



Happy 7th Birthday, GFTV!

Stronger Together, 2014-2021

The background is a light blue gradient. At the top, there are two strings of bunting flags in yellow, blue, and orange. Scattered throughout are small purple dots and wavy lines. At the bottom, there are several balloons in shades of blue, orange, and purple, some with white highlights. A large, light blue circular shape is partially visible on the left side.

“I wish there was a word more than love
to convey what I feel for you”

—Faraaz Kazi



A word from our Project Head



The number 7.

The number 7 is known to be one of the most popular numbers in the world. It has a very significant cultural connection to us all, in the past, present and future.

In Christianity, the Old Testament says the world was created in six days and God rested on the seventh, creating the seven-day-week we all know, while in the New Testament the number seven symbolizes the unity of the four corners of the Earth with the Holy Trinity.

In Islam, the Koran speaks of seven heavens and Muslim pilgrims walk around the Kaaba in Islam's most sacred site, Mecca, seven times.

In Hinduism, there are seven higher worlds and seven underworlds;

In Buddhism, the newborn Buddha rose and took seven steps.

The number seven is associated with luck and magical properties. It not only represents the jackpot on slot machines, but it's also the basis for many myths and folklore. For example, the seventh son of a seventh son is believed by some as one with magical powers of both the good and evil variety (e.g., the child was believed to have healing powers according to Irish folklore).

Big change has run through planet Earth's society since World War II 76 years ago. That's the same for GFTV's 7-year long journey until today. The seven years are full of change. At infancy, a global news aggregator. On its path to adolescence, a focus on fandom communities. The one-man journey ends here with the coming of adulthood: a full focus on furry fandom, after the perils of puberty.

COVID-19 is showing signs of slowing down ever since the vaccination drive started earlier this year. More people are getting vaccinated and protected from the coronavirus, even in the face of rapidly changing variants.

Furry fandom is starting to resume in real life, with furcons and furmeets progressively gaining back traction - 7 furcons have completed their events this year. But there are also those that have succumbed to the virus' threat and closed - as of today, 7 furcons have closed since the coronavirus outbreak last year.

With divisions in the fandom intensified due to the pandemic, access to accurate and unbiased information around the furry fandom has never become as important as it is today. GFTV in response pressed on to truly adhere to journalistic values, by name, by action; today, it's one of the most prominent fandom media channels in the Asian region and beyond - having led the coverage of furry convention statuses globally since the pandemic started.

Trusted by tens of hundreds and thousands of people, community leaders and event organisers worldwide, furry or not, GFTV's news and community platforms came to be known as the bridge between the eastern and western furry communities, bringing both sides together in a common furry spirit within a space safe for dialogue.

I henceforth welcome you to GFTV's 7th Anniversary Special - this year, change is coming - big ones. How far are we now? What does the future hold for us? Join us today to find out. Thank you!

Pawsry Hamktxchuzhni
Project Head, Global Furry Television



1

Numbers

What kind of numbers did the previous year give us?

2

Milestones

Big achievements we've reached in the previous year

3

GFTV Today

To what position in the furry fandom and the world are we in now?

4

What's coming?

What will GFTV plan, do and experience in the next coming year?

5

Q&A

Ask us questions!



Numbers

All numbers accurate as of Aug 14, 2021





7+

hours of
news programmes produced



*Excludes
programmes
made earlier
than Sept 16,
2019*



9+

platforms where GFTV PodWave is available
(we've yet to count in syndication websites!)





72

countries from which our
website's visitors came from;
that's nearly 40% the world's surface!



