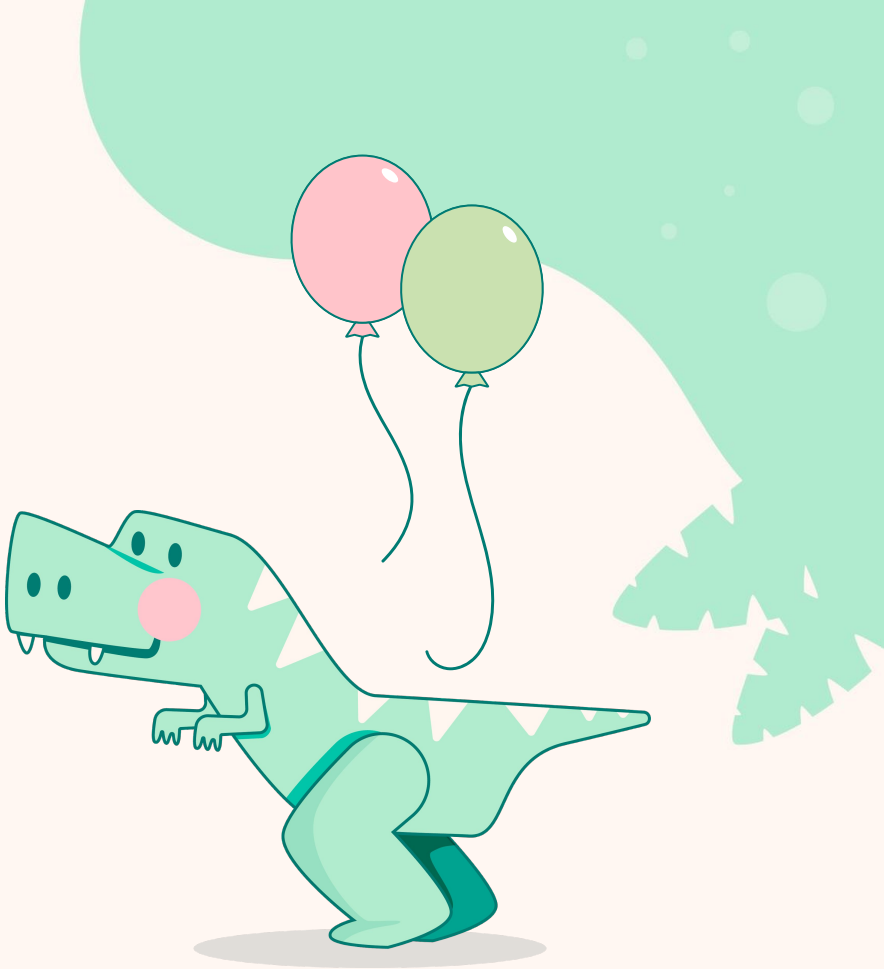
Happy 8th Birthday!

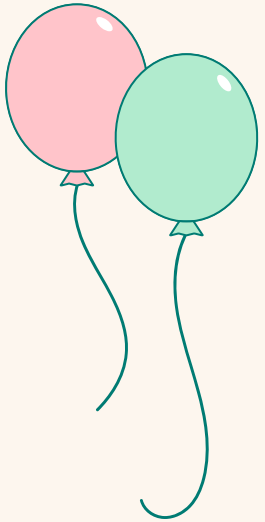
Connected In Unity **2014 - 2022**

“Unity to be real must stand the severest strain without breaking.”

—Mahatma Gandhi



A word from our Project Head



The world is big, diverse and colourful.

And I mean it very literally. I'm not just talking about looks - the colour of our skins, the styles of our hair, or how we sit on the couch watching Netflix.

I'm talking about our backgrounds, cultures, languages, races, religion, and politics; If I go on, you'd already be sleeping to my fantastic bedtime story.

The scale of this world is so unfathomable. It is just so big. 510.1 million km². That is around 30 Russias, 52 USAs, and 700,110 Singapores!

If one person uses 1 square metre, filling up all of Earth's surface with them side by side needs 510 trillion humans! We, humans, occupy 14.6% of it. Yet already there is this wealth of diversity.

