



GFTV International
(AP, EU, AM)



6 YEARS OF
GLOBAL FURRY TELEVISION

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A WORD FROM THE PROJECT HEAD



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“Greetings to all furry cuties. Good morning, afternoon, evening to you, wherever you are. The pandemic may be here, but our furry friendships still stay. We may be separated by border and sea, but the furry spirit connects us together.



As a fandom, this year is not the best for us. The pandemic has taken away our furcons, meets and any chances of physical communication. However, the creativity living inside us shined, and came forth numerous events online, which further connected us together.

I would like to take this moment to thank every single person who is involved in the medical and essential services that are in the frontlines against COVID-19, not to mention furies in these services as well. You have done a lot fighting for not just our communities and loved ones, but the world at large. For the commendable acts you’ve done, we thank you.

In the midst of the pandemic, a spotlight has been recently shone on the issue of racial inequality; people discriminated against due to their race and ethnicity. Global Furry Television is committed to foster warm, beautiful and diverse furry communities in all of our Online Communities regardless of any differences we have from each other, and that shall extend to our diverse mix of staff stationed in multiple countries around the world. We shall continue to reaffirm our zero-tolerance policy against discrimination in the name of equality, regardless of race, language, religion and age.

The theme for our anniversary this year is “Shaka”. It’s represented with this hand gesture. It has a lot of positive meanings in multiple cultures.

- It means the number 6 in Chinese culture, which is used to compliment someone.
- It has meanings of "yellow" and "gold" in ASL, and
- In Hawaiian culture, a symbol of friendship, understanding, compassion, and solidarity. This, being the full reflection of the values furry fandom stands on.

The pandemic has taken things away from us. But in return we are given greater unity. Stay true to unity, friends, give each other hugs, support each other whenever needed, so we can make it through these times and emerge stronger.

In our past years during HNBC, our slogan was “To allow people to know more”. To keep you updated about our world. And that spirit surely led on until today, with us now bringing the latest from around the fandom to you all, forming a new source of furry news in Asia, which in fact is the very first in the region.

We thank you all, our audiences, friends and fans for your unwavering support and faith in us. At first, we may be small, but it’s you who brought us here today. It’s been our mission to serve the public, community and you, keeping you all informed on events around our fandom with a furry perspective, and this year we shall continue to do so.

With that, I shall warmly welcome you to our GFTV 6th anniversary online event! The journey’s been golden for us, and this year, we shall not only celebrate our birthday, but also the golden friendships that hold us all together during these times.

Thank you!”



Pawsry Hamctxchuzhni
Project Head of Global Furry Television



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“各位毛茸小可爱们你们好！无论你身处何处，向你们早上好，下午好，晚上好！疫情或许还在，但我们毛茸茸的友谊长存。我们也许被国界和海洋分割，但我们的兽魂将我们紧紧相连。



对整个兽圈而言，今年过的并不好。疫情夺走了我们的兽展，聚会和一切线下交流活动。然而，我们心中鲜活的创造力发挥光彩，想出了许多线上活动，让我们更加心意相通。

我想在此时感谢那些在抗疫前线参与医疗和基础工作的每一个人，更不用说参与其中的毛茸们。你们在抗争中做出的巨大贡献不只是为了自己的社区和所爱，而是整个世界。对你们的高尚行为，我们表以诚挚的敬意。

在疫情期间，最近人种不平等问题也被凸显；有人因为他们的人种和民族而受到不公待遇。但是，无论我们之间有任何差异，国际兽视都致力于营造线上温暖，美丽而多元的毛茸社区，这理念也推及我们在世界各国分部的员工们。无论人种，语言，信仰和年龄差异，我们会继续重申，并以平等为名对歧视采取零容忍政策。

今年周年纪念的主题是“沙卡”（Shaka）。用这个手势来表示。

它在不同的文化中有很多积极的意义。

- 在中国文化中，它的意思是数字6，用来赞赏别人。
- 在美国手语中，它有“黄色”和“金色”的意思。
- 在夏威夷文化中，它象征着友谊、理解、同情和团结，这正是兽圈赖以生存的价值观的一个完整表现。

疫情夺取了我们很多，但我们会以更团结的姿态重登舞台。朋友们，我们必须忠于团结之精神。只要你救人于水火之中，给予他人拥抱以及支持，我们就能扛过困难，逐渐成长。



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我们当初HNBC的口号是：“让人们知道更多”，这是为了让你们紧跟世界时事。这种精神确实延续至今。现在，有国际兽视为你们带来兽圈时事，这形成了亚洲毛茸新闻的新兴力量，这在亚太地区还是先例。

我们的观众们，粉丝们，朋友们，感谢你们，谢谢你们的坚定支持和信念！一开始我们力量弱小，但你们是我们成长至今的不竭动力。服务大众，贡献社区，关心你们，给你们带来毛茸视角的兽圈新闻一直是我们的责任，今年我们一样会继续努力！

至此，我诚挚欢迎各位参加我们国际兽视六周年线上纪念活动！，我们的历程令人回味，而今年，我们不应该只庆祝生日，更祝贺我们之间紧密无间的友谊。

谢谢你们！”



爪利行乐主翅尼
国际兽视项目负责人

6 GREAT YEARS OF GFTV



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Golden friendships, **celebrated**

- The coronavirus may have taken away our meets, **but the furry spirit still flourishes**
- Furrienship may be distant during this period, **but the furry spirit** (and of course the internet) **kept us together**
- From one-man to furry family – today, **a fast-growing furry news source**

A LOT HAS GONE THROUGH...