*Lifetime count from
WordPress site
launch on
July 4, 2020*



5,831

combined *followers* on
Channel 1 (International) and
Channel 2 (China)



*Excludes sub
counts gained
on Pawsry's
personal
channel*



84,524

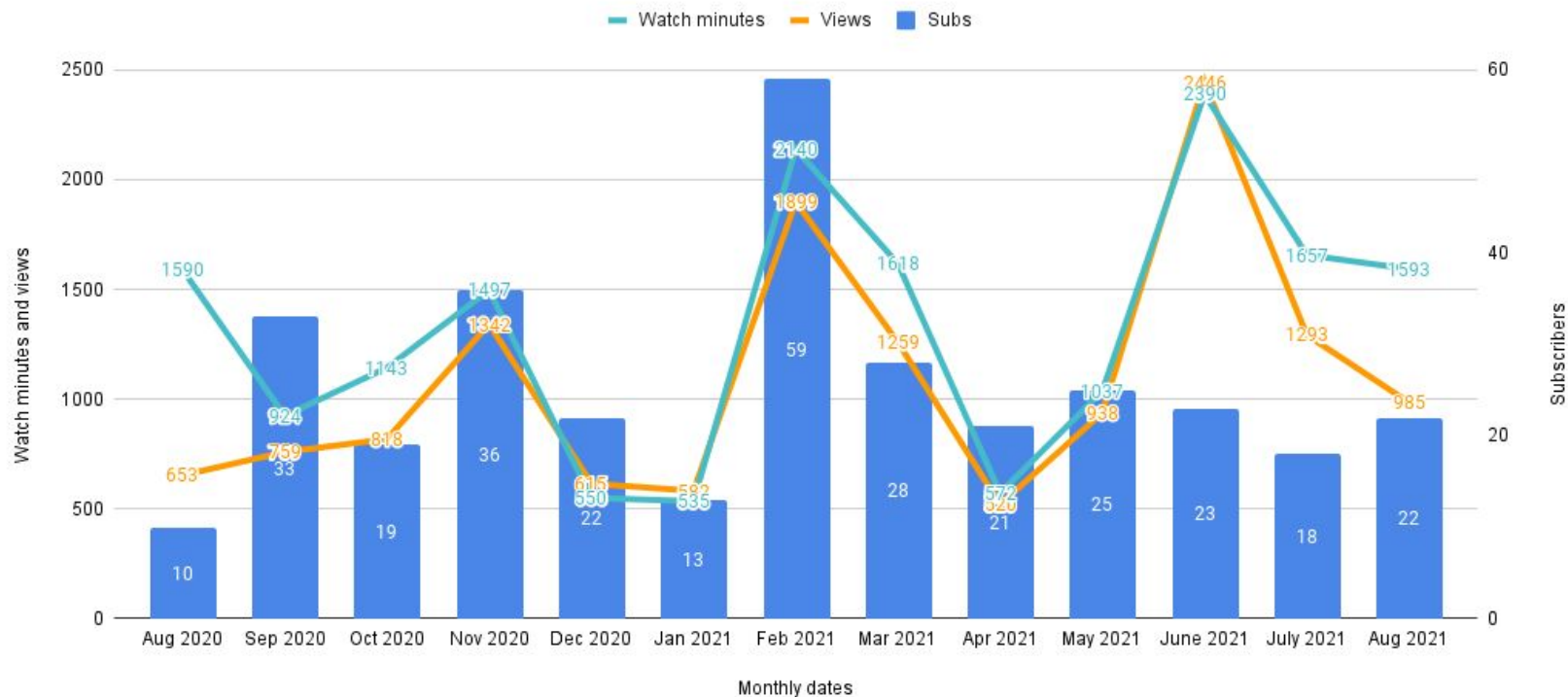
combined views on
Channel 1 (International) and
Channel 2 (China)



*Combined
numbers from
Sep 16, 2018
(HRSMA M&B)
onwards*



YouTube growth Aug '20 - '21





Milestones

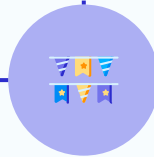
From Aug 17, 2020 onwards





Aug 17, 2020

GFTV Sweden branch
opens



Dec 26, 2020

GFTV PodWave available
on Amazon Audible



Jan 1, 2021

GFTV launches Patreon
membership



Aug 2, 2021

Surpassed 5000
followers on Channel 2



GFTV Patreon

A line of support

With GFTV's increasing prominence, it's not just our staff strength and capacity that has to grow - but infrastructure too!

GFTV's Patreon platform was conceived as a way audiences can support the channel - so that we not only can stay afloat, but hopefully also support our staff as well!