Diversity is a big topic. We coexist on this planet, regardless of our race, language, or religion. That is of course the case for furry fandom - with such a diversity of colour, fursona species and the way we celebrate the community.

Local cultures influence the way furries in that place celebrate the concept of talking and walking animals.

That gives us, with each variety, a massive array of ways to live and look at the world. We at Global Furry Television have always aimed to show, not tell, this diversity - as it is.

People want to understand; people want facts.

We bring you this fact: this world is not a black-and-white checkerboard, as others would've liked you to think. There are many ways to look at things, just as there are many pathways in life that we can take.

But each of us only represents ourselves. That is why arguments happen. That is why sometimes at home, plates can fly.

For what must we build walls, when we can talk? If we always write "unity" on our names, street signs and toilet companies, why not communicate? If we do not talk, we do not communicate, we start a war. With the recent news, you all know what I'm talking about.

That is why we need civil dialogue. As you see, divisions got bigger than last time. Building bridges is so important now.

It takes as small as one's efforts to push us all one step forward to a more open community. Multiply that, and we get close to that goal faster.

I say that as part of a team that's bridging the East and West furry communities together.

I thank you, our audiences, our friends, and our loved ones, for this support you've given us. YOUR support gave us a chance to fortify this bridge and lead an Asian furry voice in this world arena.

In return, we build a forum of ideas that contributes, not retributes. Let's mend our differences together. Let's stay connected in unity!

Pawsry Hamktxchuzhni (Henry Tan)
Project Head, Global Furry Television

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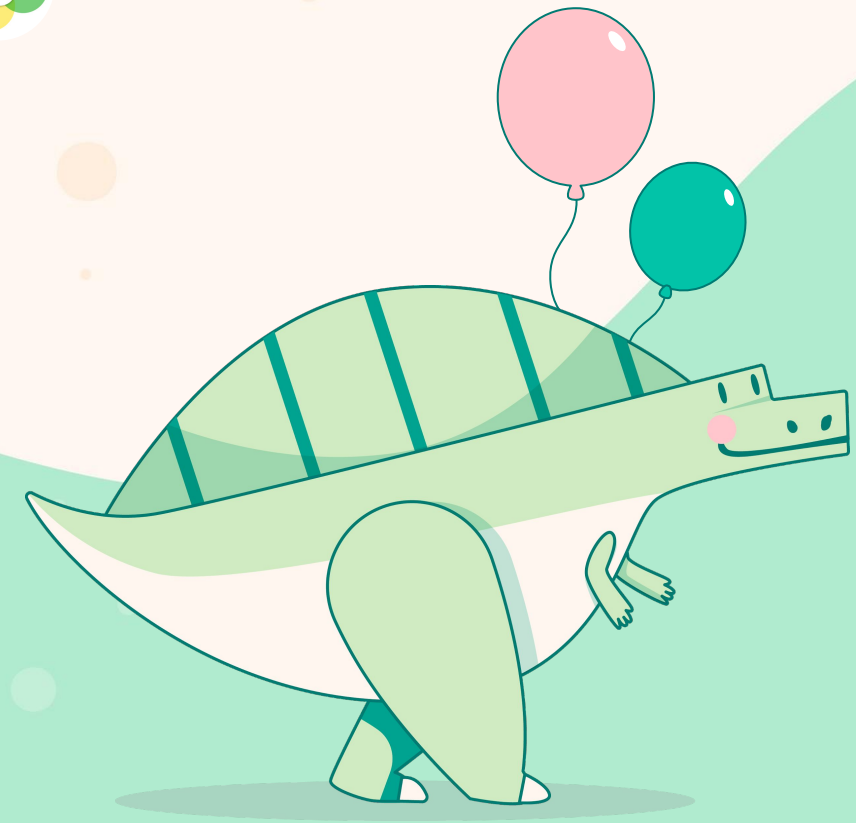


01

GFTV Today

Where are we right now?

Accessibility, Our Priority

Among GFTV audiences, there are those with disabilities. Even if they don't have it, many face another kind of disability: language barriers.

We've been making our content as accessible as possible to a diverse group of people in one go.

