



Global Furry Television
国际兽圈电视



TOWARD THE UNKNOWN

Presented By Pawsry Hamktxchuzhni
主持人 爪利行乐主翅尼

AUG 19, 2023
2023 年 8 月 19 日

 Information available in audio.



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Embodying the **spirit** of the **first**

GFTV's 9th Anniversary logo is inspired by the Soviet Sputnik satellite, the first man-made object in space.

Each time humanity makes its firsts in history, the opportunities it makes and where it goes are always "the unknown."

Here, GFTV is unique for its kind in Singapore, Southeast Asia and the world. As it moves into 10 years and beyond – we ask: "what's ahead?"



**Toward
The Unknown**
2014-2023



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Message from the Project Head



Pawsry Hamktxchuzhni

Founder and Project Head
Global Furry Television

How fast did time pass?
In a blink of an eye, it's August.
And this year?

We met new friends. We walked new places.
We saw many new things launch at GFTV.

Our position is growing faster and bigger than ever, **reaching places we can only dream of**. Let alone meeting **furries from homes we've never thought of**.

First in SE Asia; first in Asia; first in the world - **first of its kind**. Professional, multilingual, accessible and furry. This is GFTV News, our flagship news service.

More firsts will come. **More will be understood of furries**. More furries from regions not thought of will know: the community is bigger out there.

We worked hard to bridge furry communities globally. Today, it has a name: the Community Initiative and Outreach, short for the CIO.

We went outdoors to engage with furries and the public in person. We had a lot of fun. **We cried tears of joy**. Above all, we made meaningful friendships.

As our community grew, so did our connections. We now have friends collaborating with us to create something bigger. Our teams are small. But as we join forces, we are one bigger team.

So celebrate and **keep fortifying what we already have**. Grow our strength, grow our heart. And look ahead - it's a long path.

How far? Where does it go? We don't know. But hold to our Values steadfastly, as **we are going on a journey!**

We will be **genuine, fair, transparent and visionary**.

We will evolve. We will grow. And for these beautiful nine years, we will persevere - years and beyond - **in service for furries and everyone**.

Happy ninth birthday, GFTV!



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GFTV, TODAY

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NUMBERS

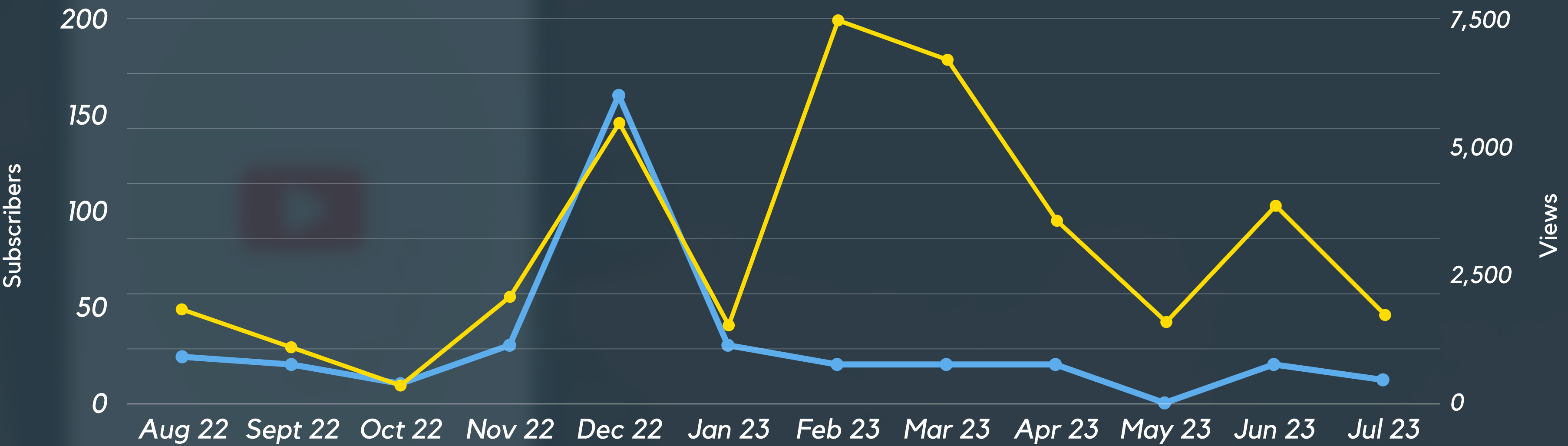
AUG 19, 2023
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key stats



