



AN INNOVATIVE MULTIMEDIA PROGRAM TO INCREASE AWARENESS AND PREVENTION OF TRAFFICKING IN PERSONS TO PROMOTE BEHAVIOURAL CHANGE AND DRIVE SOCIAL ACTION

END OF PROJECT FINAL REPORT

OCTOBER 2006 – JUNE 2014





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1 Foreword

MTV EXIT Foundation

Dreams of a better future pervade the mindset of young people. They dream of a better life: for themselves and their families. For many young people, particularly those in the poorest socioeconomic strata, it's this pursuit of happiness, security and prosperity that drives them to take risks, by migrating for work opportunities that they often know little about.

These kinds of risks can make young people vulnerable to trafficking and exploitation. This issue affects every country on earth, and is one of the greatest human rights violations of our time.

Since 2004, MTV EXIT has been one of the leading anti-human trafficking campaigns globally. The campaign aims to inspire young people to take action, and empowers them with the information and resources they need to help protect themselves from falling prey to traffickers.

Looking back over MTV EXIT's 10-year history, we're proud of

the impact the campaign has had on our youth audiences. Social responsibility is coded into MTV's DNA and is the hallmark of its employees, who shape and drive MTV's social efforts. MTV EXIT has been a critical part of the way we engage with young people around the world, positively affecting their attitudes and encouraging protective behaviours.

Tackling modern slavery is no small feat. Globally, over 20 million people are victims of forced labour, and this number continues to rise. Still, a fundamental shift has occurred in the past decade: many countries have enacted anti-slavery laws, police forces are being trained to better identify traffickers and assist survivors, and more young people are aware of the risks and are better equipped to avoid the tricks of traffickers. Universities are even offering degrees in anti-trafficking, something that was previously unheard of.

The world of anti-trafficking has been adapting, and so has MTV

EXIT. We are proud to have been a part of a growing movement of governments, non-governmental organisations, companies, celebrity activists, advocates, and safe houses fighting to end human trafficking.

For 10 years, MTV EXIT has raised awareness of human trafficking using the power of the MTV brand. We've shared the stories of the individuals who are bravely fighting against trafficking, and in doing so, we've reached massive youth audiences around the world with powerful anti-trafficking messaging.

We stand at a pivotal moment in our organisation's history. The issue of human trafficking is an ever-changing one and we have adapted our strategy accordingly. At this time, we take stock and learn from our efforts over the past decade.

This report is a celebration of the efforts of all of those brave young people and communities with whom we have worked.



2 EXECUTIVE SUMMARY

This report presents the results of the MTV EXIT international multi-media program to raise awareness about the crime of human trafficking; a modern day form of slavery. The report details the main achievements, most significant program challenges, and lessons learned from the implementation of the MTV EXIT program, for the period October 2006 to June 2014. The MTV

EXIT Foundation (MTVEF), formerly known as the MTV Europe Foundation, has facilitated the MTV EXIT program.

MTV EXIT was a large-scale multi-media program designed to raise awareness of trafficking in persons (TIP) with the objective of promoting behaviour change and driving social action. The program has been an innovative

multi-donor partnership between MTV, the United States Agency for International Development (USAID) and the Australian Government's Department of Foreign Affairs and Trade (DFAT). The partnership formed with the aim to contribute to a reduction in human trafficking as well as to strengthen the anti-TIP (ATIP) sector within the region.

TOTAL PEOPLE REACHED, MTV EXIT 2006–2014

The program successfully raised awareness of trafficking in persons (TIP) and exploitation in the Asia Pacific region using the power of mass media. After eight years of USAID support, the program concluded on June 30, 2014. The MTV EXIT program's main achievements include:

1. Increasing anti-TIP knowledge and attitudes among targeted groups, and achieving a positive change in anti-TIP preventative practice among its audience;
2. Strengthening independent regional capacity to use mass and social media campaigning and targeting to educate the public about human rights and justice;
3. Maintaining and strengthening key government-level advocacy to foster strong anti-TIP support regionally and nationally;
4. Maintaining and strengthening national and regional mass and social media relationships to ensure consistent dissemination of anti-TIP messages and promotion of dialogue.