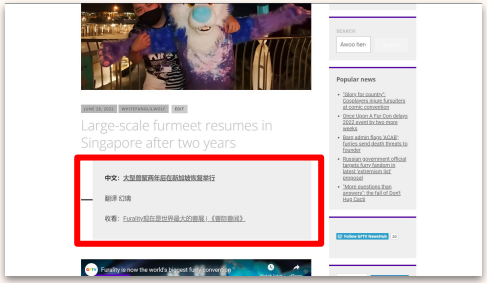
That's also our answer to an audience that mostly don't speak English; it's widely called as the "global lingua franca".

What we have done

SUBTITLED

GFTV optimised its subtitles with mobile phones for the **best visibility and experience** across multiple device types.

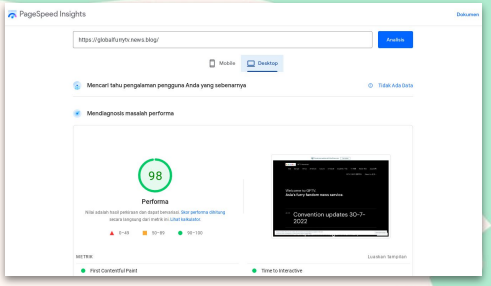
We also enabled **bilingual support** for Chinese; GFTV's Chinese-speaking audience is their biggest audience group.



MULTILINGUAL-READY

One unique feature about GFTV's website: its **multilingual articles** and features.

Almost all GFTV articles and resources are **available in Chinese, English and a select few in Spanish**.



OPTIMISED

We optimised our website **bit.ly/furrytv** (globalfurrytv.news.blog) greatly.

Our website now is the **fastest**, and **most data, battery-saving** ever.

Unrivalled Coverage

Singapore, the “gateway to Asia” - it’s where East-West cultures clash.

With GFTV seated in Singapore, its access to both Eastern and Western furry fandom - plus its Chinese furry fandom coverage - is unmatched.

GFTV is one of the very few furry news sources with an Asian outlook, geographically balancing out with popular sites Flayrah (UK) and Dogpatch Press (USA).

What we have got

NO. 1 IN CHINA

GFTV is the **world's first furry news service in English and Chinese**.

This lets us bridge China's furry fandom and the world's.

Our **deep reach in China** grants us Chinese - and Asian - furry news coverage never seen before.

AN ASIAN VOICE

Western furry news sources have long dominated the scene.

GFTV's growth brings **a voice not heard until now** to furries globally: the voice of Asian furries.

As we bring Asian views to the table, we **enrich dialogue**.

A VIBRANT COMMUNITY

GFTV's reach makes its Online Communities (OCs) one of many groups where **East and West furries interact together**.

This makes our OCs effectively host **constant cultural exchanges** between its members and give us an edge on furry news coverage.

Upholding Principles

We aim to be *Genuine, Fair, Trustworthy and Visionary (G.F.T.V.)*, to serve furries and the general public with the highest of integrity.

These values are exemplified in our Index of Standards, on which we based our content production, policies and workflow.

Our Index is our Standards - minus all the jargon from more technical sources - so everyone can use them for their projects.

What we have got

OUR 'BIBLE' - THE INDEX OF STANDARDS

To make things accessible and simple, GFTV simplified and adapted **globally recognised rules and principles** for our Index of Standards.

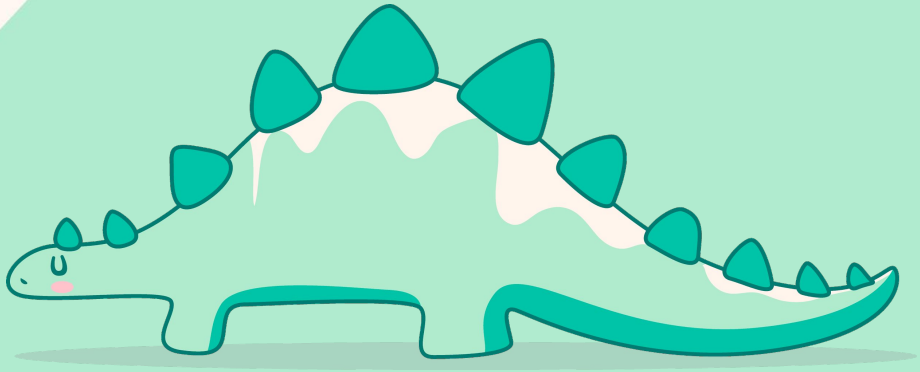
They are **specifically tuned** for the furry fandom context.