Global Furry Television (GFTV)
is creating furry news and entertainment content

Baby Floof	Young Floof	Big Young Floof
\$3 PER MONTH (+GST)	\$5 PER MONTH (+GST)	\$10 PER MONTH (+GST)
Join	Join	Join
<p>For the first level:</p> <ul style="list-style-type: none">- Our sincere thanks to you!- Your name in the credits of all programmes• Name in credits; patron shoutout• General Support	<p>All benefits from our previous tiers, plus:</p> <ul style="list-style-type: none">- Behind the scenes access with bloopers!• Name in credits; patron shoutout• Behind-the-scenes on some of our videos (with bloopers!)	<p>All benefits from our previous tiers, including:</p> <ul style="list-style-type: none">- Live Q&A with GFTV staff!- A exclusive sticker!• Behind-the-scenes on some of our videos (with bloopers!)• Name in credits; patron shoutout• Live Q&As <div> Exclusive Sticker Fulfilled by Patreon Have a great and wonderful floofy day, with this sticker! Global shipping included</div>
	\$20 PER MONTH (+GST)	
	Join	
	<p>All benefits from our previous tiers, plus:</p> <ul style="list-style-type: none">- Promotion of your product, service, brand or website (along with every programme broadcast)- A strong opportunity to become a guest in our programmes (sent in batches), or even become a guest host!• Behind-the-scenes on some of our videos (with bloopers!)• Name in credits; patron shoutout• Live Q&As• Programme guest opportunity• Promotion of product, service, social account etc of patron <div> Exclusive Sticker Fulfilled by Patreon</div>	



GFTV Today





News

With the launch of our #COVID19FurconUpdates spreadsheet, GFTV not only **led the furry fandom's COVID-19 coverage...**

but also has the **most comprehensive list** of furry conventions globally!



Community

GFTV's community platforms firmly became one where furs from **different parts of the world intersect** together...

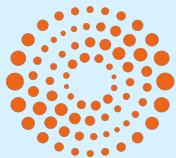
and also one of the **most minor-friendly SFW groups** around!



Development

GFTV **worked together** with other furry media channels (incl. news channels) and YouTubers...

knowledge and expertise were shared to help in each others' growth!



REUTERS



FOURTHESTATE



**SOCIETY OF
PROFESSIONAL
JOURNALISTS**

News, true to its name

Using a synthesis of three well-known news standards, tailored for the furry fandom and guided under our values,

GFTV is able to stick strictly to the demands set out by journalism standards while keeping biases that may arise from our own connection with the fandom in check.



Creating Bridges

In a world of different tongues and culture, where linguistic obstacles divide them, so does the furry communities around the world.

Through *Project Multilingual*, GFTV aims to make furry content more accessible globally; with the goal of bridging and bringing furry communities closer together.