With USAID's support, MTV EXIT reached over 1.8 million people directly through hundreds of Live Events, which attracted top international and local artistic talent with targeted ATIP messaging. The program's educational television content was viewed an estimated 83

PEOPLE REACHED THROUGH LIVE EVENTS

1.85M

TOTAL VIEWERS OF MTV EXIT TV PROGRAMS

83M

TOTAL NUMBER REACHED ONLINE

547M

CONCERTS PRODUCED

40

TV PROGRAMS PRODUCED

144

MTV EXIT YOUTH AMBASSADORS TRAINED

1277

TOTAL LEVERAGED FROM NON-DONOR PARTNERS (FINANCIAL & IN-KIND)

\$133 MILLION

COMMUNITY EVENTS HELD

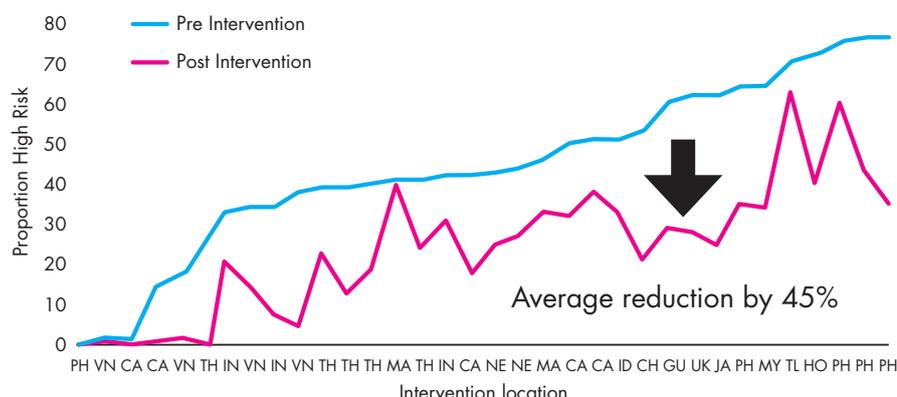
570

PRIVATE SECTOR PARTNERS

600

million times on air and reached over 30 million people online, with a potential overall online reach of 540 million. MTV EXIT built an active social media community of over 2.1 million users spanning the globe. The campaign also pioneered an innovative ratings-and-impact methodology, employing over 40 beneficiary and control group studies to measure the impact of its interventions on the levels of knowledge, attitudes and intended behaviours of audiences and participants.

POST INTERVENTION SHIFT IN HIGH RISK SEGMENT (%)



MTV EXIT’s overarching program goal was to contribute to a reduction of human trafficking in the Asia Pacific region by raising awareness, promoting behaviour change and driving social action. MTV EXIT successfully achieved this goal. The program saw significant shifts in young people’s knowledge, attitudes and intended behaviour with respect to trafficking.

Through independent quantitative baselines surveys, MTV EXIT was able to segment its audience into low, moderate and high risk groups based on the developmental stage of their mindset vis-a-vis human trafficking. Within the high risk group, knowledge levels were considered very low and stated behaviour was such that it supported demand for human trafficking or potentially put young people at risk. The graph above shows the reduction in the high-risk segment following MTV EXIT interventions across countries. People in the high-risk category were usually the primary target of MTV EXIT programs, since those people were most likely to be tricked, coerced or forced into situations of forced labour or sex work. On average, the high-risk segment saw a reduction of 45 percent as a result of watching an MTV EXIT program, or attending an MTV

EXIT live event or training. This significant achievement shows that MTV EXIT’s interventions helped to prevent youth from being trafficked by improving their knowledge, strengthening positive attitudes and influencing behavioural intentions.

The MTV EXIT Foundation established itself as a UK registered charity in 2004, and operated under a gratis license through MTV Networks Europe (MTVNE) to enable the campaign to use the MTV branding in its efforts to educate young people

about human trafficking. After its first campaign in Europe, funded by the Swedish International Development Cooperation Agency (Sida), MTVEF received funding in 2006 from USAID/RDMA to expand its work across the Asia Pacific region to reach at-risk youth with critical safe migration messages. In 2010, the program also confirmed support from AusAID (now DFAT).

MTV EXIT has been a critical player in the ATIP sector, providing valuable programming, materials and trainings to a broad range of stakeholders. The program worked with regional, national and local organisations, and governments to build sustainable counter human trafficking (CTIP) partnerships. This included developing communications capacity, mobilising youth to promote TIP awareness, and advocating with governments working against human trafficking.