The Index of Standards **spells out everything we do** in our news production, media rating and community administration.

Meanwhile, others always tried to nudge GFTV away from its **hallmark principle of neutrality**. This Index backs us up.

As a gesture of transparency, the Index is **publicly available** for everyone to access and use for their own projects.

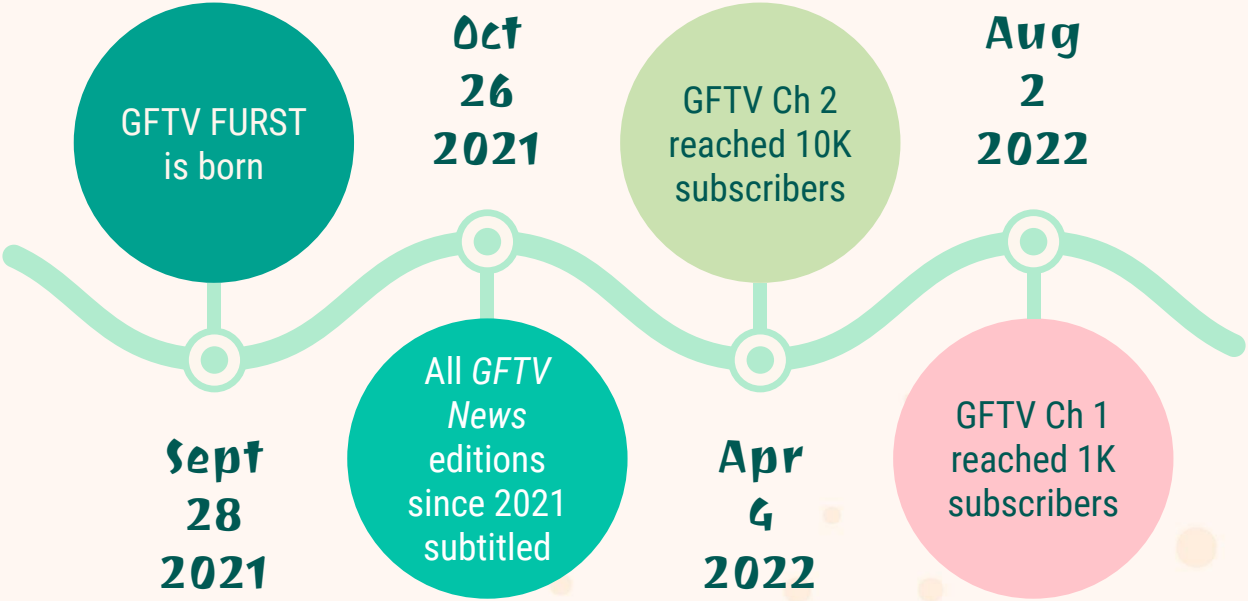
02



Milestones

What big things have we done and achieved?

