

THE WHY

THE WHY FOUNDATION is a public media organization that aims to **support sustainable development** by securing free access to reliable information for all citizens.

We produce and distribute critical media content about **human rights and sustainable development** through a network of

70+ television broadcasters in 191 countries reaching 600 Million Viewers.

The majority of the world's population still **receives information through local television and radio broadcast in their local language.** By exploiting our extensive network of traditional public media channels our organization is able to **reach the largest number of people with critical information.**

"All people should see these films, because you don't really know how the world is, until you have"

Richard Porter, *Head of BBC World News*

The WHY's documentary films are different from the mainstream films broadcasted on Palestinian TV stations and encourage people to think critically, learn about new cultures and countries.

Airida Poskut- *Wattan TV- Palestine*

OUR CONTENT

**INDEPENDENT.
FACT BASED.
ACCESSIBLE.
RELIABLE.
FAIR.**

COVERS:

-  Civil & Political Rights
-  Gender & Sexuality
-  War & Peace
-  Inequality & Development
-  Culture & Everyday Life
-  Climate & Environment

In the Nordic Region a publicly supported independent press boasts the worlds highest market share and a media climate where **access to free information is considered a civil right.** Public service broadcasting has a beneficial effect on populations and its strength is directly correlated with political engagement and a willingness to act in the public interest. **In most countries around the world free information is simply not available.**

Our primary target is to ensure free access to information for all people across the world - distributing content broadly in countries with and without a tradition for factual programming and creating dubbed language versions of our content and donating it to developing nations. **Informed citizens are more likely to engage in politics and their communities to build stronger democracies.**

Broadcasts can be supported by local outreach activities to create a level of awareness that is otherwise unattainable on such a large scale, while simultaneously facilitating a flow of information between the global north and global south.

We target all demographics across all geographies.

Bermuda badly needs the kind of programming provided by The Why. The island is very small and isolated. Consequently our youth are often unaware of how people live in other parts of the world. Our island is isolated, but it is not immune to the threats of corruption, crime, pollution, discrimination, government debt, etc. For Bermuda to continue as a modern democracy our young people must understand these problems. So international documentaries of the kind that The Why provides can have a powerful, positive impact on our community.

Robert Zuill - *CITV, Bermuda*

We believe that the series is a great opportunity to fill a gap in the Mongolian TV market, where very little content is available on the issues depicted in THE WHY's series. We envision that Mongolian audiences would be thrilled to have access to such content for free and in their own language.

Oyunchimeg Demchig- *MBTV, Mongolia*

SUPPORTING PUBLIC MEDIA & DEVELOPMENT

THE WHY

THE CHALLENGES

- Public media is distrusted in **82%** of the world's countries.
- Fake News** is an increasing problem.
- 65%** of the world's population **does not have access to the internet** and consequently relies on traditional media outlets.
- 1.2 Billion** people cannot read or write.
- 3 in 4** governments arbitrarily restrict freedom of expression.

THE MODEL FOR CHANGE

1. FACTUAL CONTENT

왜 그런지 묻는다 ask why γιατίστε γιατί pitaj zašto

اسأل لماذا spørg hvorfor ถေးဘာဘာလဲ

Translated into local languages.

2. DISTRIBUTION

Local Terrestrial Broadcast

- On 70+ local stations
- Translated and voice dubbed into local languages
- Reaches largest percentage of a nation's electorate

BBC Satellite Broadcast

- Reaches 191 countries
- Broadcast in Arabic & English
- Reaches 40% of the world's decision makers
- 89 million viewers/ week

3. OUTREACH

EDUCATION

AUDIO

ONLINE

AUDIENCE

INFORMED ELECTORATE

OUR CONTENT

VIDEO

Documentaries Short Films

AUDIO

Radio Podcasts

EDUCATION

Film Guides Lesson Plans

ONLINE

Learning Platform VOD

All our content is built out from critically acclaimed documentary films. Each film features investigative journalism that is **focused on sustainable development** explained through capturing real personal experiences making our content universally understood and accessible.

BENEFITS

Free access to reliable information

Increased understanding of human rights

Informs about sustainable development

Understanding of judicial proceedings and the rule of law

Inspires critical thinking & debate

Stronger democracies through an educated electorate

Higher chance of political participation

Promotes empathy & global awareness

Establishes culture of investigative journalism

WHO WE WORK WITH

BROADCASTERS

ALBANIA

AMERICA

AMERICA

AMERICA

BERMUDA

BHUTAN

BRAZIL

BOSNIA & HERZEGOVINA

CANADA

CANADA

CHILE

COLUMBIA

COLUMBIA

CZECH REPUBLIC

DENMARK

ESTONIA

FINLAND

FRANCE/ GERMANY

FRANCE

GERMANY

GERMANY

ICELAND

INDIA

JAPAN

JORDAN

LATIN AMERICA

LATVIA

LEBANON

LITHUANIA

MALAYSIA

MONGOLIA

NETHERLANDS

NORWAY

PALESTINE

POLAND

SOUTH KOREA

RUSSIA

SPAIN

SWEDEN

SWITZERLAND

UK

UKRAINE

VIETNAM

GLOBAL NEWS

OTHERS

THE OPEN UNIVERSITY

DANIDA

BILL & MELINDA GATES foundation

CREATIVE EUROPE MEDIA

NORDIC COUNCIL OF MINISTERS

INTERNATIONAL MEDIA SUPPORT

DANISH FILM INSTITUTE

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THEWHYFOUNDATION