TOTAL DONOR FUNDING, MTV EXIT 2006–2014

Year	Donor	USD Amount
2006–14	USAID	11.4 million
2010–14	DFAT	4.6 million
2010	Int’l Relief & Dev. Fund (SERASI)	71,000
2011	World Vision	4,500
2011	US Embassy Singapore	6,200
2011	UNICEF LatAm (MTVNLA)	50,000
2012	UNICEF Korea	85,000
2012	Nathan Inc. (USAID)	245,000
2012	US Embassy Burma	15,000
2012	Taiwan Foundation for Democracy	8,000
2012	Walkfree	1.6 million
2012	Winrock (USAID)	70,000
2013	ILO	25,500
2013	IOM Ukraine (USAID)	200,000
2013	US Embassy China	10,000
2013	Walkfree	80,000
TOTAL		18,467,969



3 INTRODUCTION

Human trafficking is a global issue affecting every country in the world, with some regions more significantly affected: 56% of victims are in the Asia Pacific region (11,700,000), with Southeast Asia, and some parts of South Asia, representing key sub-regions that supply trafficking victims to the rest of the world.¹ The vast majority of trafficking victims are young people.

¹ http://www.ilo.org/wcmsp5/groups/public/-ed_norm/-declaration/documents/publication/wcms_181953.pdf

Today almost one in five people are between the ages of 15 and 24 – the largest population of young people in developing countries that the world has ever seen². According to the UN, the Asian Pacific region is home to over 45% of the world's youth, amounting to around 700 million young people. Attention is now on youth, as economic, political, technological and social shifts across the region affect them greatly. However, developing

² <http://www.unfpa.org/6billion/facts.htm>

countries are also struggling to absorb large numbers of young people into education systems and labour markets.³

A key challenge affecting youth in the Asia Pacific region is unemployment: associated with migration, trafficking and exploitation. Young people are the first to feel the brunt of economic downturn and the transition

³ http://www.ilo.org/wcmsp5/groups/public/-ed_emp/-ed_emp_msu/documents/publication/wcms_181269.pdf

from education to employment represents a significant challenge for youth.⁴ In South Asia and Southeast Asia, youth are five times as likely to be unemployed as adults are and cross-border migration has become the primary option for many youth seeking gainful employment.⁵

Youth engagement with media in the Asia Pacific region is high, including those who move across borders or within their own countries. This creates an opportunity to use innovative, entertaining and appealing mass and digital media to inspire social resilience to human exploitation and trafficking in persons among young people.

In the trafficking context, a gendered perspective acknowledges that both men and women are trafficked, but face gender differences in vulnerabilities, experiences, and consequences of trafficking because of prevailing social, cultural, economic and legal norms. Gendered stereotypes also influence the portrayal of trafficked persons. In Southeast Asia, women and girls are often seen as vulnerable to being trafficked, and are trafficked, while men and boys are able to exercise a degree of control and are migrants. This portrayal has significant implications for both men and women in terms of how individuals assess their levels of risk; how they respond to prevention messaging and interventions in terms of

4 http://www.ilo.org/wcmsp5/groups/public/-ed_protect/-protrav/-migrant/documents/publication/wcms_201378.pdf

5 http://www.ilo.org/wcmsp5/groups/public/@ed_norm/@relconf/documents/meetingdocument/wcms_175421.pdf

"Its high production values, driving musical score, and slick edits, make the film, in the words of its producers, "very MTV." But don't expect to see boy bands or risqué hip-hop. MTV's "Traffic" is a hard-hitting, US-funded documentary that is part of a campaign aimed at educating vulnerable youth in Asia about the risks of being trafficked illegally for exploitative labour."

Christian Science Monitor (USA), February 2008.

knowledge, attitudes and practice, as well as how they are perceived and treated within legal and societal frameworks.

Identification is less common in male trafficking victims and men are more likely to be treated as irregular migrants. Although several countries have legal reforms that acknowledge men and boys may be victims of trafficking, identification and protection of trafficking cases involving men receives less attention in practise. This is possibly because where legal reforms have been enacted, supportive attitudes and social norms have been slow to follow. A continued bias towards addressing trafficking for the purposes of sexual, rather than labour, exploitation reinforces inaccurate understandings of risk profiles among individuals. As a result, MTV EXIT focused on prevention efforts in behaviour change methodologies to provide at-risk individuals and communities with an accurate understanding of their risk profile and support services available.

The steps that MTV EXIT took to address gender, as laid out in its Gender Strategy, included:

gender mainstreaming; building MTV EXIT capacity for gender analysis and planning; promoting and facilitating the use of sex disaggregated data and gender analysis; establishing accountability, and building partnerships across a wide range of stakeholders. Because gender was a cross cutting objective in MTV EXIT's work, it was integrated across its four programming components – Media Content, Live Events, Youth Engagement, and Strategic Communication – from conceptualisation and developed through to implementation, Monitoring and Evaluation (M&E).



