

Who we are

SustainabiliTV is an innovative eco-oriented TV and Media production company based at Doublewide Media in New York City. We create and distribute TV programming and new media, such as web casts, pod casts and viral video, all with a keen eye toward enhancing the sustainable evolution currently underway in society. Our goal is to help promote triple bottom line businesses – those who hold the interests of **people, profit and the environment**.

SustainabiliTV is a diverse team of media professionals, all of whom bring many years of top quality production experience to the table and who are passionate and knowledgeable about environmental issues. Our camera-people, directors, editors and producers have worked with some of the world's best talent and have lent their skills to an eclectic range of projects, including Oscar winning feature films, TV series, iconic TV commercials, and award-winning underwater natural history documentaries.

As a company with global reach and resources, SustainabiliTV produces positive programming with a history of international production and distribution through networks across the U.S., North and South America, England, Australia, Africa, and Hong Kong.

Why we are doing it

We have reached a crucial point in the development of our planet. The Earth we live on today is environmentally unsustainable and without immediate and meaningful action, we will reach a point of no return. For us, sustainability including sustainable global development is not a convenient marketing option, fashionable buzzword or current programming trend, it is an essential consciousness that needs to be sold to the world by those who understand its importance.

SustainabiliTV is in a position to germinate such immediate and meaningful action. We believe that the sustainable evolution requires skilful communication & must make use of film, television, and new media in order to stimulate positive cultural change. Additionally, we believe that sustainability is growing into an economic commodity, and we wish to be at the vanguard of this sector.

How we are doing it

Through the use of traditional and new media—TV, cable, and broadband content—we offer sponsored entertainment whether it is for a series of webisodes or sponsorship of a TV series. Our intention is to specifically utilize the web as an integral part of our distribution by video streaming, blogging, and seeding.

An example of this would be to create “branded content,” which would be fully financed by an eco-friendly company. enabling them to forever link their product to the program. This approach guarantees sponsorship will be cleared in all markets.

We are going to create programming in which people identify with personal stories of sustainable culture. SustainabiliTV's content will create a snowball effect, which will enlarge the sustainably-motivated consumer market and so create a greater audience base for our programs, sponsors and advertisers. We will demonstrate that the Sustainable Evolution is desirable, affordable, and highly achievable and in the long term, also makes considerable economic sense.

SustainabiliTV's approach will capitalize on our new media expertise, new models of distribution and the current financing challenges faced by a highly competitive TV broadcast industry. We will take advantage of the current broadcast market's hunger for original programming and create an opportunity for sponsors to align themselves with a positive media message.