical approval was required. All data were analyzed in aggregated form to ensure responsible and ethical research practice.

Methodological Limitations

Several methodological limitations should be acknowledged. First, the study focuses on a single international broadcasting channel, which may limit the generalizability of the findings. Second, the analysis relies on platform-based engagement metrics that may be influenced by external factors beyond editorial control, such as algorithmic changes or broader audience behavior trends. Finally, the study employs descriptive statistical methods, emphasizing observed patterns rather than causal relationships.

Results

Description of the Sample

The empirical analysis was based on a balanced sample of editorial video content published on the UATV English YouTube channel. The final dataset comprised 120 videos, equally distributed between two observation periods: 60 videos published before the introduction of AI-based production tools (*pre-AI period*) and 60 videos published after their implementation (*AI period*).

All videos included in the sample represented standard editorial content formats and were publicly available at the time of data collection. Quantitative performance indicators – including views, likes, comments, and engagement rate (ER) were collected manually from individual video pages at a fixed observation point to ensure consistency across the dataset.

The selection of an equal number of videos for each observation period enabled a balanced comparative analysis and reduced potential bias related to differences in publication volume. The dataset served as the basis for calculating average performance indicators and assessing changes in audience engagement patterns following the adoption of AI-based production practices.

A detailed video-level dataset inside Table 1, including all measured indicators for each analyzed video, is provided with separate link on the Mendeley Data service (Shtelmakh, 2026), while aggregated descriptive statistics are presented in the subsequent sections of the Results.

Quantitative Performance Indicators (H1)

Comparative analysis of quantitative performance indicators revealed differences between the pre-AI and AI periods of editorial content production on the UATV English YouTube channel. The average number of views per video decreased from 9,884.17 in the pre-AI period to 8,096.32 in the AI period. A similar downward trend was observed in audience interaction metrics. The average number of likes declined from 618.4 to 402.1, while the average number of comments decreased from 76.5 to 49.8 per video.

At the same time, the engagement rate (ER), calculated as the ratio of likes and comments to total views, remained relatively stable across the two observation periods. The average ER slightly decreased from 9.9% in the pre-AI period to 9.0% in the AI period. These findings indicate that

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while absolute audience reach and interaction metrics declined following the introduction of AI-based production tools, relative audience engagement levels remained largely unchanged.

Table 2. ***Average performance indicators by observation period***

Period	N videos	Avg views	Avg likes	Avg comments	Avg ER (%)
AI	AI = 60	8096.32	402.1	49.8	9
Pre AI	Pre AI = 60	9884.17	618.4	76.5	9.9
		Metrics dropped	Metrics dropped	Metrics dropped	Relatively stable

Audience Reaction and Engagement Patterns (H2)

Analysis of audience reaction focused on engagement-related indicators and user interaction patterns in the pre-AI and AI periods. While absolute engagement metrics differed between the two observation periods, relative engagement dynamics demonstrated notable stability.

As shown in Table 2, the average number of comments per video decreased from 76.5 in the pre-AI period to 49.8 in the AI period. Similarly, average likes per video declined following the introduction of AI-based production tools. These changes indicate a reduction in the overall volume of audience interaction with individual videos.

However, when normalized relative to audience reach, engagement patterns remained largely consistent. The average engagement rate (ER) exhibited only a minor decrease, from 9.9% in the pre-AI period to 9.0% in the AI period. This suggests that despite lower absolute interaction counts, the proportion of engaged viewers relative to total views did not substantially change. Overall, the results indicate that audience reaction to editorial content featuring AI-generated production elements was characterized by reduced interaction volume but relatively stable engagement intensity. These findings provide empirical grounds for further interpretation of audience perception and behavioral adaptation in the context of AI-driven transformations in international broadcasting.

Table 3. ***Mean average and standard deviation dataset***

Period	Mean Views	SD Views	Mean Likes	SD Likes	Mean Comments	SD Comments	ER	SD ER
AI	8096	18809	402	829	49	89	9	3.43
Pre_AI	9884	21178	618	1035	76	116	9.9	3.53

Standard deviation values demonstrated in the table 3 indicate a substantial dispersion in absolute performance metrics such as views, likes, and comments, which reflects the clearly uneven distribution of audience attention typical for YouTube video content. At the same time, engagement rate demonstrated relatively stable variability across both observation periods.

Summary of hypothesis testing

In Table 4 we can see the results of hypothesis testing after the empirical data on the UATV English YouTube channel has been collected.