MTV is the world's largest television broadcaster and is a highly influential brand committed to using its power to educate young people on a variety of social issues. Globally, 640 million households across 161 countries see MTV Networks' brands, and 34 languages via 170 locally programmed and operated TV channels and more than 400 digital media properties are listened to. MTV Asia (MTVA), incorporated in Singapore, is Asia's largest 24-hour music television network, reaching more than 300 million households in over 25 countries and 10 languages across Asia via terrestrial, cable, and satellite. Viacom (MTV's parent company) Asia's brands include MTV, VH1, and Nickelodeon. Viacom Asia also operates 16 Asian websites in 10 languages. Viacom Inc. is a U.S.-based leading global media company, with pre-eminent positions in broadcast and cable television, radio, outdoor advertising and the Internet. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, licensing, merchandising and feature films.

The MTV EXIT program targeted vulnerable populations by

utilising the power and influence of MTV's brand and media platforms with critical social messaging that impacted young people's knowledge and attitudes with respect to human trafficking. Through a unique Communications for Development (C4D) approach, the program promoted behaviour change and aimed to drive transformative social action against trafficking in persons (TIP) by employing a mix of high profile concerts, youth trainings, Roadshows, television documentaries, dramas, public service announcements and music videos, as well as national and international trafficking-awareness websites and social media platforms.

In addition, the program placed strong emphasis on working with and through regional, national and local organisations, building sustainable ATIP communications capacity, mobilising youth to promote awareness of TIP, and advocating for greater commitment to the ATIP agenda. MTV channels, as well as free-to-air terrestrial broadcasters, aired MTV EXIT's television material both nationally and regionally. In addition to these outputs, the program produced printed material, supported youth trainings and media capacity development camps, as well as working with local ATIP partners to extend their messages and brand to areas that MTV would find difficult to target.

The support levered through the MTV/USAID/DFAT Partnership included: (i) additional corporate funding; (ii) additional grant support, i.e. through NGOs and multilaterals; (iii) MTV airtime value and non-MTV airtime value; (iv) in-kind services and reduced fees i.e. flights, hotels, reduced production costs, reduction in service charges; (v) public relations (PR) value, i.e. the value of all press coverage for the program; and (vi) digital media platforms.



The program has been a part of USAID's Global Development Alliance model of public-private partnerships, leveraging millions of dollars for the Agency's development goals. Over the lifetime of the project, MTV EXIT leveraged over \$133m of in-kind contributions (see below for explanation of recorded media values) and investments from over 600 private sector and broadcast companies; more than a 10:1 match on donor funding. The use of the MTV brand was critical in leveraging these additional resources into the program and helped to ensure the production of the program was highly cost effective and efficient, but also capable of implementing at a scale that could not be realised with donor funds alone. The recorded media values are estimates (not actuals) based on the aggregated value of the exposure of editorial content on all media platforms (including MTV TV channels, 3rd party broadcasters, online, print etc), and for broadcasters, include a x3 multiplier to reflect PR value of editorial content, not broadcast value, in line with media industry standards.

Until recently, the counter-trafficking sector has focused

"Our Agency has been a dedicated supporter of the MTV EXIT campaign, helping to raise awareness about human trafficking around the world. As we've seen, knowledge can lead to freedom, giving us all the power to end modern slavery"

Raj Shah, USAID Administrator,
December 2012.

on general human trafficking awareness raising. However, based on the early experiences of MTV EXIT, it became evident that a more robust C4D approach was necessary in order to strengthen the transmission of information about the risks of human trafficking to achieve a desired preventative and protective behaviour change. Addressing such a complex issue required a participatory process whereby people were empowered through effective communications tools to identify problems and develop sustainable solutions within their own societal contexts.

Within the context of a prevention and counter-trafficking campaign, the C4D approach:

1. Delivered information to raise awareness of human trafficking;
2. Facilitated access to vetted ATIP resources and services;
3. Aided messaging and effectiveness through participation;
4. Amplified voice to reduce negative attitudes of stigma and discrimination;
5. Supported advocacy to stimulate public dialogue;
6. Promoted social action and empowerment.



4 CORE PROGRAM COMPONENTS

4.1 Media Content

Since the campaign first launched in 2004, media content has been a fundamental component to promoting behaviour change and driving social action for the prevention of TIP. In June 2004, MTVEF, MTV Networks Europe (MTVNE) and Sida formed an alliance to educate young people on critical social, political and human rights issues through the development of celebrity-driven, high production value media content.