Aug 22 - Jul 23: YouTube **views** and **subscribers**

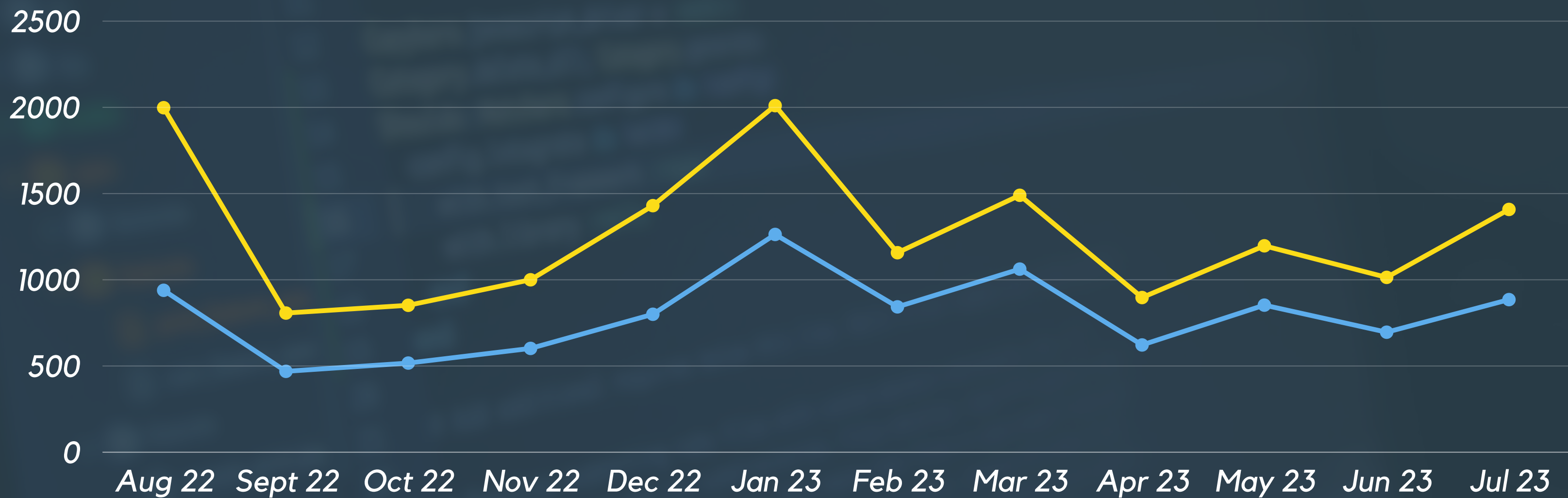
GFTV Digital YouTube Channel



As obtained by YouTube Studio. Retrieved Aug 1, 2023.

Aug 22 - Jul 23: Website **views** and **visitors**

GFTV Portal bit.ly/furrytv



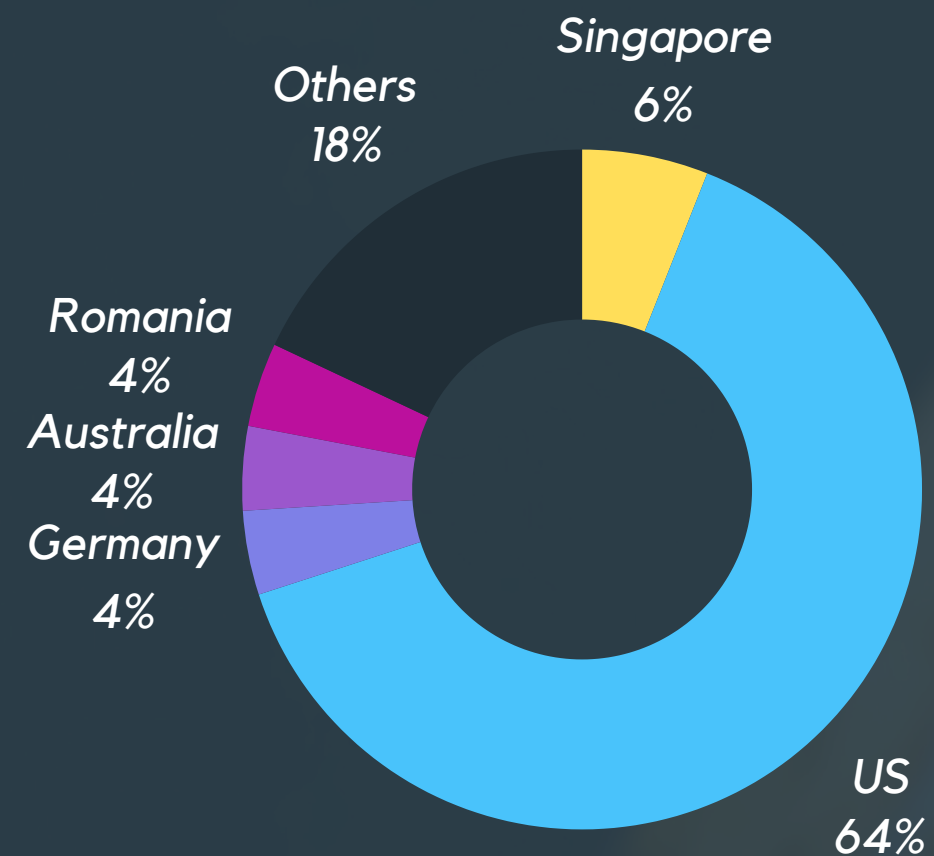
As obtained by WordPress. Retrieved Aug 1, 2023.