WILLKOMMEN

欢迎

स्वागत

BIENVENIDA

WELCOME

BIENVENUE ようこそ

добро пожаловать

ترحيب

BEM-VINDO



Linguistic availability based on regional branch location

GFTV Americas

Spanish, Portuguese,
French, Esperanto



GFTV Asia-Pacific

Chinese, Indonesian,
Malay, Arabic, Esperanto

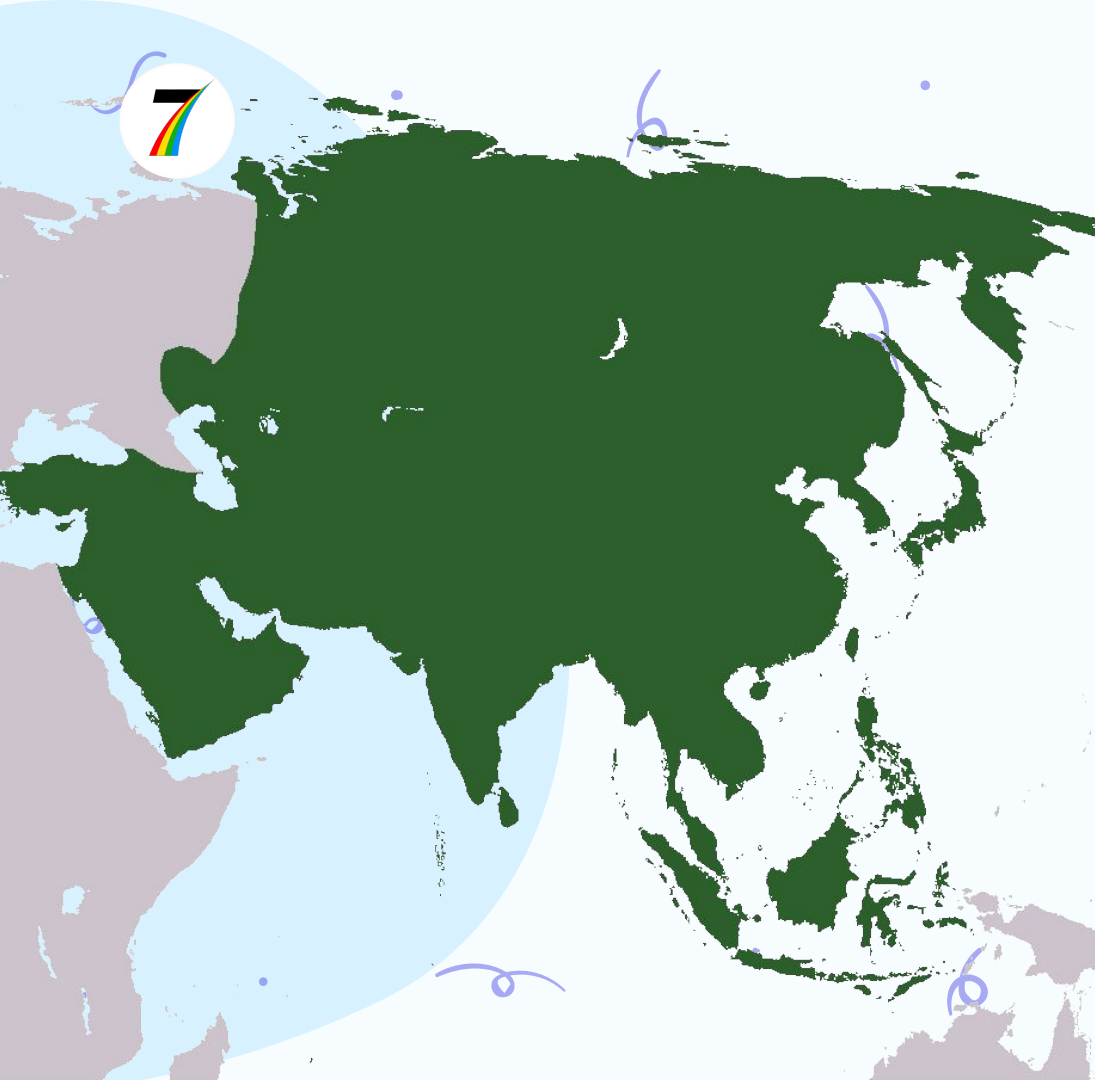
GFTV Europe

Russian, Esperanto
German, Swedish, French,
Spanish, Portuguese



GFTV's Linguistic Accessibility

	English	Chinese	Spanish	Indonesian
GFTV News service	✓	✓	Limited	✓/✗ (via Torazer Furry Network)
Exclusive Programmes (i.e. talk shows)	✓	✗	✗	✗
Social media platforms	✓	✓	✗	✗
Online Communities	✓	✓	✗	✗
Subtitles	✓	✓	✗	✗



Inspiration in Leadership

GFTV's lead in the Asian region led to a greater awareness of the Asian furry fandom;

the further development of furry media globally;

and became a force of inspiration to many furry content creators who began their own channels too!



What's coming?





Deeper cooperation

Our journey is not to be only about by one single player - GFTV will continue to work more with other furry media channels and share expertise together for further development!



Greater accessibility

GFTV will work to fill in the blindspots we currently have in our content and community - broadening furries' accessibility to global furry fandom news!



More engagement

Just like that icon up there, we need more cakes alongside plain chatting - GFTV will be planning for greater community engagement with the furry fandom - so things like weekly Jackbox sessions and possibly...fandom-wide virtual events and outreach?



Happy 7th Birthday, GFTV!

Stronger Together, 2014-2021