



AIDS 2014 TV partnership announced with WebsEdge

As convener of the 20th International AIDS Society (AIDS 2014), the International AIDS Society (IAS) is partnering with the international film and broadcasting company, WebsEdge, to bring AIDS 2014 TV to the 20th International AIDS Conference, from July 20-25 2014 in Melbourne, Australia.

AIDS 2014 TV will be an onsite conference television channel featuring a new episode daily, shown around the convention centre, on screens and in hotel rooms, as well as online on YouTube, on the conference website, and on social media.

This venture serves to share conference proceedings, raise the visibility of HIV professionals and policy makers and to provide an opportunity to learn about new and ongoing programmes that are making a difference in the HIV field.

Each daily TV show has two features: “**Thought Leadership**” and “**Conference News**”. Thought Leadership pieces are five-minute sponsored film segments highlighting the latest advances, case studies and best practices in the field of HIV. Conference News is a daily programme of conference highlights, featuring “behind the scenes” interviews, coverage of conference events, and reactions to the day from attendees.

WebsEdge will be reaching out to organizations and institutions to describe the “Thought Leadership” programme and seek their engagement in creating the five-minute documentary-style films highlighting particular aspects of their work.

There are a limited number of places available for the five-minute films. If you would like to explore having a film featured in the programme, please contact WebsEdge’s Director of Sales Mark Rose: mark@websedge.com

To view a selection of news highlights and featured films from similar programmes produced by WebsEdge, please visit the following links:

<http://www.websedge.com/videos/health>

<http://www.thelancet.com/>

<http://www.globalhealthtv.com/>

END

AIDS 2014 Conference Organization

AIDS 2014 is convened by the IAS and permanent partners the Global Network of People Living with HIV (GNP+); the International Council of AIDS Service Organizations (ICASO); the International Community of Women with HIV/AIDS (ICW), and the Joint United Nations Programme on HIV/AIDS (UNAIDS).

Non-permanent partners are the Positive Women's Network and Sidaction.

The Australian based partners are: AusAID; the Australasian Society for HIV Medicine (ASHM); and the National Association of people with HIV Australia (NAPWHA).

The Asia Pacific Partners are: The Asia Pacific Network of Sex Workers (APNSW); the AIDS Society of Asia and the Pacific (ASAP); and the National AIDS Research of India (NARI).

AIDS 2014 on Social Media

Facebook: www.facebook.com/InternationalAIDSConference

Twitter: [@AIDS_conference](https://twitter.com/AIDS_conference) [#AIDS2014](https://twitter.com/AIDS2014)

YouTube: www.youtube.com/iasaidsconference

About the IAS

The International AIDS Society (IAS) is the world's leading independent association of HIV professionals, with over 16,000 members from more than 177 countries working at all levels of the global response to AIDS. The IAS members include researchers from all disciplines, clinicians, public health and community practitioners on the frontlines of the epidemic, as well as policy and programme planners.

The IAS is custodian of the biennial International AIDS Conference, which will be held in Melbourne, Australia, 20-25 July 2014 and lead organizer of the IAS Conference on HIV Pathogenesis, Treatment and Prevention, which will be held in Vancouver, B.C., Canada, 19-22 July 2015. www.iasociety.org | www.aids2014.org | www.ias2015.org