Audience geography of GFTV services

RadioFurry, Digital (YouTube), GFTV Portal

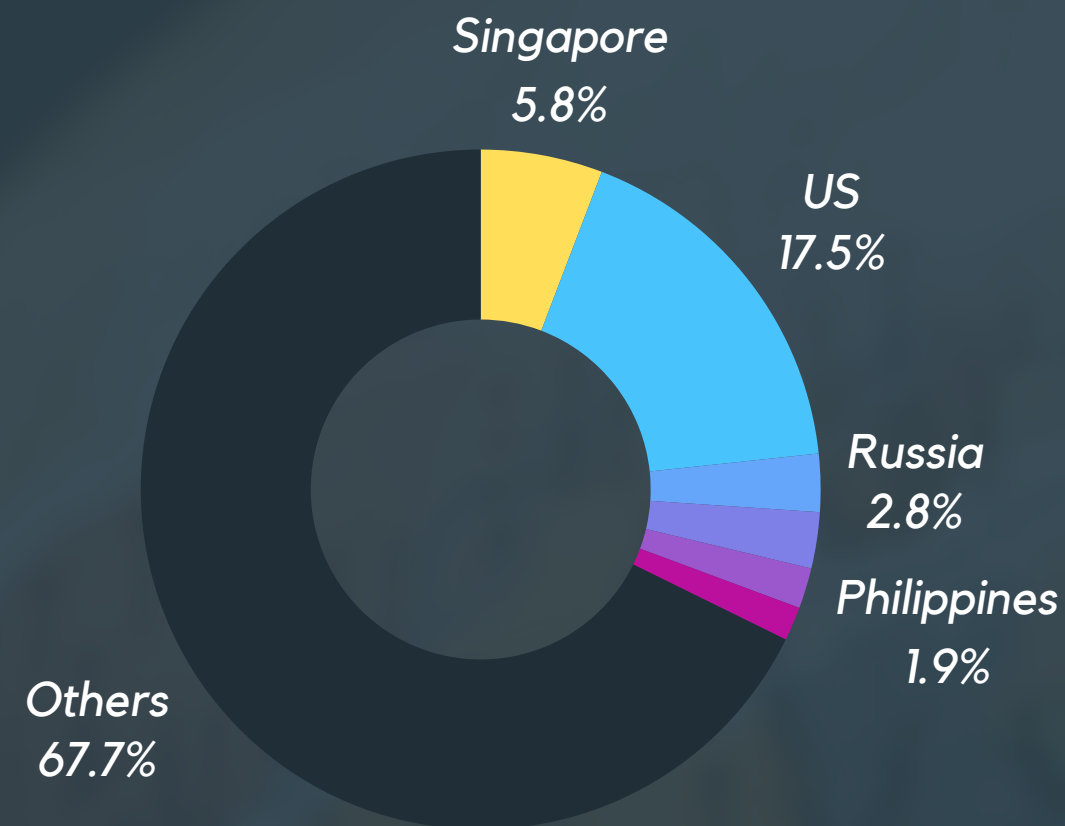


radiofurry.