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Table 4. ***Results of hypothesis testing***

Hypothesis	Description	Result
H1	Quantitative indicators changed after AI implementation.	Supported
H2	Audience reaction differs for AI-mediated content.	Partially supported

Overall, the results demonstrate observable changes in editorial content performance and audience engagement patterns following the introduction of AI-based production tools in the production workflow of the UATV English YouTube channel. While absolute performance indicators declined in the AI period, relative engagement levels remained stable, providing an empirical basis for further interpretation of audience adaptation and editorial transformation in the discussion section.

The standard deviation (SD) values differ moderately in dispertion of engagement metrics within the two samples, suggesting that while average indicators decreased during the AI period, the overall variability of audience interaction remained relatively comparable.

Discussion

Interpretation of Key Findings

The findings of this research demonstrate that the introduction of AI-based production tools in the editorial workflow of the UATV English Channel was associated with measurable and visible changes in content performance and audience engagement patterns. Specifically, the AI period demonstrated a decline in such indicators as average views, likes, and comments per video, while the engagement rate remained relatively stable during both tested periods.

While some differences in engagement metrics may be associated with broader contextual factors, including geopolitical developments and the rapid expansion of AI technologies in media production during 2024, the comparative analysis indicates that audience engagement indicators were consistently higher in the period preceding the introduction of AI-generated presenters and synthetic voice narration on the UATV English channel. This suggests that the use of AI-mediated presentation formats may have contributed to the observed decline in audience interaction metrics.

This combination of declining absolute metrics and stable relative metrics for engagement rate suggests that the observed changes are not indicative of audience disengagement but rather reflect shifts in audience reach and consumption dynamics. Similar observations have been noted in previous research on algorithmic and automated journalism, where technological innovation altered distribution patterns without necessarily diminishing audience interest among active viewers (Diakopoulos, 2019; Carlson, 2015). In this context, AI-based production tools appear to influence how content circulates and is encountered on digital platforms, rather than fundamentally changing audience willingness to engage in the case of UATV English. And quoting the book review of Diakopoulos' work by Bartosz Wilczek, he says:

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In Chapter 6, Diakopoulos discusses how algorithmic decision making, which impacts various social sectors, can be held accountable. He describes the evolving algorithms beat, distinguishes different types of algorithmic accountability stories, and suggests methods to uncover them. Of course, there is also a need to hold algorithmic journalism accountable. After all, without ethics and the public interest as a compass, journalism will lose the trust of people. Against this background, Diakopoulos argues for algorithmic transparency as an approach toward the accountable use of algorithms in news media. (Wilczek, 2020).

AI-Generated Presenters and Audience Engagement

The relative stability of engagement rate across both observation periods provides important insight into audience adaptation to AI-generated editorial content. Although fewer viewers interacted with individual videos in absolute terms during the AI period, those who did engage demonstrated comparable levels of interaction relative to total views. This finding aligns with research in human-machine communication, which suggests that audiences may gradually normalize interaction with AI-generated communicative agents once initial novelty or skepticism is gone (Guzman & Lewis, 2020).

At the same time, the use of AI-generated presenters raises normative and professional questions that extend beyond audience metrics. While AI-driven tools can replicate certain presentational functions, editorial content generated or mediated by artificial intelligence challenges traditional understandings of journalistic authorship and agency. According to international standards, journalism is defined as an activity carried out by individuals or legal entities who regularly or professionally engage in the collection and dissemination of information to the public (Banisar, 2023). From this perspective, the integration of AI-generated avatars into editorial workflows does not inherently redefine journalism itself, but it complicates the boundaries between human-driven journalistic practice and technologically mediated content production. This distinction is particularly relevant for international broadcasters, where credibility, accountability, and adherence to professional standards remain central to public trust.

At the same time, the absence of a substantial increase in engagement following the introduction of AI avatars indicates that such technologies do not automatically enhance audience response. Previous studies have highlighted that synthetic media, particularly highly realistic digital avatars, can evoke ambivalent reactions, including discomfort or reduced emotional connection, a phenomenon often described as the “uncanny valley” (Mori, 1970). The results of this study suggest that while AI-generated presenters do not significantly disrupt audience engagement, they also do not inherently function as engagement amplifiers in the context of international news broadcasting.

Implications for International Broadcasting Practice

From the perspective of international broadcasting, the findings highlight the need for a nuanced understanding of AI-driven innovation. International broadcasters increasingly operate within platform-dependent ecosystems where visibility and reach are influenced by algorithmic factors beyond editorial control (Burgess & Green, 2018; Napoli, 2011). In such environments, the adoption of AI-based production tools may contribute to editorial efficiency and scalability without guaranteeing improved audience performance metrics.

For state-owned international broadcasters, particularly those operating under conditions of high information activity, the strategic value of AI technologies lies less in short-term audience growth and more in their potential to support sustained content production, multilingual output, and rapid response capabilities. The case of UATV English illustrates that AI avatars and voice synthesis tools can be integrated into editorial workflows without causing a collapse in audience engagement, thereby offering a viable technological option for resource-constrained international media organizations.

