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**LINK TV LAUNCHES VIEWCHANGE.ORG – THE NEXT-GENERATION WEBSITE  
FEATURING THE MOST COMPREHENSIVE AND RELEVANT MULTIMEDIA  
INFORMATION ABOUT PROGRESS IN GLOBAL DEVELOPMENT**

**VIEWCHANGE.ORG USES THE POWER OF VIDEO TO TELL STORIES ABOUT  
REAL PEOPLE AND PROGRESS IN DEVELOPING COUNTRIES**

San Francisco, Calif. – U.S. independent television broadcaster, Link TV, has officially launched ViewChange.org, a new multimedia website ([www.ViewChange.org](http://www.ViewChange.org)) to spark progress in improving the lives of people in developing countries.

Funded by the Bill & Melinda Gates Foundation, the site combines powerful video stories with the latest semantic web technology, highlighting videos, articles, blogs, and actions about efforts to eliminate hunger, poverty, and disease in the developing world. Videos featured on the site reflect the progress being made in reaching the United Nations Millennium Development Goals (MDGs).

“ViewChange.org enables people and organizations to share stories that will influence others and make it easy to take action that supports global development,” said Karen Stevenson, President and CEO at Link TV. “Through the site, viewers can, as never before, explore relevant articles from research organizations, donate to a cause, or share stories directly with media and policymakers.”

ViewChange.org combines the video-sharing power of YouTube with the open information of Wikipedia and the mission-driven focus of any advocacy website. Using the newest technologies, the site pinpoints the most relevant information with unrivaled search accuracy. Rather than simply scanning for keywords, ViewChange.org’s cutting-edge technology analyzes context and meaning to provide the most relevant – and current – information from across the web.

“We wanted to make it possible for more people to discover – and be inspired by – great stories about global development,” said Kim Spencer, Chief Content Officer at Link TV. “So, just as you might walk through different sections in a bookstore, you can browse ViewChange.org for stories on more than 1,000 topics that our semantic tool has discerned. You can narrow your search down by topic and region or you can stumble upon a great story you didn’t even know existed.”

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"Smart investments in global development are helping the poor build healthier, better lives," said Susan Byrnes, deputy director, Public Affairs and Communications with the Bill & Melinda Gates Foundation. "ViewChange.org showcases inspiring stories of individuals and communities in the developing world making real economic and social progress."

ViewChange.org helps organizations and individuals make the case for global development and increase their impact. The site uses a Linked Data model that allows ViewChange.org to communicate about a given topic with other websites that contain related information.

*Link TV is one of the nation's largest independent television broadcaster and is devoted to providing diverse global perspectives on news, current events, and world culture not typically available on other U.S. networks. Link TV is available as a free 24/7 service on DIRECTV channel 375 and DISH Network channel 9410, reaching nearly 33 million U.S. homes. Select Link programs are also shown on more than 170 local cable outlets. For complete background information, program schedule, and internet streaming of more than 4,400 of Link TV's original programs, music videos, documentary clips, and interviews, visit [www.linktv.org](http://www.linktv.org).*

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