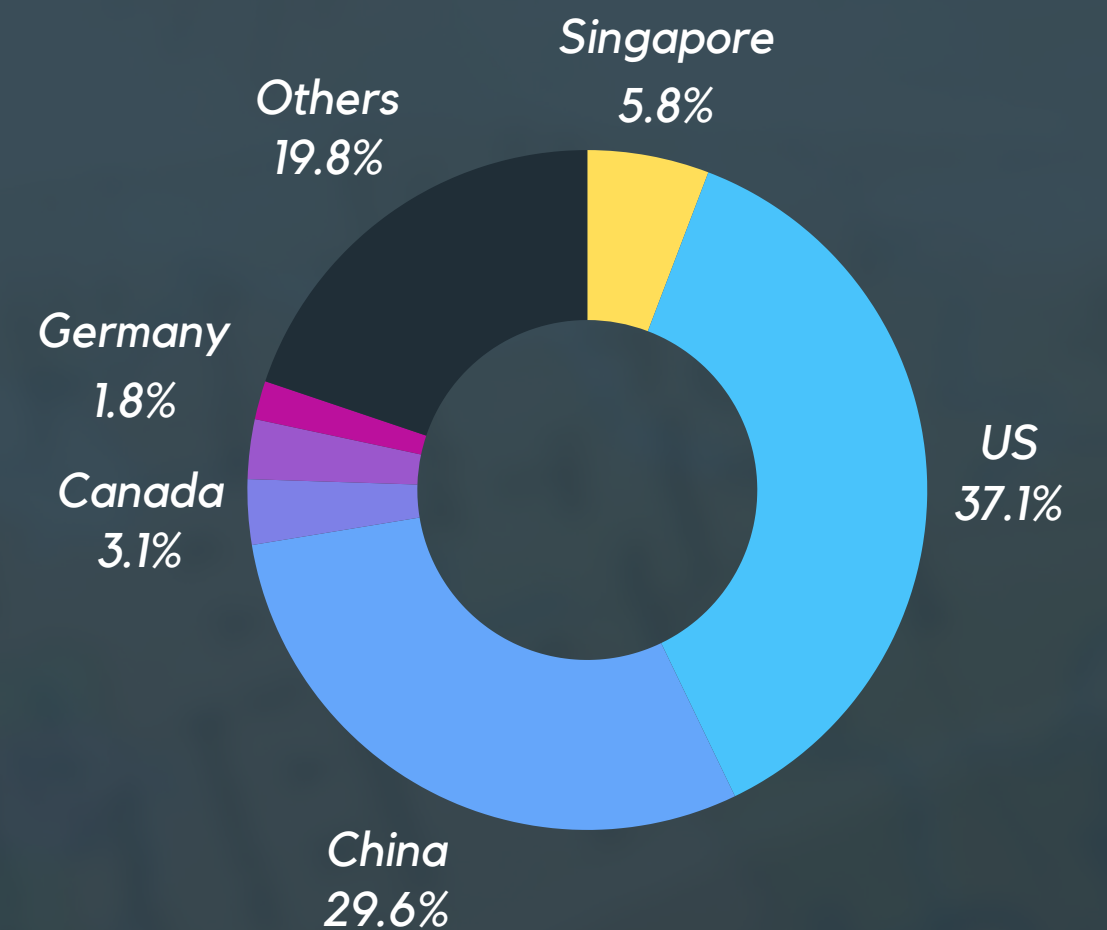
total: 52

media YouTube International



total: 85

bit.ly/furrytv



total: 100

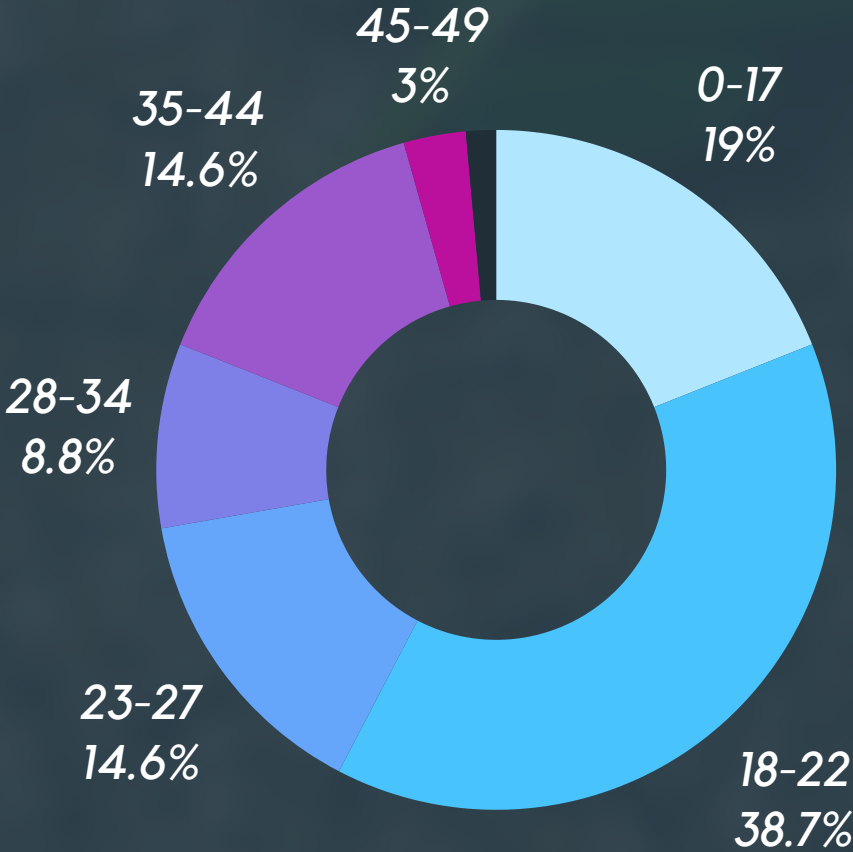
Data range: Aug 1, 2022 - Aug 1, 2023

Age demography of GFTV services

RadioFurry, Digital (YouTube & China)

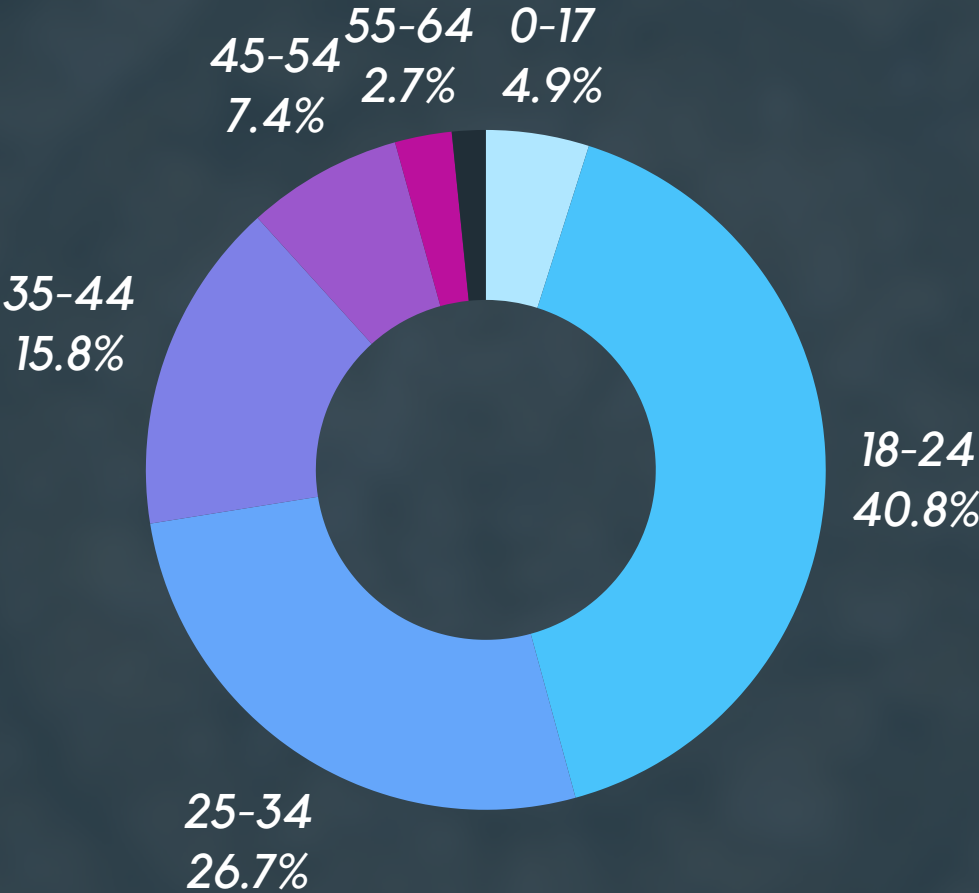


radiofurry.