Achievements



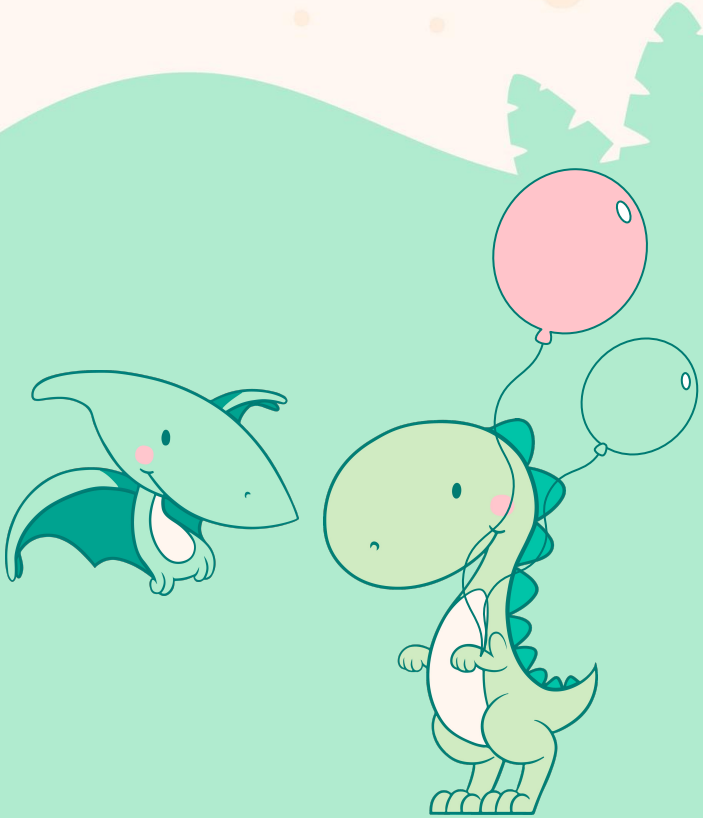
We are now Asia's first furry IP TV

July 10, 2022 - GFTV launched Asia's first ever furry fandom TV channel under GFTV Ch. 1, broadcasting over IP ever since.

03

Numbers

Data on our programmes, reach, audiences



Numbers

62% OF OUR AUDIENCES ARE FROM CHINA

18x AVG MTH VIEWS INCREASE 2019-2022

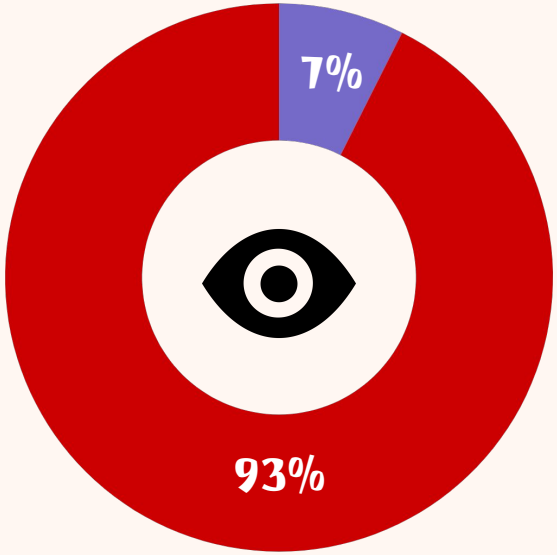
115 TOTAL EPISODES PUBLISHED 2019-2022

108 K VIEWS IN 3 MTHS MAY-JUL 2022

Total views (2022)

CH 1 INTL

8,052 (7.42%)



CH 2 CHINA

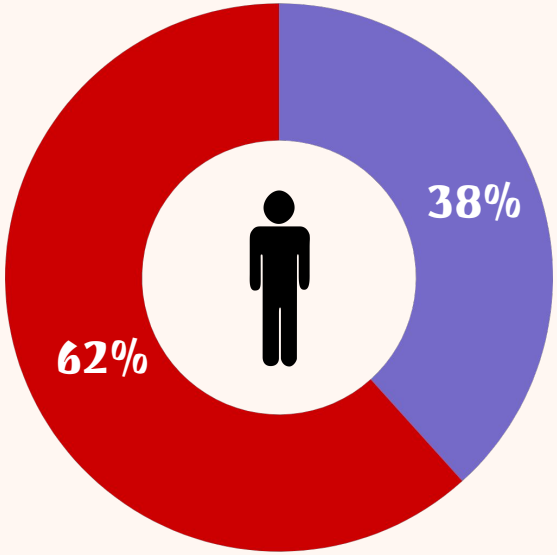
100,435 (92.58%)

Time period: May 2 - Jul 31 2022

Total unique visitors (2022)

CH 1 INTL

4,262 (38.33%)



CH 2 CHINA

6,858 (61.67%)

