

5th Anniversary Report

GFTV International (AP, EU, AM)

5th Year - More Fun, More Furry

- The broadcasting wing of HRSMA (Henrusian Mascot Association) experienced the biggest change in direction and infrastructure
- HRSMA's emphasis on media substantially increased
- Today, a rapidly-growing furry media organization with 2 channels, internet radio, podcast, 4 international branches and an ever-growing furry audience and viewership

HNBC-GFTV

*A great
journey of
change,
warmth and
growth*

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
- Massive viewership count on news website *The Maritime Link* by Henry News Singapore: ~800 circa 2016
- Was closed to **prevent potential legal copyright action**



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

- A rebrand from HRSMA-HNBC MPS, due to **HRSMA's growing emphasis on media use** to spread mascot appreciation and connect more mascot fans together
- On September 16th, 2018, HRSMA TV launched *HRSMA FurryTalks*, the Association and our very first furry programme
- In tandem with this change, HRSMA shifted focus towards the furry fandom, to become a **mascot and furry-oriented fandom association**



International Furry Broadcasting Service

9/11/2017 - 9/2/2019

- HRSMA TV rebranded to the IFBS, following HRSMA's latest steps in getting closer to the furry community
- It became the Association's **first independent 100% mascot-furry broadcaster**
- 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 line of **furry news-centered programmes** that lasted until today so far



Global Furry Television

9/2/2019 -

- A full-fledged furry-centered broadcaster, with multiple platforms
- A rapidly-developing furry news outlet
- 4 international branches
- Now with a staff strength of 7

The logo for Global Furry Television (GFTV) is displayed in a white rectangular box. The letters 'G', 'F', 'T', and 'V' are rendered in a bold, sans-serif font. Each letter is a different color: 'G' is red, 'F' is yellow, 'T' is green, and 'V' is blue. The letters are spaced out evenly within the box.

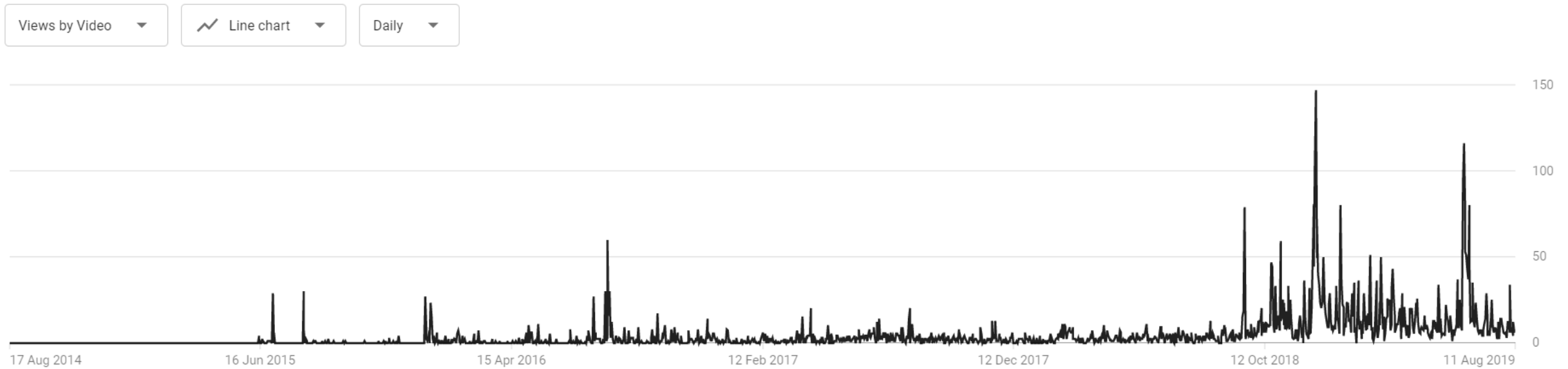
The background of the slide is a blue-toned financial candlestick chart. It features a grid of horizontal and vertical lines. White candlesticks with black outlines represent price movements. A thick white parabolic curve is drawn across the chart, starting from the left, reaching a minimum, and then curving upwards to the right. There are also some faint, larger-scale lines and shapes, possibly representing moving averages or other technical indicators. The overall aesthetic is technical and data-driven.