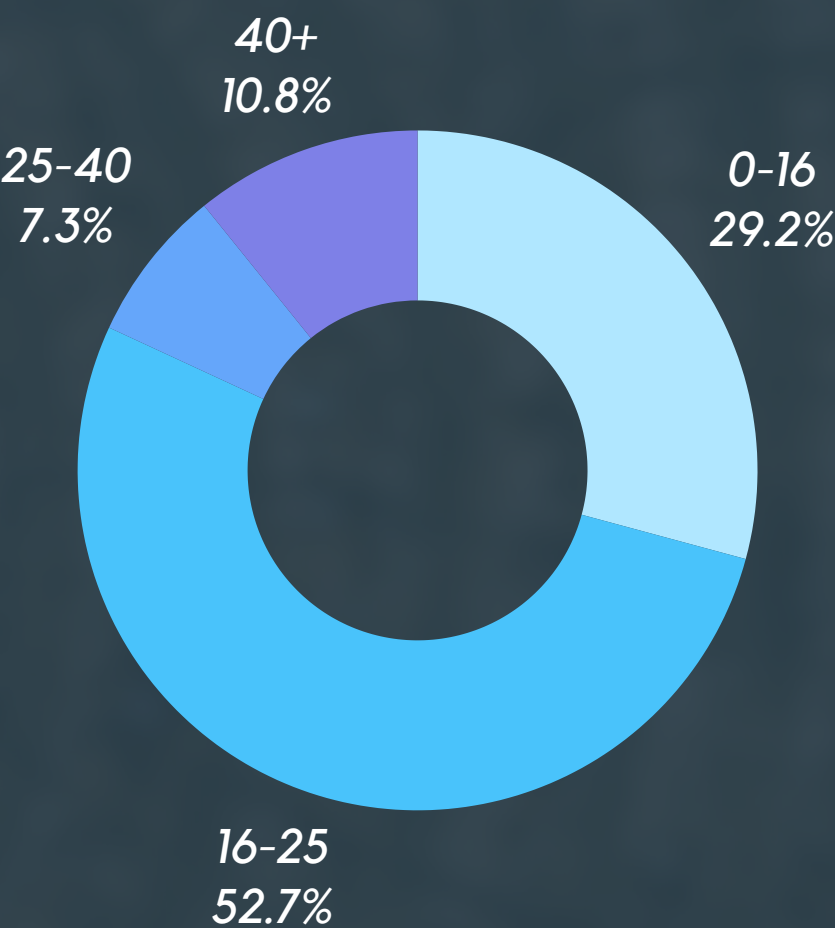
median: 20

media. YouTube International



median: 21

media. China 兽视中国

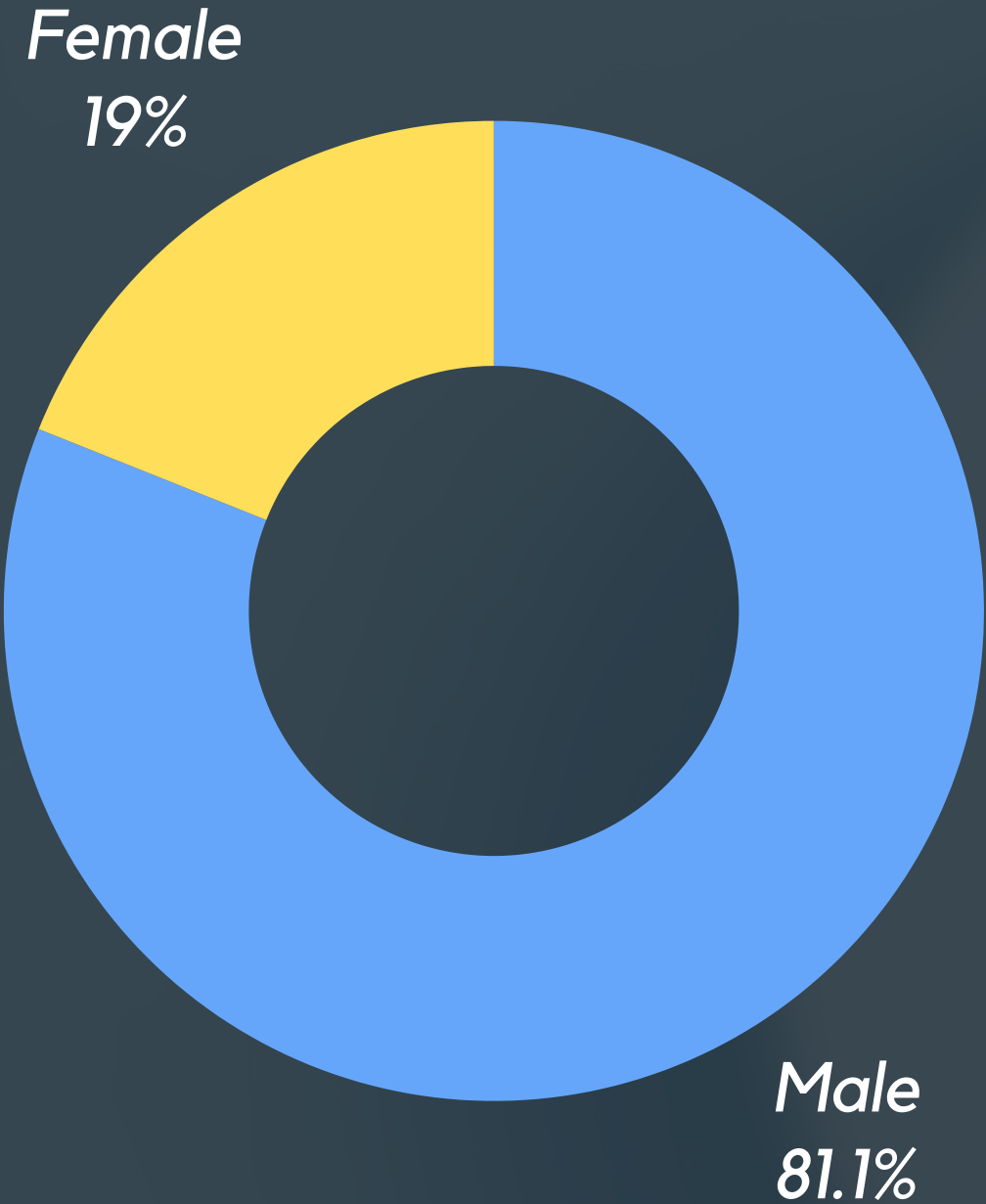


median: 18