Time period: May 2 - Jul 31 2022

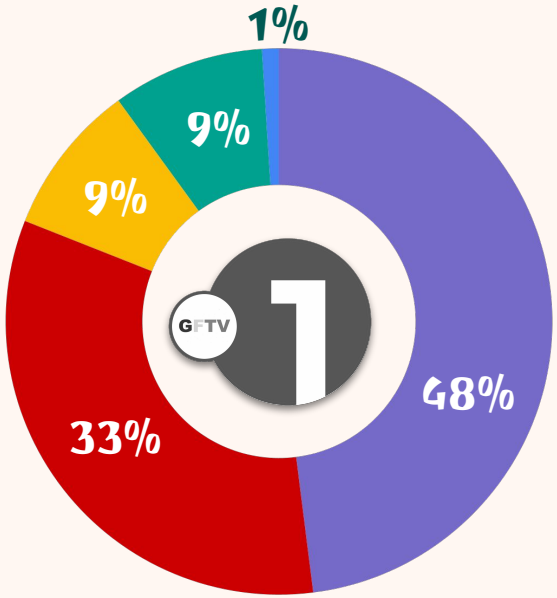
Views by devices (Ch. 1, 2022)

PHONES

3,867 views

COMPUTER (PC)

2,668 views



TABLETS

786 views

TELEVISION

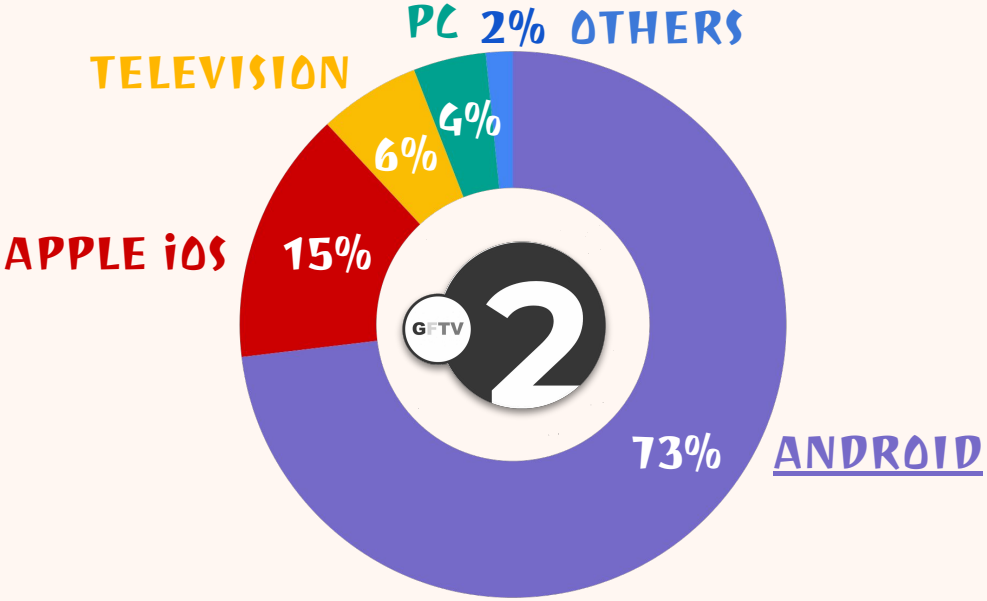
786 views

OTHERS

15 views

As received by YouTube.
Time period: May 2 - Jul 31 2022

Views by devices (Ch. 2, 2022)

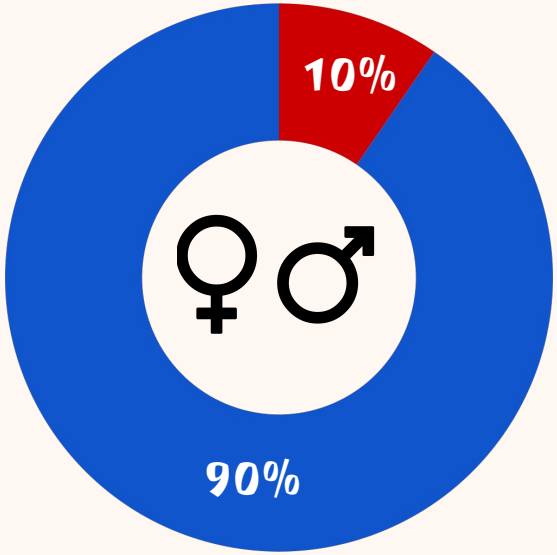


As received by Bilibili.
Time period: May 2 - Jul 31 2022

Audiences' gender (2022)

