



**THE UNITED NATIONS FAMILY AT MIPTV**  
**SHARING THE WORLD'S STORIES**  
**AT THE WORLD'S LEADING TELEVISION MARKET**

The United Nations audiovisual family will offer a wealth of video material and coproduction opportunities to international broadcasters at MIPTV 2008. The **UN Department of Public Information** and nine UN agencies -- **International Atomic Energy Agency (IAEA)**, **Pan American Health Organization (PAHO)**, **UN Development Programme (UNDP)**, **UN Environment Programme (UNEP)**, **UN Population Fund (UNFPA)**, **UN Children's Fund (UNICEF)**, **UN Human Settlements Programme (UN-HABITAT)**, **World Health Organization (WHO)**, and **The World Bank** -- will meet with broadcasters to offer productions from their audiovisual catalogue for airing and posting on websites, and invite them to co-produce programmes focusing on peace and security, health, human rights, development and climate change.

UN Television's language-adaptable monthly magazine *21st Century*, now airing on BBC World, RTVE and Zee TV among others, provides compelling human stories, including some on the effects of climate change, such as the shrinking of Lake Chad on neighbouring nations, sustainable development in the Amazon, and the impact of eco-tourism on the fragile environment of the Galapagos Islands. The *UN in Action* series also includes features on the environment, such as the water shortage in Jordan, biofuel in Haiti, and replanting forests in Kazakhstan. The UN's Department of Public Information also provides **unique stories from around the globe** through **UNiFEED**, a daily satellite feed distributed via APTN's Global Video Wire, and soon through Internet download in broadcast-quality. In coming weeks, the United Nations will reach out to new audiences through a dedicated YouTube channel. This new platform will offer the full range of programmes produced by UN Television, including *21st Century* and *UN in Action*. The UN continues to seek innovative ways to mobilize new audiences through mobile devices and social platforms.

Among the many new projects on the environment to be featured is the documentary based on the annual *Human Development Report* from UNDP, which this year focuses on climate change. The seven-minute film shows how climate change is already affecting the world's poor and how they will suffer most from the effects of global warming. There is also "**Eco-tips for Jeans**", a TV spot from UNEP with advice on how to wash jeans in an eco-friendly way.

Audiovisual products from the UN family touch on many themes in addition to climate change. UN-HABITAT is offering *Playing Between Elephants*, a documentary on post-tsunami reconstruction in Aceh and Nias in Indonesia. The World Bank has produced public service announcements on how gender equality relates to smart economics and news features on easing global trade in Mozambique. The WHO has video materials on various global health topics such as: innovative field research into malaria, river blindness and other tropical diseases.

The United Nations audiovisual family at MIPTV also **seeks co-production partners** on various projects. The World Bank, invites interested co-producers to discuss the documentary feature *The Three D's - Density, Distance, Division*, which asks the question: how will the world cope with the billions of people, many poor or displaced, moving about the planet.

"We invite TV broadcasters, mobile content providers and social platforms to discover **the wealth of material and media services which exist within the United Nations system**, that they can use to produce human interest stories in formats from the small screen to mobile devices," said Caroline Petit, who will represent the UN Department of Public Information at MIPTV.

For further information, please contact **Ms. Caroline Petit, Head of Media Partnerships in New York** ([petitic@un.org](mailto:petitic@un.org)) and visit the **MIPTV 2008 page on the UN Audiovisual Family website** ([www.un.org/av/unfamily/miptv08.html](http://www.un.org/av/unfamily/miptv08.html)). At MIPTV, please visit **Booth G3.33** or call **+33 (4) 92 99 83 34**.

For general information, please visit the **UN Multimedia website** ([www.unmultimedia.org](http://www.unmultimedia.org)).