The first campaign was branded as MTV EXIT (End Exploitation & Trafficking) and launched in July 2004 with a specific focus on human trafficking of women for sexual exploitation in Europe. MTVNE provided valuable in-kind support through its European network of youth-directed television channels – available in over 134 million households with an estimated potential audience of 536 million people in Europe

and Eurasia. MTVEF's overarching aim was to utilise and maximise the power of MTVNE's network and brand to educate young people across Europe on TIP, chiefly through the production and broadcast of special on-air programming.

This first Sida-supported MTV EXIT campaign saw the launch of a 30-minute documentary "Inhuman Traffic" hosted by

MAJOR MTV EXIT PROGRAMS BY TYPE AND REGION

Type of Program	Title	Distribution Region	Versions	Television Reach
Documentaries	Traffic	Southeast Asia	13	13.7 million
	Sold	South Asia	4	
	Enslaved	Southeast Asia	12	
	Human Traffic	China	1	
	Trading Lives	Ukraine/Russia	2	
Drama	Intersection (animation)	Southeast Asia	10	1.8 million
	Butterfly (Korean soap opera)	Asia	8	
Live Concert Specials	Multiple Titles	Asia	24	9.3 million
Artist Specials	Placebo Live at Angkor Wat	Global	4	4.4 million
	Super Junior Live in Hanoi	Asia	6	
	Kate Miller-Heidke Live in Nepal	Southeast Asia	2	
	The Click Five Live in Cambodia	Asia	4	
	Agnes Monica Live in Indonesia	Southeast Asia	2	
	Simple Plan Live in Vietnam	Global	3	
	Jason Mraz Live in Myanmar	Global	5	
Music Videos / PSAs	Radiohead music video	Global	6	7.8 million
	The Killers music video	Global	8	
	Muse music video	Global	8	
	Simple Plan music video	Global	3	
	Sunita Multipurpose PSA	South Asia	2	
	Fake Ads (Hospitality) PSA	Southeast Asia	4	
	International Traffickers Association PSA	Southeast Asia	2	

*Note this is not an exhaustive list of all MTV EXIT programs. The complete list is located in the Content Library in Appendix 8.3.

Angelina Jolie, actress and human rights advocate, which premiered across MTV Europe's 134 million household television network. The documentary, alongside a series of short-form Public Service Announcement's (PSAs), generated unparalleled media attention and exposure throughout Europe.

In September 2006, building on the success of the MTV EXIT campaign in Europe, MTVEF

and MTVNE signed a new co-operative agreement with USAID/RDMA (the Regional Development Mission for Asia) to implement a pan-Asian ATIP awareness and prevention campaign. The campaign aimed to educate Asian audiences about the human trafficking issue, with core activities focused on the production and distribution of educational, innovative media content for television broadcast.

MTV EXIT has since delivered creative media content featuring ATIP messaging through a wide range of media channels and programming genres and formats. Diversity has been critical in providing key stakeholders and target audiences with the information necessary to inform awareness, generate knowledge, shift attitudes, and ultimately change behaviours.

MTV EXIT media content broadcast on MTV Asia's network of 12 channels and on over 60 media partners' national non-MTV channels. MTV EXIT's ability to leverage free television airtime, significantly 'added value' to programs and helped to ensure that a wide range of stakeholders were reached in markets where MTV brand presence was low or non-existent. In addition, the use of these materials within the ATIP sector for the purposes of local events, trainings and workshops extended the reach of media content considerably, including harder-to-reach vulnerable populations.

The core objectives associated with the approach to the Media Content component included:

- Disaggregating audiences and targeting them with high-quality ATIP messages;
- The production of high quality ATIP mass media outputs and effectively disseminating them to targeted groups;
- Strengthening the capacity of local media professionals through collaborating and the transfer of skills.

"To protect those who are vulnerable to human trafficking and to educate everyone else, the MTV EXIT campaign brings together a highly effective combination of professional documentary film making, live concerts and youth-related events that convey the right messages to arm us all with the information, insights and tools we need."

Matthew Friedman, Regional Project Manager, United Nations Inter Agency Project on Human Trafficking, August 2012.

HIG



LIVE CONCERT SPECIALS

After focusing on the production of fact-based programming during Phase I, MTV EXIT Asia Phase II saw a shift in priority to the production of large-scale live music events in strategically selected countries, in turn spurring the production of a series of high profile music-driven on-air concert specials harnessing the power and influence of music, film and celebrity. Integrated key ATIP messages via text scrolls, artist interviews and video excerpts allowed reach beyond the on-the-ground event and partnerships with terrestrial free-to-air broadcasters opened the concerts up to a wider national audience.

