

# 5<sup>th</sup> Anniversary Report

## **GFTV International (AP, EU, AM)**

# 5<sup>th</sup> 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

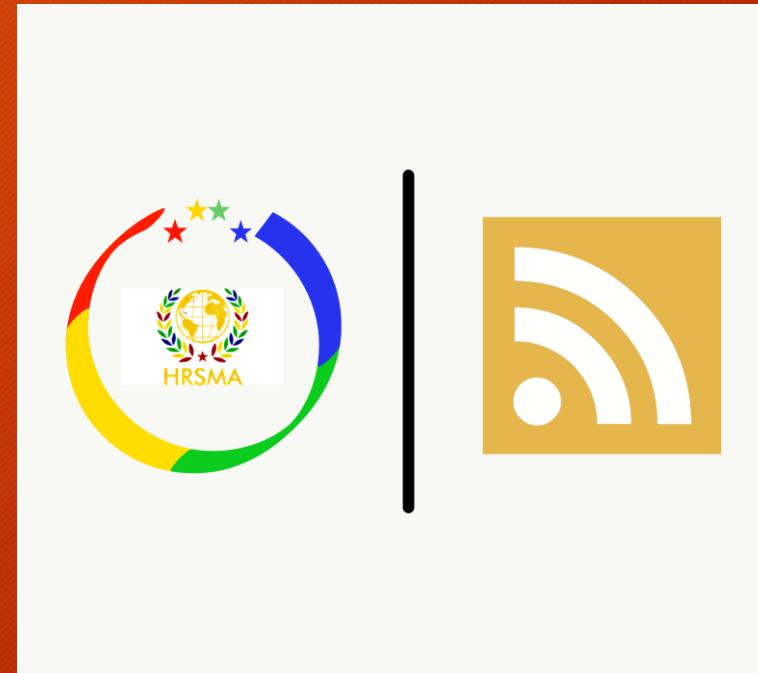
- Started as a news website reporting on **global affairs** in 2014.
- Attempted to reach many platforms, which include
  - RSS feeds
  - Print
  - Video
- Massive viewership count on news website *The Maritime Link by Henry News Singapore*: ~800 circa 2016
- Was closed to **prevent potential legal copyright 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 16<sup>th</sup>, 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 -

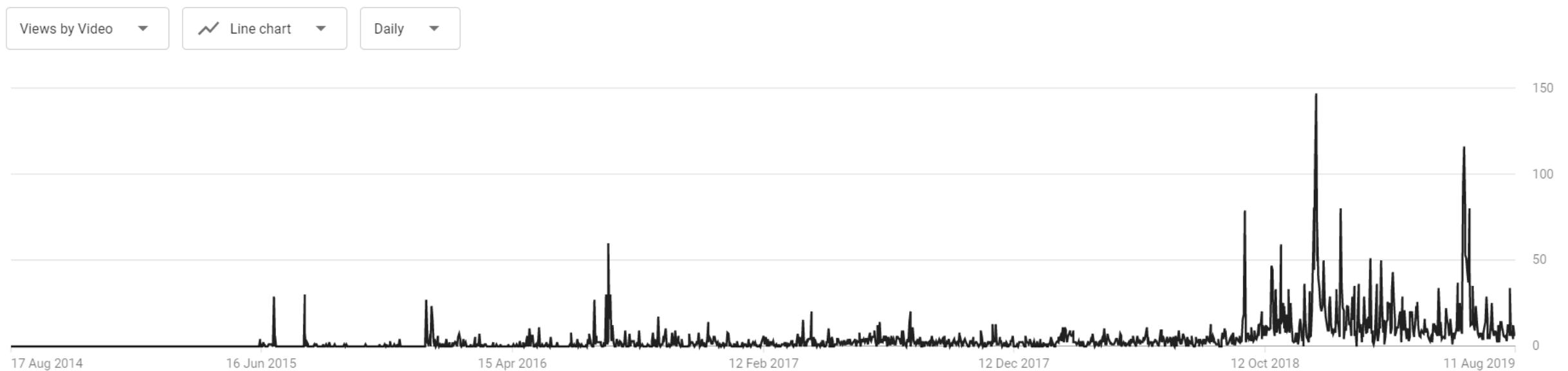
- A full-fledged furry-centered broadcaster, with multiple platforms
- A rapidly-developing furry news outlet
- 4 international branches
- Now with a staff strength of 7



# Statistics

HNBC - GFTV: YouTube Audience & Viewership Growth Statistics

# Viewership - 17<sup>th</sup> Aug 2014 to 2019



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\*Final date is 11<sup>th</sup> Aug 2019.  
Source: YouTube CC

