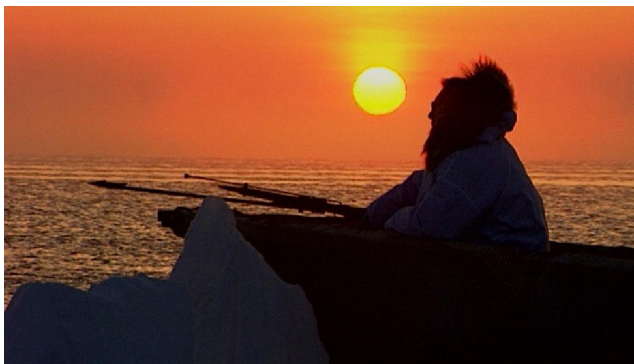




## So where do we find "the good story"?

It is our philosophy that the good story is most often to be found far away from the TV-studio.

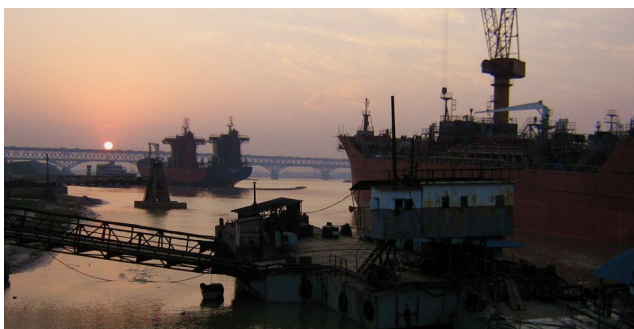
We also believe that the inherent strength of the TV medium lies in showing rather than telling. Good television programming should give the viewer contact to people, places and events which they would otherwise not have the opportunity of experiencing. The good story gives the viewer new insight.



*Inupiat Eskimo whaler under the midnight sun, Barrow, Alaska 1999*

Channel 6 Television has always strived to bring the camera to the story - and not the other way around.

Whilst our facilities and experience equip us well for multi-camera studio and OB productions, the production discipline of our choice is usually the "hand-made" single-camera production, whereby the story is brought to life through solid research, good planning and classic shooting methods. Attention to detail and good craftsmanship are the foundation for a Channel 6 Television production.



*Sunset over the Jinling Shipyard on the Yangtze River, China 2005*

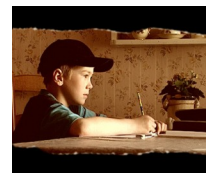
Our philosophy is proven in practice through 25 years of production - documentaries from some of the world's most inaccessible and inhospitable locations; industrial and education programming from locations to which few people gain access; public information

films that bring the camera - and the viewer - behind the scenes of everyday life.

A wide general knowledge, curiosity and a fascination for detail are the forces behind our work, which when combined with experience and endurance, lead us forward to the good story.

To tell the good story is to share an experience with others - regardless of whether the story is entertaining or thought provoking. The good story - for broadcast television, advertising, industry and education - gives the viewer new knowledge and understanding - and the basis for relating to the world in a new way.

Even the most gruesome or gloomy story can be positive - if it tells the viewer that "here it is possible to do something", "here something is being done" or "here it matters".



The company's many documentaries and information films produced for private organisations and charities, as well as many information-spots produced for broadcast, are excellent examples of the good story.



Industrial and corporate films are a particular challenge. Even when promoting a commercial entity and its product, it is important to portray an "organisation with a heart" whose product and services give pride to its employees and benefits to its customers. Corporate values such as conscience and commitment give credibility and a deeper meaning to the product.

Wherever the good story is to be found, finding it is only half the challenge - bringing the story to the camera - and the audience - requires detailed planning and professional production management - a vital facet of our craft.