Data range: Aug 1, 2022 - Aug 1, 2023. Age range data differs between platforms

Audience gender of GFTV Digital

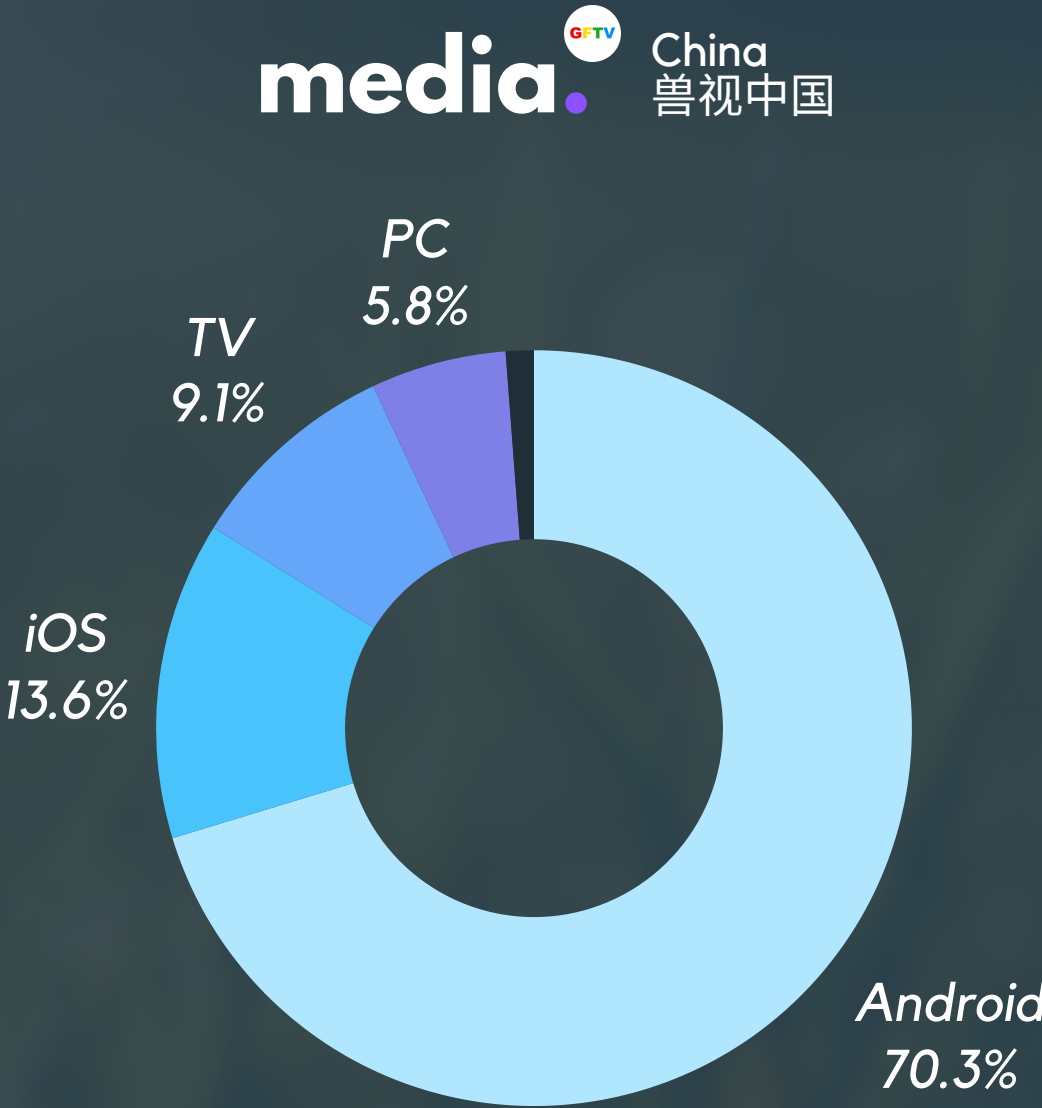
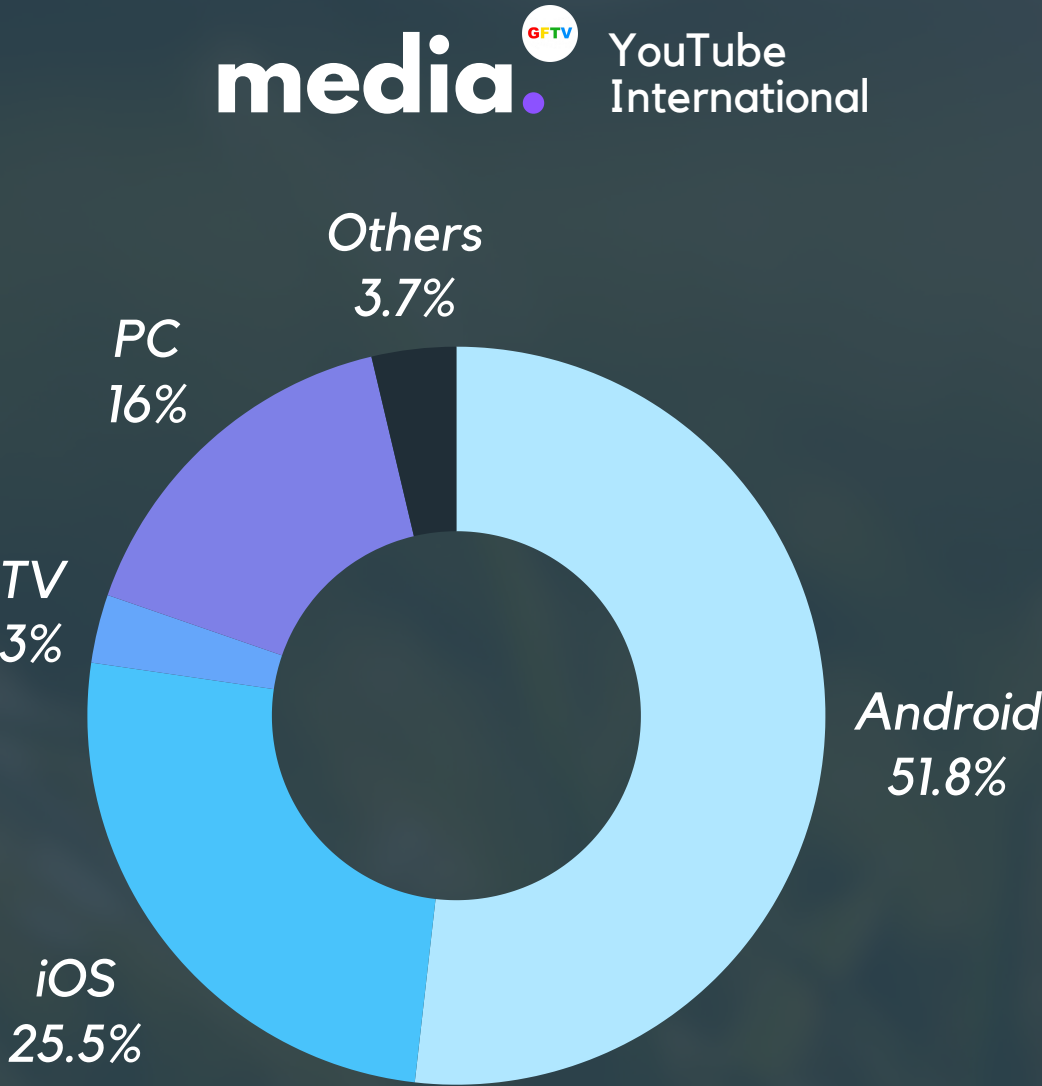
YouTube International & China



