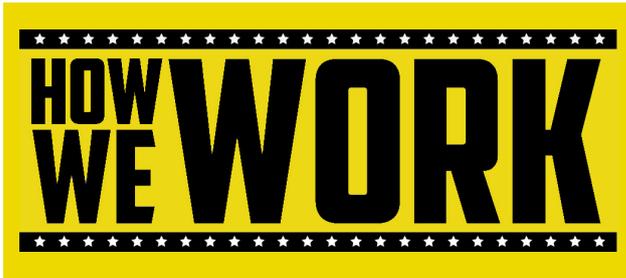




MTV EXIT is the world's largest behaviour change campaign in the fight against human trafficking and exploitation.

Harnessing the power of the MTV brand, MTV EXIT has one vision: to contribute to a reduction in human trafficking through the design and implementation of innovative campaigns that equip young people to make informed, empowered decisions.

In partnership with the United States Agency for International Development (USAID) and the Australian Department of Foreign Affairs and Trade (DFAT), MTV EXIT works closely with key stakeholders and influencers across the globe, including international and local celebrities, media and corporate partners, anti-trafficking and youth organisations, government agencies and young people to create targeted campaigns that promote safe migration, and to take social action.



MTV EXIT produces an exciting mix of on-air, on-the-ground and online programming to raise awareness of human trafficking and exploitation.

Its internationally broadcast programs include a series of multi-language **documentaries**, "Enslaved", "Trading lives", "Traffic", "Invisible Slaves", "Sold" and "Inhuman Traffic", which present country-specific human trafficking trends through real-life stories hosted by celebrities, including Angelina Jolie, Lucy Liu, Jared Leto, Calle 13, Lara Dutta, Rain, Han Geng and Woo Young.

"Butterfly" is an original MTV EXIT three-part drama series produced in Korea that highlights different aspects of human trafficking. Other **drama programming** includes a multi-language animation, "Intersection", and the short-film series "Parallel Lives".

MTV EXIT has also produced a number of **music videos** with artists including Radiohead, The Killers, Muse, Simple Plan, The Click Five and local musicians from around the globe, as well as a creative series of public service announcements in Asia and Europe. In addition, MTV EXIT produces concert and artist specials for many of its live concert events.

All MTV EXIT programming is rights free and available free-of-charge to broadcasters.

MTV EXIT has produced 38 **concerts** across Asia and Europe and made history by producing the first-ever major international concerts at Angkor Wat in Cambodia, in Yangon, Myanmar, and in Dili, Timor-Leste. MTV EXIT concerts have featured top international and local artists, including Placebo, Jason Mraz, Super Junior, Simple Plan and R.E.M.

MTV EXIT's youth engagement team works across the Asia Pacific region to empower young people through creative **workshops, trainings**, concerts and other community events. Its youth engagement program emphasises leadership and creative media-based learning and communication to encourage young people to become advocates for change.

The MTV EXIT campaign uses a Communications for Development (C4D), results-focused framework to tailor messaging for each program output. Its research and learning team assures results are continuously assessed to inform the design of MTV EXIT's work and to track the impact of its programs.

## MTV EXIT AT A GLANCE

38 concerts in 18 countries  
1.8 reached through live events  
47 million viewers of MTV EXIT programs  
570 community outreach events



Human trafficking is the buying and selling of men, women and children within countries and across borders for the purpose of sexual exploitation and forced labour. It is driven by demand for cheap labour and services, and fuelled by poverty, lack of employment opportunities, limited access to information, gender inequality, family and social expectations. While recruitment methods vary, in all cases the trafficker takes away the basic human rights of the victim: the freedom to move, to make choices, and to control one's own body and mind.

Human trafficking is a global phenomenon, happening in every country in the world right now.



## TAKE ACTION

If you suspect a case of human trafficking or exploitation in Thailand, please call 1300.

## SPEAK UP

Add your voice to the conversation against human trafficking by connecting with MTV EXIT on social media.

Facebook  
Twitter  
Google+  
Instagram  
YouTube

facebook.com/mtvexit  
@mtvexit  
plus.google.com/+mtvexit  
instagram.com/mtvexit  
youtube.com/mtvexit

## LEARN MORE

To find out more about the MTV EXIT campaign, human trafficking and exploitation, and how you can get involved in the fight to stop this, please visit [MTVEXIT.org](http://MTVEXIT.org)