HIGHLIGHTS

MUSIC VIDEOS

Whenever possible, MTV EXIT also sought opportunities for building strategic partnerships with leading creative agencies in the region. MTV EXIT worked with internationally recognised agencies within the corporate sector to build their capacity in relation to the TIP issue and in return utilise their high-end technical expertise for the execution of high-quality music videos with globally recognised music tracks. The music videos contained a strong educational message about ethical consumer choices, and included collaborations with well-known influential artists such as Radiohead, The Killers, Muse and Simple Plan.

ENSLAVED

“Enslaved” is a groundbreaking documentary series comprising twelve different programs for different Asian countries and features celebrity hosts and on-screen contributors who represent all of the links in the human trafficking chain: victims, care providers, law enforcement officers, convicted traffickers and users or consumers. Valuable learnings from previous productions were incorporated into the design of the documentary series upon completion of Phase II M&E impact assessments on the documentary program “Traffic” and supplementary qualitative feedback from the ATIP community. Each program was then heavily informed by rigorous research and the disaggregation

of risk groups within each country that enabled more targeted effective messaging reflective of the most prevalent trafficking trends within each respective national context, amidst a vastly geographically complex region.

MTV EXIT conducted over one hundred interviews in ten Asian countries, in adherence to stringent organisational victim protection and child protection policies. The documentary series constituted the most ambitious MTV EXIT program to date in terms of volume of filming and strategic partnership support from key stakeholders at regional and national levels. Close consultation with national level government departments enabled MTV EXIT to have their filming permissions granted. The aim was not to produce high risk, evocative content, but rather to produce highly visible, high impact content to promote further dialogue with a range of stakeholders through positive collaboration. Such collaboration with governments allowed the programs to feature male Vietnamese trafficking victims for the first time in a film or TV program. The production team was allowed to also film in Myanmar, where previously foreign media had been expressly forbidden to report on human rights issues including human trafficking as discussed in the case study: the power of celebrities in Myanmar. (See page 26)

BUTTERFLY

Another flagship program during Phase III was an original Korean drama series titled Butterfly,

developed in accordance with an evolving regional phenomenon known as the “K-Wave” set forth by the proliferation of South Korean popular culture most notably in the form of pop music, drama and feature films. This exciting drama project was produced in Seoul by leading Korean drama experts and scriptwriters in accordance with the traditional conventions of the unique genre. The design of the drama series (three episodes versioned via subtitles or dubbing into multiple languages) was not only innovative with the integration of targeted ATIP messaging into an established genre, but also highly cost-effective in its ability to reach millions of people across a large geographic region.

TRADING LIVES

In 2013 with the support of USAID and the International Organization for Migration (IOM), MTV EXIT took its successful documentary production model to Ukraine. “Trading Lives” was a brand new documentary program filmed entirely in Ukraine, hosted by Jamala, a popular Ukrainian singer. Completed in November 2013, the 24-minute documentary features interviews with a Ukrainian male trafficked to Russia for forced labour, a Ukrainian female trafficked to Moscow for sex work, a Ukrainian female trafficked into forced labour in a factory, a representative from the Ukrainian Ministry of Interior, and an IOM Psychologist. The program broadcasted nationally on a number of free-to-air broadcasters and NGOs and youth groups used the documentary in trainings and outreach programs across Ukraine.

CHALLENGES

IDENTIFYING SYNERGIES

Identifying synergies with MTV EXIT media content outputs and the MTV brand was sometimes challenging. Throughout the duration of the MTV EXIT campaign, the MTV EXIT team worked closely alongside national level MTV channel teams in markets where there was an MTV presence. Hard-hitting human trafficking programs present a different approach to communicating with an MTV audience compared with most music or entertainment programs, however through close consultation with MTV channel teams, solutions were found.

DETERMINING TARGET GROUPS AND MESSAGING

Prioritising audience groups and narrowing the scope for targeted messaging promoted through media content sometimes presented a challenge. As MTV EXIT's portfolio of diverse genres and formats increased, it was necessary to clearly prioritise key ATIP messages and target audience groups for each program output, as not all programs could effectively reach primary, secondary and tertiary audience groups to maximum benefit. The implementation of an internal Research and Learning (R&L) team greatly strengthened the media content development process through the generation of comprehensive production briefs for individual programs, utilising a participatory and evidence-based approach to program development.