HNBC
(2014-2017)



**HRSMA-
HNBC MPS**
(2016-2017)



**HRSMA
M&B**
(2017-2018)



IFBS
(2018-2019)



GFTV
(2019 -)



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HNBC - GFTV

*A great journey of **change, warmth and growth***



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Henrusian News Broadcasting Corporation

17/8/2014 – 16/8/2017

- Started as a news website [reporting on global affairs](#) in 2014.
- Attempted to reach many platforms, which include
 - RSS feeds
 - Print
 - Video
- Visitor count on news website *The Maritime Link by Henry News Singapore*: [~1,000+ circa 2016](#).



Media Publicity Service of HRSMA- HNBC

16/8/2017 – 30/9/2017

- Formed by the **merger of the HRSMA Media Publicity Service** (est 21/8/2016) with HNBC.
- HRSMA MPS leverages HNBC's infrastructure to **further advance the promotion of the mascot fandom** (as per HRSMA's mission circa 2016).



HRSMA Media & Broadcasting (HRSMA TV)

1/10/2017 - 8/11/2018

- Formed as HRSMA increasingly emphasizes on media to connect mascot fans together.
- On September 16th, 2018, HRSMA TV launched *HRSMA FurryTalks*, our very first furry programme series.



International Furry Broadcasting Service

9/11/2017 – 9/2/2019

- Formed following HRSMA's latest steps in [getting closer to the furry community](#).
- IFBS was a [very important transition point](#) – with a whole new layout, dynamic programme list, and has led numerous major experimental projects.
- It was the [starting line for our furry programmes](#) that lasted until today so far.



Global Furry Television

9/2/2019 - present

- A full-fledged furry media channel
- A rapidly-developing furry news outlet; now fully solidified as [Asia's first furry news source](#)
- With a diverse mix of [staff stationed in 6 countries](#) around the world

THE PRESENT AND FUTURE

Our Achievements so far, what we've **done** and our **Future Plans**



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Today so far



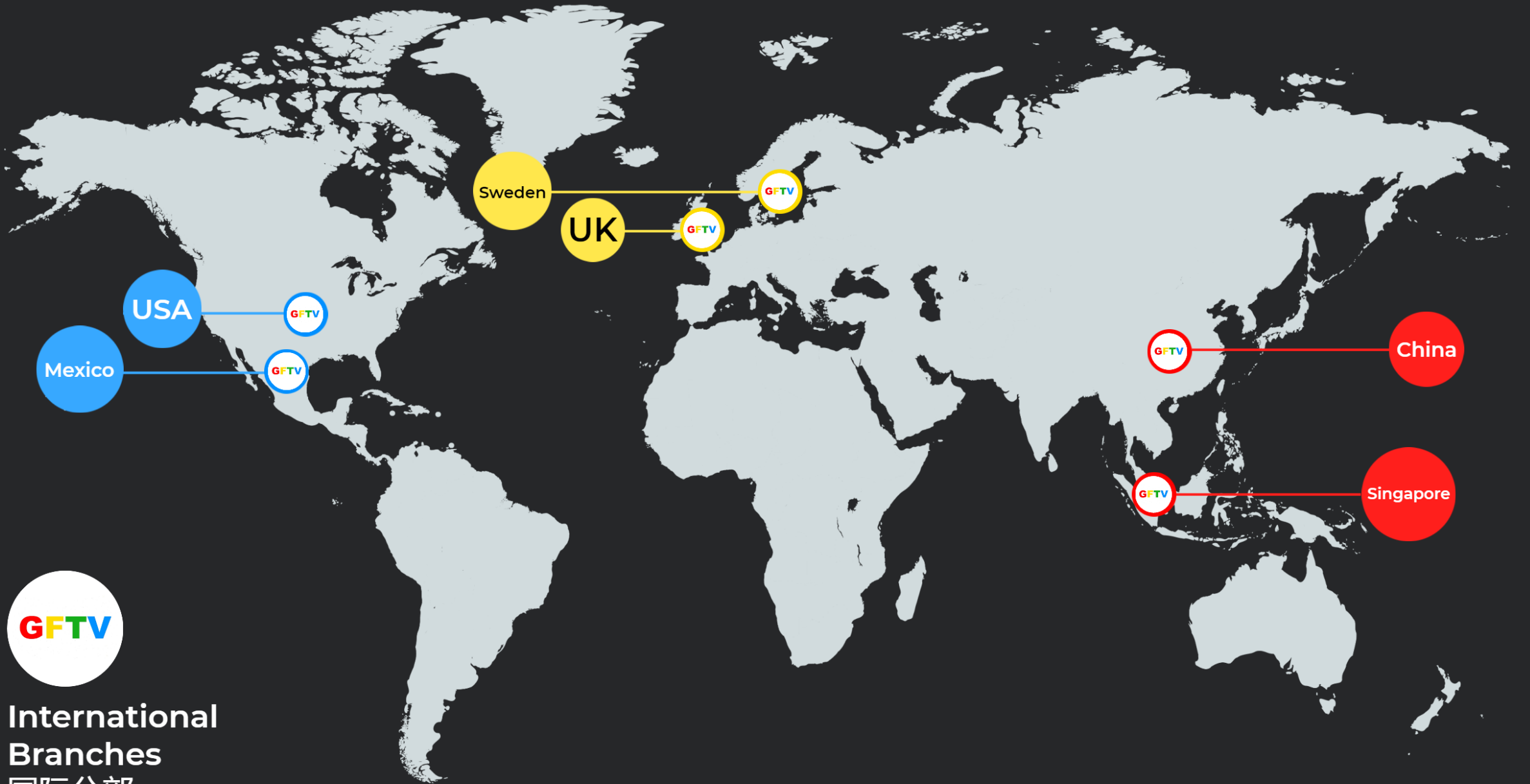
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Platforms

