

SBTV screenshot

SB.TV

BROADCASTING FOR HUNDREDS OF THOUSANDS OF YOUNG PEOPLE

By SBTV

Project URL: sbtv.co.uk

Project Twitter: [@sbtvonline](https://twitter.com/sbtvonline)

- Community Engagement
- Audiovisual
- Social Software

SB.TV is an online youth lifestyle broadcasting phenomenon. It was set up by 24-year-old Acton boy Jamal Edwards to give a voice to young people and has grown to 67m+ YouTube views and hundreds of thousands of subscribers.

The site, and Edwards, are high-profile role models and employers for youth from less advantaged backgrounds. 'My teachers used to say, "you are only going to work in Safeways", and it just made me want to prove them wrong,' says Edwards, who as one of London's hottest new entrepreneurs is increasingly tapped by politicians for commentary on issues of social justice, in the wake of the London 2011 riots, for example.

But, whereas the 10-strong SB.TV team built its reputation on its coverage of the UK grime and music scene, and has expanded to cover more diverse content areas (aiming to make 'unbiased content that 'we hope will serve as entertainment and inspiration') it is Edwards' latest venture that is likely to be the most overtly political. He has announced plans to launch a new channel, called BITE that will be solely dedicated to bringing current affairs alive for young people. 'The news was created to engage and inform us but as young people we've shown and driven new ways to communicate and engage - but has the news changed with us?' asks Edwards.

A promo for the new channel highlighted the problems of biased media ownership, its inaccessibility, and its negative portrayal of young people.

Image courtesy of SB.TV

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