

# Introducing OneWorld TV

OneWorld, [www.oneworld.net](http://www.oneworld.net), is developing its use of video on the Internet -in the belief that it represents a powerful and largely unrealised tool to raise the impact of organisations working on human rights and sustainable development.

In March 2002, OneWorld will move beyond simple webcasting to deliver video content that is more oriented to the web and more effective in communicating for social change.

A departure from traditional TV programmes, OneWorld TV is based on an 'open documentary' concept. Stories are created by 30-second clips linked together in simple storyline sequences. At the end of each clip the viewer is presented with a choice of storylines to follow in an interactive exploration of global issues.

OneWorld TV will also enable people to upload their own clips thereby adding different perspectives and new material. By providing an interactive forum for stories to unfold, a collaborative space will evolve addressing human rights and sustainable development subjects more powerfully than any single filmmaker or organisation could manage.

The stories will cluster around core themes with the first open documentaries including Israeli and Palestinian video diaries, climate change, AIDS, indigenous communities and Earth Summit 2002.

The interactive nature of OneWorld TV will enable the creation of a web video community both producing and watching the stories. The technical capacity needed to access video online largely restricts the audience to developed countries. To counter balance this digital divide, OneWorld TV will be a place for voices from developing countries to articulate their own stories, agendas and perspectives to audiences that they would not otherwise reach.

OneWorld TV will challenge stereotypes, nurture debate and offer a compelling alternative to mainstream media broadcasting. A space for video dialogues, diverse opinions, personal testimonies or immediate raw evidence to be explored and exchanged. OneWorld TV will attract a global community of video activists, campaigners, educators, students and journalists as well as ordinary people wanting to watch or contribute to the stories behind the news headlines.

If you would like to contribute video stories or become a member of the OneWorld TV community, please contact Jo Hill, OneWorld Multimedia Producer, Email [jo.hill@oneworld.net](mailto:jo.hill@oneworld.net) Tel +44 (0)20 7091 4545