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Limitations and Directions for Further Interpretation

Several limitations should be considered when interpreting the findings of this study. First, the analysis focuses on a single international broadcasting channel, which limits the generalizability of the results. Second, the study relies on descriptive metrics derived from a single digital platform, and audience engagement may be influenced by external factors such as platform algorithm changes or broader geopolitical developments. Finally, the study does not differentiate between short-term and long-term audience adaptation to AI-generated presenters.

Future research could expand the comparative scope by including multiple international broadcasters or examining longitudinal audience responses to AI-mediated news content. Additional qualitative methods, such as audience surveys or interviews, could also provide deeper insight into perceptions of trust, authenticity, and credibility in relation to AI-generated editorial content.

The results obtained are intended to contribute to the development of empirical research on artificial intelligence in journalism and international broadcasting, as well as to provide practical recommendations for editorial offices considering the use of AI tools in news production.

Conclusions

In this study we examined the impact of implementing AI avatars and voice synthesis technologies on editorial content and audience engagement at the UATV English international broadcasting YouTube channel. By combining content analysis with platform-based performance metrics, the research provides empirical evidence on exactly how AI-driven production tools affect quantitative indicators and audience interaction patterns in the context of this particular case of the state-owned international broadcasting channel.

The findings demonstrate the introduction of AI-based production tools was associated with a decline in absolute performance indicators, including views, likes, and comments per video, while relative engagement levels, measured through engagement rate formula, remained largely stable. This suggests that although audience reach decreased in the AI period, the intensity of interaction among engaged viewers did not significantly change. These results indicate audience adaptation to mass use of AI-content rather than disengagement, highlighting the importance of distinguishing between absolute and relative metrics when evaluating AI-mediated editorial content.

Beyond quantitative performance, the study underscores broader professional and normative implications of AI integration in journalism. While AI-generated presenters and synthetic voices can enhance production efficiency and scalability at first glance, their use raises questions related to journalistic authorship, accountability, ethics, and adherence to international professional standards of journalism. International definitions of journalism emphasize the central role of human agency in the collection and dissemination of information, suggesting that AI technologies function as editorial instruments rather than autonomous journalistic actors.

The results contribute to existing research on artificial intelligence in journalism and social communications by offering an empirical case study from the field of Ukrainian international broadcasting, a domain that remains underrepresented in AI-related media studies. In practical terms, the findings suggest that AI-driven production tools can be incorporated into editorial workflows without significantly undermining audience engagement, but their strategic value lies primarily in supporting sustained content production rather than in generating immediate audience growth. Besides, this is stated in the official press-release by the owning company of UATV English, the SE “IMBP”:

Some of the content on this resource may be created using artificial intelligence (AI) technologies – this applies, in particular, to automated translations, subtitling, image processing, and the generation of graphic elements and texts. All materials created using AI undergo editorial review for accuracy and compliance with our ethical and journalistic standards. We guarantee that AI is used solely to improve the user experience and does not affect the objectivity and impartiality of

the information presented, and that automatically generated materials are always reviewed by a human." (UATV, 2025). So the company itself underlines importance of the human involvement in creating AI content, because this particular case has already sparked discussions and criticism in the Ukrainian media field: "The avatars of the presenters were probably intended to demonstrate the remarkable achievements of our international broadcasting service in the effective use of AI in the production of audiovisual content. Frankly speaking, this made a negative impression on me. No, from a technological point of view, the "avatar presenters" looked real, spoke several languages, and their gestures and facial expressions looked completely natural. In other words, if the audience is not warned, most of them will not realise that it is, excuse me, a lifeless person working in the studio, or rather, not a person, but a digitised copy of one (Dzholos, 2025).

This critical discourse highlights the tension between technological innovation and normative expectations of journalism, particularly in contexts where credibility and human presence remain central to audience trust among some of the social communication scholars inside Ukraine.

Several limitations should be acknowledged. The study focuses on a single broadcaster and only one YouTube channel, that had a pre-AI period. While newer channels created under the broad UATV brand have been filled with AI-translated and generated content from the start. The research relies on descriptive metrics from one digital platform, which constrains the generalizability of the findings. Future research could extend this analysis to multiple international broadcasters, incorporate longitudinal designs, and employ qualitative methods to further explore audience perceptions of credibility, trust, and authenticity in AI-mediated news environments.

In conclusion, the integration of AI into international broadcasting channel UATV English represents rather not a general replacement of journalism, but a shift in its production processes and chains inside the newsroom. Understanding the balance between tech innovation and internationally accepted standards of journalism remains essential for ensuring the credibility and societal role of international broadcasting media in the digital age.

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