CELEBRITY AMBASSADOR ENGAGEMENT

On occasion, engaging celebrity ambassadors with the TIP issue was challenging. Celebrities are an intrinsic component of the MTV global brand and are regular fixtures in social movements due

to their ability to influence and affect mobilisation of targeted groups. MTV EXIT has engaged with a vast array of international, as well as national celebrity ambassadors, almost exclusively from the cultural realm of mass media film, television, music and sports. At times, the engagement of a celebrity ambassador with the TIP issue was poor, resulting in less meaningful and impactful delivery of ATIP messaging to target audience groups and subsequent media editorial. However when engagement of a celebrity ambassador with the TIP issue was positive, such as with Jason Mraz, multi-award winning American artist, the delivery of ATIP messaging and media editorial was invaluable. Learning from this, MTV EXIT Asia Phase III shifted its focus to selecting celebrity ambassadors with a propensity for social causes and respected public profile. Negotiations with talent managers took priority to ensure time allocation was sufficient for formalised in-person briefings and discussions prior to the roll-out of each activity.

LESSONS LEARNED

LOCAL RELEVANCE

One of the core lessons learned by MTV EXIT was the need for more locally relevant and culturally sensitive programs. Quantitative and qualitative evaluation findings on the impact of "Traffic" across countries suggested there was a need to increase the local relevancy of each subsequent documentary program produced through the inclusion of on-screen contributors from the targeted countries. This led directly to the concept behind the production of the "Enslaved" documentary series, a highly targeted and locally relevant series of local documentary programs.

CHILD PROTECTION POLICIES

It became clear that MTV EXIT needed formalised victim protection and child protection policies. In the early stages of the MTV EXIT Asia program, MTV EXIT worked closely with a number of organisations providing direct services to survivors of trafficking to source contributors that were willing to share their stories for content outputs. MTV EXIT diligently adhered to all ethical codes in regards to full transparency to contributors with how they would appear on-screen and through program distribution, however, only in accordance with agreements provided by the respective organisation.

After recognising the inconsistency with victim and child protection standards among partner organisations, MTV EXIT identified a valuable opportunity to generate formal protection policies to use in conjunction with all MTV EXIT program outputs. MTV EXIT victim and child protection policies also served to build the capacity of service providers by providing them with valuable guidance on how to engage with media.

LONG-TERM PARTNERSHIPS

Over time, MTV EXIT recognised the importance of leveraging the MTV brand and the TIP issue to establish longer-term strategic partnerships with production and media partners. There are numerous key examples of extremely high quality and financially valuable content that were produced as a result of these partnerships. As the campaign grew in size and the number of content deliverables increased, MTV EXIT made a clear decision to foster long-standing strategic partnerships with agencies demonstrating a deep investment in the campaign's overarching objectives and outcomes.



4.2 Live Events

MTV EXIT's campaign in Europe demonstrated that MTV events were a highly effective vehicle to raise awareness directly with young people. The events also supported local government, Non-Government Organisations (NGOs) and Community Based Organisations (CBOs) by providing a forum for them to interact with young people and the media in positive new ways, as well as providing a platform to promote ATIP efforts in the

In January of 2012, 10 Cambodian men were rescued from multiple Thai fishing vessels docked in Indonesia. One of the Cambodian men had been in a teashop when he saw an MTV EXIT documentary playing on the TV that had a Cambodian man telling his story of being trafficked onto a Thai fishing boat. When the Cambodian man saw this, he realised it was similar to his story and he was not going to be paid and needed to escape. He memorised the hotline number at the end of the film, then met with his friends. They pooled together their tea allowance to make an international phone call. They called to ask for help and because they were still with the ship, they were able to relay enough information for the UN agency in Thailand to inform the Indonesian authorities and coordinate a rescue.

As told to MTVEF Partnerships staff on 1/18/12 by the agency that received the call: United Nations Inter-Agency on Human Trafficking (UNIAP)

community. The MTV EXIT Asia campaign also learned through various Europe based ATIP events that to reach targeted audiences in a direct and influential way, live events were a crucial component of a holistic communications strategy.

Building on the rationale that the MTV name, logo and image could bring excitement, credibility and valuable media attention to public activities, free live events went on to represent a key pillar within the MTV EXIT Asia program strategic framework. They provided a high profile, inclusive, exciting and entertaining focal point for the ATIP agenda, targeted prevention and protection messages, as well as promotion of associated services, such as national helplines and government services.

Live events occurred at both national and local levels and targeted a wide range of priority audiences and stakeholders. National live events had broad appeal and influenced public debate around wider TIP issues, while local events, Roadshows, targeted high priority regions and audiences who may be at significant risk of being trafficked. Each event drew mass media attention to the campaign by using the power and influence of music, talent and employing video content that served as a vehicle to inspire social dialogue and influence public debate around TIP issues.