MALES

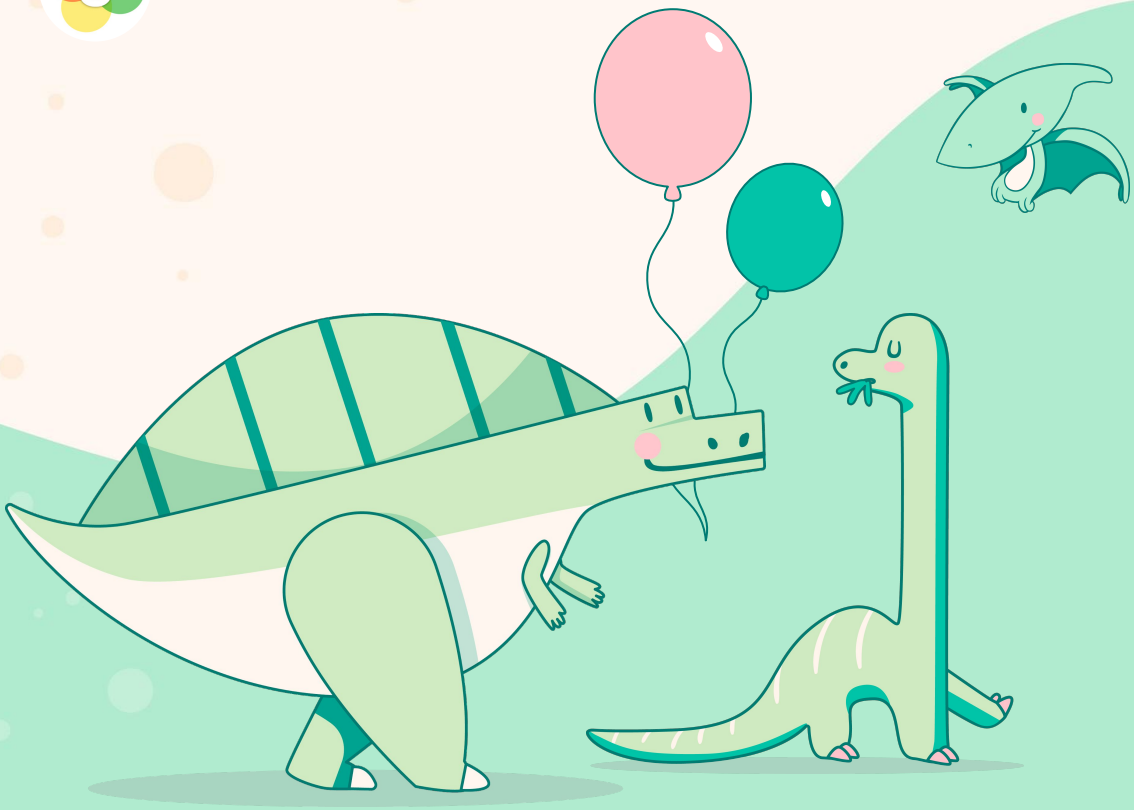
Ch. 1 - 95.9%
Ch. 2 - 84.9%



FEMALES

Ch. 1 - 4.1%
Ch. 2 - 15.1%

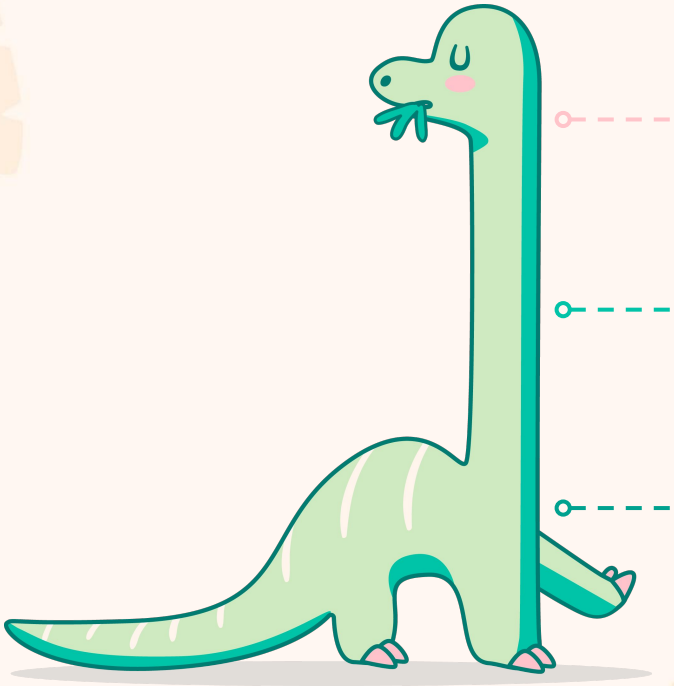
Average between Ch. 1 and Ch. 2. As received by YouTube and Bilibili.
Time period: May 2 - Jul 31 2022



04

Our New Plans

What to expect in the coming year?



TRUST

Fortify public trust and communication

CONTENT

Fortify content repertoire, coverage and accessibility

COMMUNITY

Fortify engagement; Foster dialogue spaces