Statistics

HNBC - GFTV: YouTube Audience & Viewership Growth Statistics

72.48

Viewership - 17th Aug 2014 to 2019



© Global Furry Television International

*Final date is 11th Aug 2019.
Source: Youtube CC

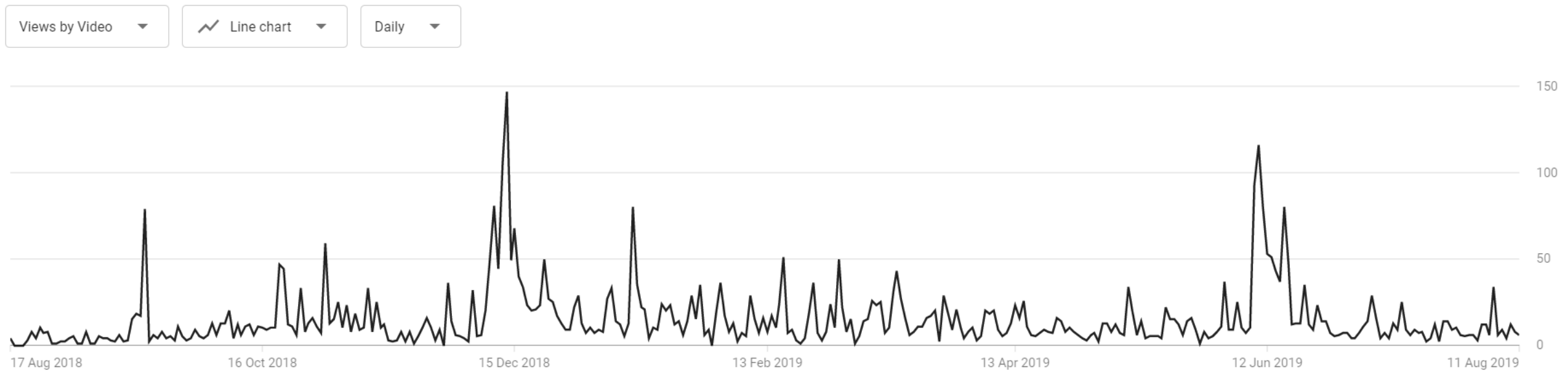
Viewership - Est. HRSMA to 2019



© Global Furry Television International

*Final date is 11th Aug 2019.
Source: Youtube CC

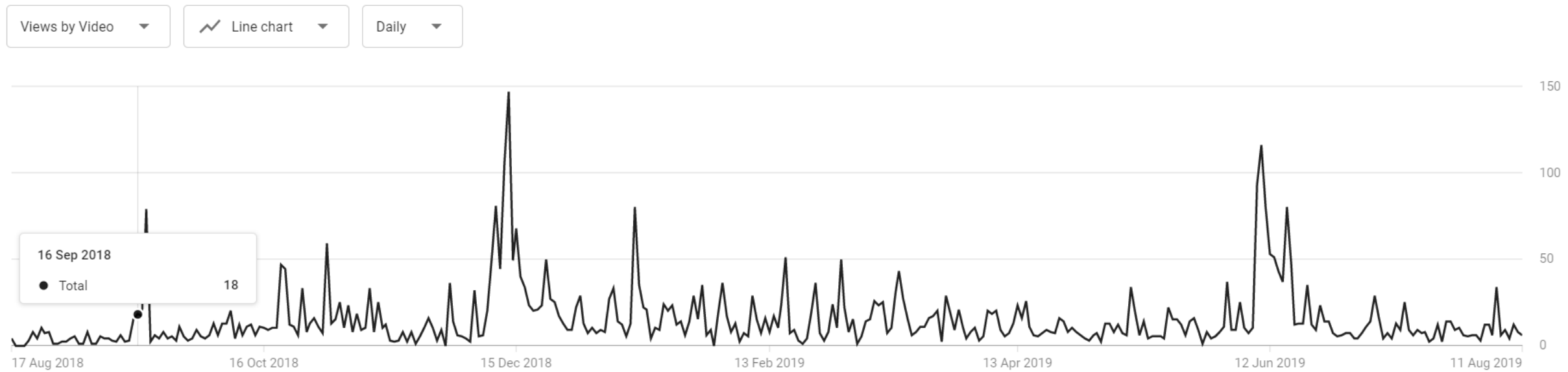
Viewership - HRSMA TV 4th Ann. To 2019



© Global Furry Television International

*Final date is 11th Aug 2019.
Source: Youtube CC

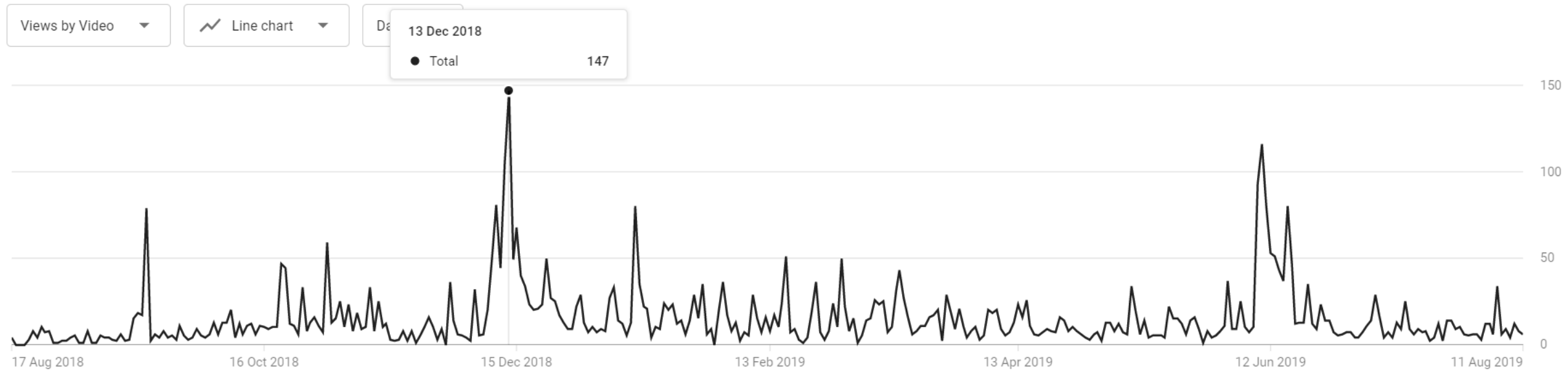
Viewership - HRSMA TV 4th Ann. To 2019



© Global Furry Television International

*Final date is 11th Aug 2019.
Source: Youtube CC

Viewership - HRSMA TV 4th Ann. To 2019



© Global Furry Television International

*Final date is 11th Aug 2019.
Source: Youtube CC

The Present and Future

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

Today so far

Platforms

- Internet Radio - [GFTV FurWave](#)
- Internet Podcast - [GFTV PodWave](#)
- Video Platforms - [YouTube](#) (Intl), [bilibili](#) (China)
- Website platforms - [GFTV News](#) (English and Chinese)

Reach & Infrastructure

- [4](#) international branches
- [7](#) staff (1 video editor, 3 correspondents, 3 news editors)
 - *One staff is both a correspondent and a news editor

Partnerships

- [AwooNews.com](#) - mutual collaboration on editorial aspects

Previous and Ongoing Projects

Previous

- GFTV FurWave (experimental broadcast)
 - Shows how **GFTV FurWave** 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

Expansion, Upgrading and Enhancement
August 2019 - August 2020

Expansion

- GFTV *Africa*
- Expand further into *Europe, Asia and the Americas*
- Have at least *2 correspondents, 1 branch manager and 1 editor* in every branch
- GFTV *Channel 1in, 2ap, 3eu, 4am, 5af*
 - Channel 1 International
 - Channel 2 Asia-Pacific (Asia and Asia-Pacific)
 - Channel 3 Europe
 - Channel 4 America
 - Channel 5 Africa

Upgrade and Enhancement

- Add more programmes
- Expand the Divisions
 - Administrative
 - News
 - Media
- Have more hosts and presenters