Data range: Apr 28, 2023 - Jul 27, 2023. Average range between Digital YouTube International and China

Operating systems used to access GFTV Digital

Digital (YouTube & China)



Data range: Jun 27, 2023 - Jul 27, 2023. As received by the respective platforms.

Audience share of GFTV Digital

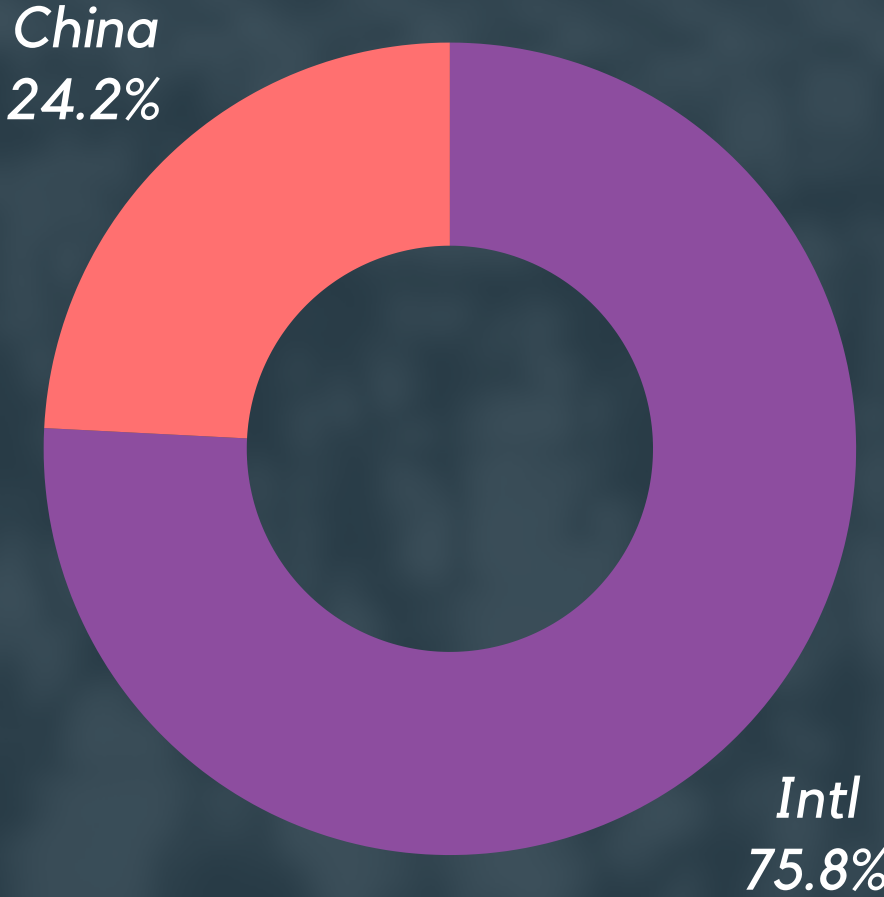
YouTube International & China



Views



Unique visitors



Data range: Apr 28, 2023 - Jul 27, 2023.

Key differences from previous year

Comparing results of Aug 2021-2022 and Aug 2022-2023



More people watch GFTV
on **TVs (+3.1%)** and **PCs (+1.8%)**



More **women (+9%)**
watched GFTV



More traffic for GFTV Digital Intl:
visitors (+37.5%), views (+44.5%)

Source: GFTV 8th Anniversary Presentation



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MILESTONES

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Is your phone drab?

**We don't
give a crap.**

Grab **furry fandom** news
on your **KaiOS** **Jio** phones
NOW!

bit.ly/dumbfonegftv

bit.ly/furrytv

300 million more doors open

Nov 11, 2022 - GFTV's News Service can now be accessed with smart feature phones in developing regions.

This way, the channel can reach more audiences through as many device form factors as possible, potentially discovering furries in places never expected before.



Paw-in-paw furry news to all

Jan 10, 2023 - What started as basic friendship-making became a big formal deal.

Taiwan-based furry news site FurTimes began a content partnership with GFTV, in sight of the latter's deep reach globally, especially in Asia.

With this, both channels will commit to complementing each other's news coverage, expanding their reach together and facilitate greater cultural exchanges.

Core Support to the rescue

June 9, 2023 - To aid GFTV's efforts in covering LIFC 2023, the channel deployed its Core Coverage Support (CCS) team for the first time.