- Podcast – GFTV PodWave
- Video Platforms – YouTube (Intl), bilibili (China)
- Websites – GFTV NewsHub (English and Chinese)

Reach & Infrastructure

- 15 staff, 6 branches globally; Singapore, China, Sweden, UK, US, Mexico
- Ch. 1 and 2 gained an average of 2000+ views per month (circa 2019)



International
Branches
国际分部

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Previous and Ongoing Projects



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Previous

- **GFTV FurWave (experimental broadcast)**
 - Shows how GFTV FurWave, our radio station, may be like when broadcast
- **GFTV Newsday**
 - 4 news programmes every Monday, covering 3 fandoms, and in 4 time slots

Ongoing

- **GFTV Furry Mass Broadcast**
 - Shows how GFTV's television broadcasts may be like when broadcast
- **Project Multilingual**
 - To make the GFTV more multilingual

OUR FUTURE PLANS

Content and Community

August 2020 – August 2021



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Content



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Expansion of Content List

- With our increased staff strength, our content list can be further enlarged.
- On our proposal list is a furry talk show and an inter-fandom broadcast!

Multilingual content

- We currently are available in English, Chinese and Spanish, and are working to expand them across all the contents we make!
- Proposal spoiler: we may be available in Swedish!

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Content



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Programme Rating System

- As more young people join the fandom, the use of a **content rating system** is getting more important.
- The **Programme Rating System (PRS)** is the system developed for this purpose.
- With **3 classification categories**, you can comfortably choose and view content that's safe and appropriate for you.
- This system will be applied to **all programmes on Ch. 1 and 2, and GFTV PodWave** as well.

Programme Rating System (PRS) for **GFTV** Programmes



What is the PRS?

The **Programme Rating System (PRS)** is a content rating system created to allow our audiences comfortably choose and view content that is safe and appropriate for their ages.

This would apply to all of our programmes in both Ch. 1 and Ch. 2, videos and podcasts alike.

Why create the PRS?

As we continue to grow our content list, we are getting aware of the importance of making sure you know what you would expect to see, and whether if it is safe for you.

The increasing influx of young people into the furry fandom in recent years further made the creation of a rating system necessary as well, so they, as well as parents, can enjoy content with a peace of mind.

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**General
Audiences**

Content is suitable for everyone,
may contain:

- appropriate language (like no swearing),
- no violence, and
- no sexual innuendo.

PG

**Parental
Guidance**

Content may not be suitable for children, may
contain:

- mild to moderate language,
- mild to moderate violence, and/or
- suggestive themes/sexual innuendo.

MT

**Mature
Content**

Content is not suitable for young audiences,
may contain:

- strong language,
- strong violence, and/or
- explicit content.



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THE PRS IN ACTION



Our thumbnails for podcast and video programmes will contain the rating to the bottom right.

Splash screen before programmes



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Community



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- With the opening of our Discord server, **we now have a space to host events for y'all**, be it games, meets or even furcons – stay tuned!
- Our Patreon is still in the works – soon you'll have **another way to support us!**
- You gotta love more **audience engagement** in programmes.
- And more from us coming soon!

BE EXCITED!

In this whole new year ahead, let's continue to bond together and emerge from these times stronger!

We look forward to continuing to serve you and the community!



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In the meantime, follow our channels and get updated from us all!

Discord: <https://discord.com/invite/2bpqZvP>

Telegram channel: <https://t.me/GFTVFurryNews>

YouTube: <https://www.youtube.com/c/GlobalFurryTelevision/>

Twitter: <https://twitter.com/GlobalFurryTV>

Instagram: <https://www.instagram.com/globalfurrytv/>



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