

**B-Roll Opportunity for broadcasters to cover
UN Sustainable Development Summit (25-27 September)**

*UNifeed allows broadcasters to cover historic summit in New York
for adoption of new Sustainable Development Agenda*

Over 150 Heads of State and Government are confirmed to attend the UN Sustainable Development Summit for the adoption of an ambitious, bold and universal sustainable development agenda that will end poverty, fight inequalities and tackle climate change.

The Summit will be held from 25 – 27 September 2015 at UN Headquarters in New York. The opening ceremony will kick off with the film screening “The Earth from Space,” followed by musical performances by UN Goodwill Ambassadors Shakira and Angélique Kidjo, as well as call to action by Malala Yousafzai and 193 youths.

Opening remarks will be delivered by Yoweri Museveni, President of Uganda, Lars Løkke Rasmussen, Prime Minister of Denmark, the United Nations Secretary-General Ban Ki-moon, and civil society representative, Salil Shetty, Amnesty International. The Sustainable Development Agenda, entitled “*Transforming Our World: The 2030 Agenda for Sustainable Development*,” along with the 17 Sustainable Development Goals, will then be officially adopted by world leaders.

During the Summit, timely broadcast-quality video and high-resolution photos on statements by world leaders at the plenary meeting and interactive dialogues on key sustainable development issues, as well as press conferences will be available free of charge for broadcasters through *UNifeed*.

The latest Summit programme, speakers and supporting documents will be posted and updated at www.un.org/sustainabledevelopment/Summit.

B-ROLL OPPORTUNITY

About UNifeed Video

UNifeed enables news providers to cover important global issues by offering timely broadcast-quality video from throughout the UN system. Material is currently available in two formats: on-demand streaming Flash and broadcast-quality MPEG-2 PAL and NTSC for broadcast use. All material is also accompanied by shot lists and story synopses.

UNifeed also delivers stories through Associated Press Television News (APTN) to its clients around the world in a ten-minute package transmitted by satellite twice daily (Monday- Friday 2145-2155 / 0145-0155 GMT). For more information, contact APTN Broadcast Services.





Broadcast

UNTV will cover the Summit live in HD between 25-27 September. TV packages will be available to broadcasters through *Unifeed* at www.unmultimedia.org/tv/unifeed. These packages are also distributed twice daily through APTN. Broadcast quality video files can be requested from video-library@un.org.

UN Radio will also cover the Summit and will be filing daily news stories in a number of UN languages. These can be accessed at www.unmultimedia.org/radio.

Multimedia

Selected photographs of the Summit will be available from *UN Photo* online, along with other multimedia materials, at www.unmultimedia.org. Key photos from the Summit will also be shared through social media in real-time. Additional photos and high-resolution files can be obtained by contacting the *UN Photo Library* at photolibr@un.org.

Webcast

The plenary meeting, interactive dialogues and press briefings will be webcast live at <http://webtv.un.org>. A timetable snapshot of the Summit is available in the attachment.

Copyright

Subject to the [Terms of Usage](#), UNifeed materials are available **free of charge** for news purposes only. UNifeed materials may not be sold or redistributed to third parties without the prior written consent of the UN or the UN entity which is source of the UNifeed material. All users of UNifeed materials must provide due credit to the United Nations or any UN entity source(s) in their use and broadcast of UNifeed materials.

Availability

Broadcast-quality video for UNifeed stories is available online for two weeks. Should you wish to request archival material, please contact the agency source of the material. For UNTV stories, please contact the UN Video Library. All Library policies, procedures, and fees will apply to the footage requested after the two-weeks period.

Please note that video footage and archival material services are provided only to broadcasters and independent producers working for broadcast companies or networks.

MEDIA CONTACTS

UN Department of Public Information:

Francyne Harrigan, E: harriganf@un.org, M: +1 (917) 428-7505

Dan Shepard, E: shepard@un.org, M: +1 (646) 675-3286

Sharon Birch, E: birchs@un.org, M: +1 (646) 342-5873

Ken Matsueda, E: matsueda@un.org, M +1 (631) 636-7991