Composing of volunteers, they helped strongly in GFTV's news coverage, in attendee ushering and above all made new friends with each other.

Volunteers as part of the CCS also have a chance to show their skills and even bring about an opportunity to eventually join GFTV's team.



CIO:  **community
initiative
and outreach**

globalfurrytv.news.blog/community

Engagement with excitement

June 24, 2023 - The efforts of GFTV CCS, plus the deployment of Hello Spot and placard signs at Little Island Furcon (LIFC) 2023 met big success.

Hence, GFTV launched the Community Initiative and Outreach - as part of the channel's willingness to engage more with the furry community and the general public.



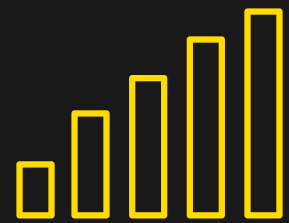
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OUR PLANS AHEAD

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Goals toward 2024



FORTIFY OUR REACH

We will broaden our capabilities to reach more furries deeper in the regions we touched this year



FORTIFY ENGAGEMENT

We will develop and fortify our community programs together with our community members



EXPAND CAPABILITIES

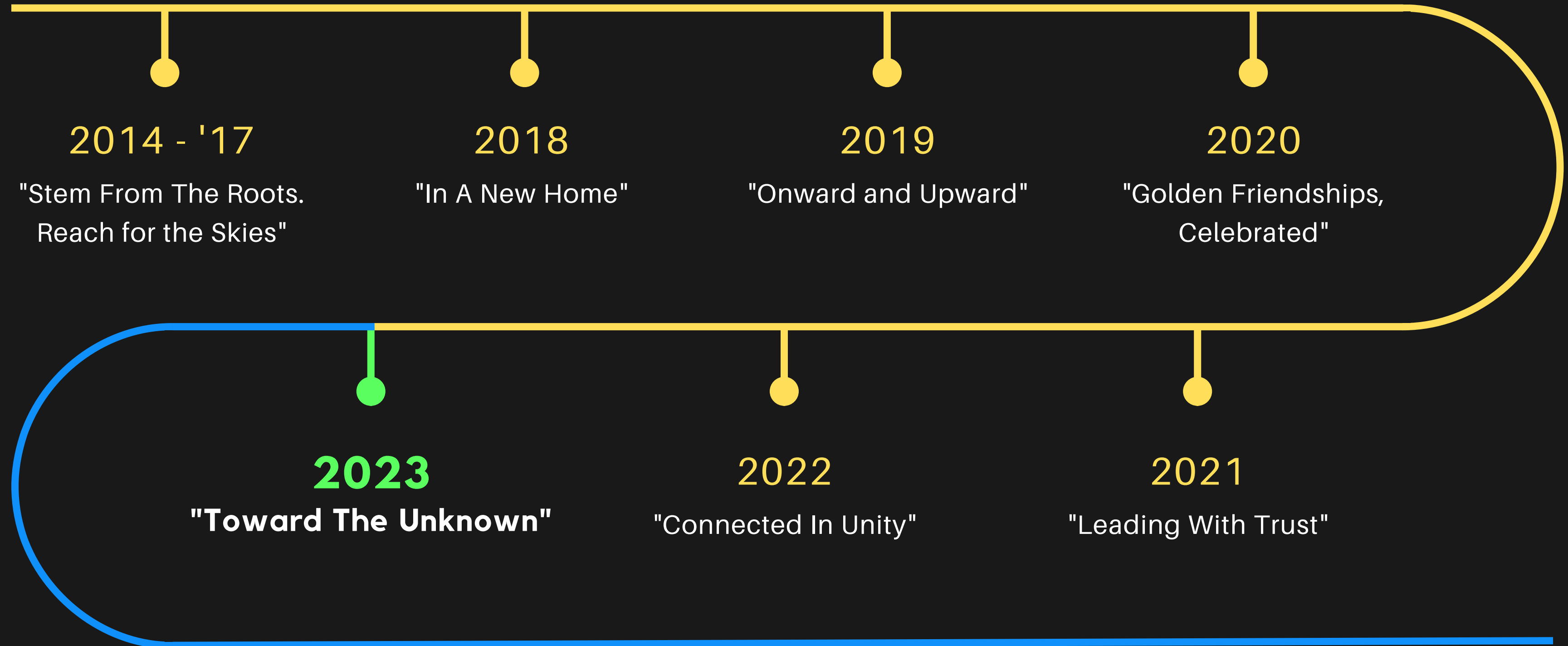
We will expand and innovate in our tools and manpower to make our processes work better



MAINTAIN POSITION

We will keep track of our Index of Standards to ensure our compliance with professional expectations

We are almost there.....



Credits and Special Thanks

Leaders Pawsry Hamktxchuzhni (Project Lead)
Rosca Santigria (Operations Officer)

Community I&O Division Thabo Meerkat (Admins Lead - Global)
Augy Teo (Admin - Global)

News Division Blue Ears (News Editor - China)
Ryuxi (Reporter - China)
Whitefang Lilwolf (Reporter - SG)
DarkBlizz (Reporter - SG)
Jelly Raccoon (Repoter - MX)
1BitJay (Reporter - US)

Media Division Colins Huanli (Translator - Chinese)
Silver Pearce (Translator - Dutch)

Partners FurTimes
"Furry Times" by Ahmar Wolf

Support Volunteers Wood Jang Wee (CCS LIFC 2023, sign-bearer)
Roche "Ferrero Rocher" (CCS LIFC 2023)
Niyasu "NaisNais" Inori (CCS LIFC 2023)
Kusangtan (Admin - China)
Minlo (Admin - China)

Credits and Special Thanks



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THANK YOU!

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