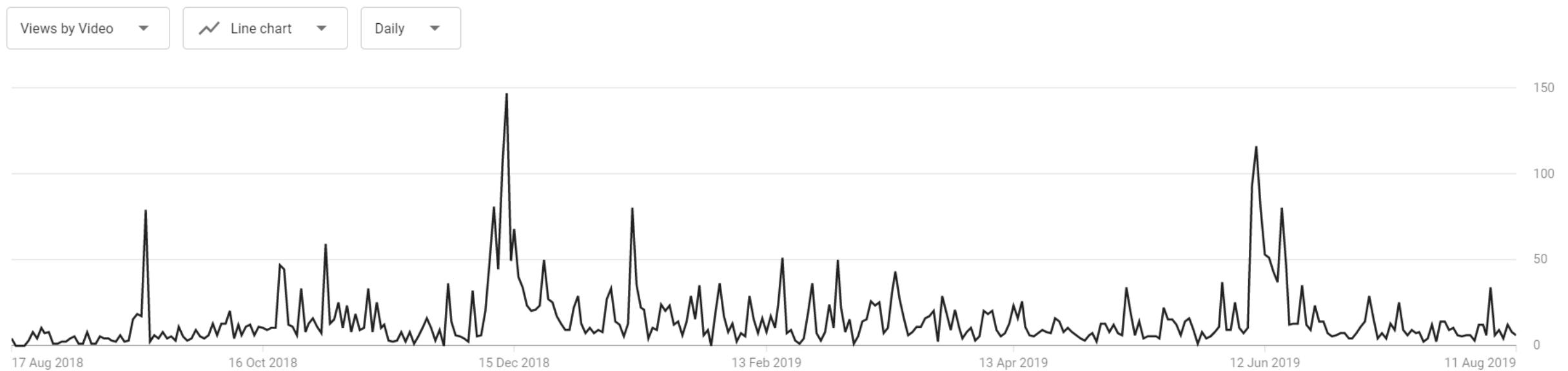
# Viewership - Est. HRSMA to 2019



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\*Final date is 11<sup>th</sup> Aug 2019.  
Source: Youtube CC

# Viewership - HRSMA TV 4<sup>th</sup> Ann. To 2019



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\*Final date is 11<sup>th</sup> Aug 2019.  
Source: Youtube CC

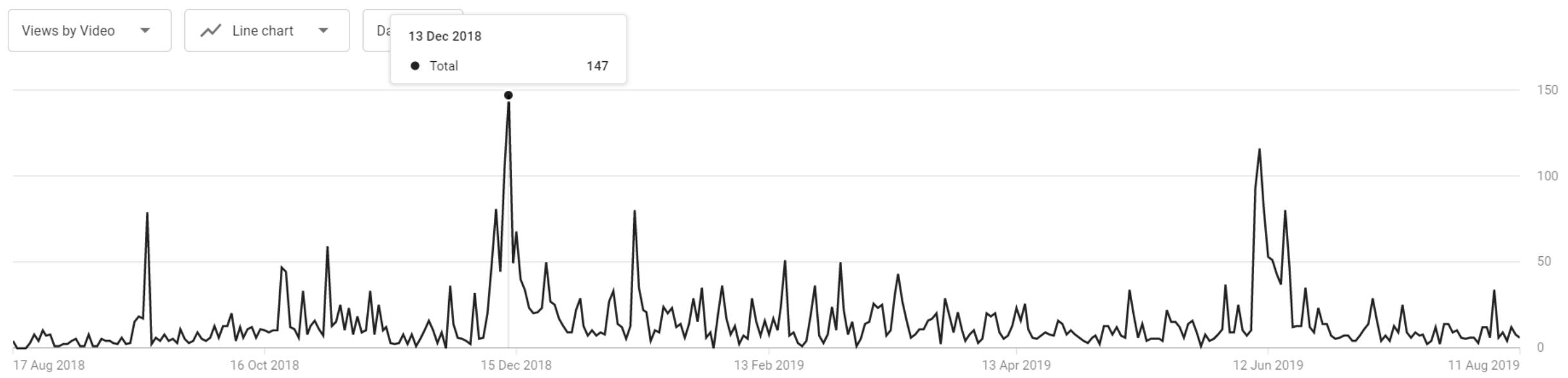
# Viewership - HRSMA TV 4<sup>th</sup> Ann. To 2019



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\*Final date is 11<sup>th</sup> Aug 2019.  
Source: Youtube CC

# Viewership - HRSMA TV 4<sup>th</sup> Ann. To 2019



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\*Final date is 11<sup>th</sup> 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 *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