Credits

Project Lead
Pawsry Hamktxchuzhni

Operations Officer
Rosca Santigria

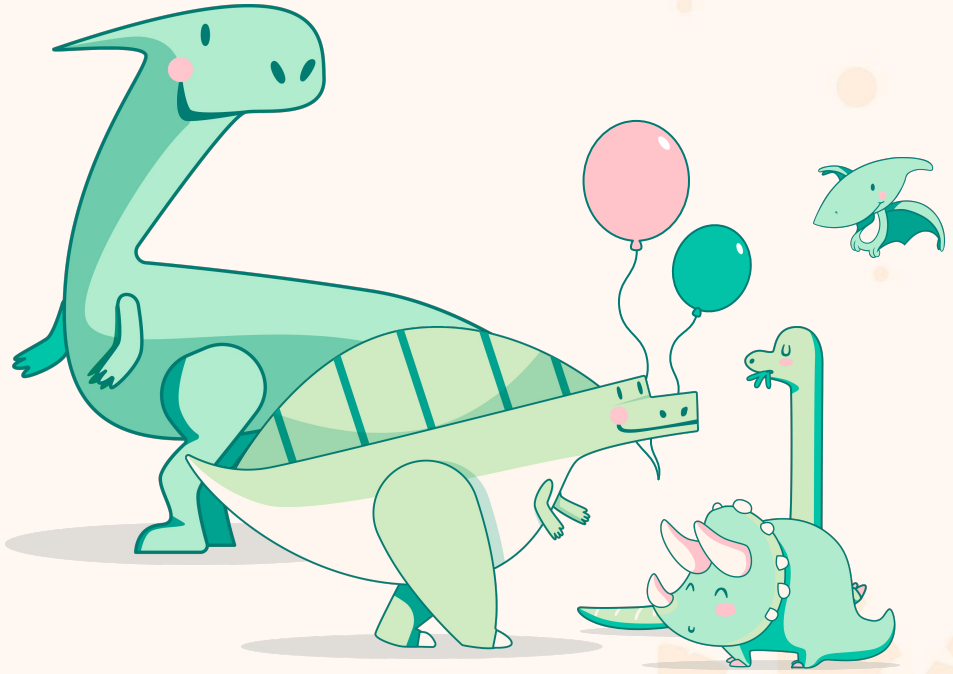
News & Media Team
Global | **DarkBlizz　Whitefang　Jelly Raccoon　1BitJay**
China | **Ryuxi 琉汐　Blue Ears 蓝耳　Colins Huanli 柯林斯幻璃**

O.C. Admin Team
Global | **Banieal　Thabo Meerkat**
China | **Kusangtan 库桑坦 (vol.)　Minlo 明罗 (vol.)**

-

… plus all those who joined us in our journey before!

Thank you!



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