Live music events provided one of the strongest platforms for engagement with government, NGOs, media and private sector partners with anti-TIP agenda, and generated a powerful public forum in which key stakeholders could also come into direct

contact with the audiences they were trying to reach.

MTV EXIT media content worked closely with live events as each event produced significant quantities of on air and digital programming. The events provided a focal point to produce associated concert special programs, which include targeted ATIP messaging, for broadcast on MTV and non-MTV terrestrial

and cable channels. Live event production allowed MTV EXIT to reach the most people with critical information about human trafficking across priority countries in Asia across multiple platforms.

MTV EXIT quantitative research shows that live music events have had significant impact on increasing knowledge, attitudes and intended behaviours of the attendees.

Key ways in which high profile national live events provided a focus and platform for national ATIP campaigns included:

.....
Generating national interest and attention to TIP issues and when paired with 'national days' such as National Anti-Trafficking Days, can support a wider national agenda;
.....

.....
Drawing influential stakeholders such as Vice-Presidents of countries, US and Australian ambassadors, senior representatives from ASEAN, celebrities, artists and national ATIP activists together to advocate for action;
.....

.....
Helping MTV EXIT Asia to forge partnerships with key national ministries involved in the ATIP fight;
.....

.....
Providing a significant resource for the production of MTV EXIT media content in a variety of long and short formats for subsequent broadcast and dissemination by partner broadcasters and ATIP partners;
.....

.....
Providing an opportunity to disseminate ATIP print materials. These materials can take the form of leaflets, info-cards, posters and advertisements and help to extend critical ATIP messages;
.....

.....
Generating significant interest within national media sectors and provide a stimulus for national non-MTV EXIT ASIA ATIP coverage;
.....

.....
Gathering large audiences (up to 80,000 per event) where the event can directly influence the knowledge, attitudes and practices of those that attend;
.....

.....
Generating social dialogue between attendees or those exposed to related media outputs, and those that haven't been exposed to an event or media output, as well as a national and international dialogue that is stimulated through digital online platforms;
.....

.....
Encouraging performers to become ATIP ambassadors and advocates and provide opportunities for performers, as well as MTV EXIT spokespeople, to promote anti-TIP messages.
.....

MTV EXIT NATIONAL LIVE EVENTS

COUNTRY	CITY	YEAR	ATTENDEES
Laos	Vientiane	2008	1,500
Cambodia	Sihanoukville	2008	10,000
	Kampong Cham	2008	30,000
	Siem Reap (Angkor Wat)	2008	1,200
	Phnom Penh	2008	25,000
	Phnom Penh	2011	40,000
Thailand	Bangkok	2008	5,000
	Chiang Mai	2011	20,000
	Udon Thani	2014	7,000
Philippines	Cebu	2009	5,000
	Davao	2009	3,000
	Manila	2009	30,000
	Manila	2011	30,000
Nepal	Kathmandu	2009	30,000
	Pokhara	2009	15,000
	Hetauda	2009	7,000
	Dharan	2009	7,000
Taiwan	Taipei	2009	3,000
	Kaoshuing	2009	5,000
Vietnam	Hanoi	2010	45,000
	Halong Bay	2010	5,000
	Can Tho	2010	10,000
	Ho Chi Minh City	2010	18,000
	Hanoi	2012	40,000
Indonesia	Pontianak	2010	25,000
	Makassar	2010	10,000
	Medan	2010	10,000
	Surabaya	2010	45,000
	Jakarta	2010	80,000
	Bandung	2012	25,000
Timor-Leste	Dili	2010	20,000
	Baucau	2010	15,000
Myanmar	Yangon	2012	70,000

“As U.S. Ambassador to the Philippines I participated in one of the campaign’s first official press conferences in 2008. MTV EXIT’s exciting approach to raising awareness about human trafficking by engaging youth took the Philippines’ media by storm. Six years later, as U.S. Ambassador to Thailand, I participated with USAID in the campaign’s last press conference in Bangkok. The energy and engagement on the powerful messages against human trafficking through music remained the same as in those early days in the Philippines. That was the magic of the MTV EXIT campaign.”

Kristie A. Kenney, U.S. Ambassador to Thailand, September 2014.

HIGHLIGHTS

MTV EXIT Live at Angkor Wat (December 2008)



MTV EXIT made history when it produced the first ever rock concert in front of UNESCO World Heritage site Angkor Wat in Siem Reap, Cambodia. The concert was headlined by UK rock band Placebo with other artists from Australia, the US and Cambodia all contributing to the fight against human trafficking. MTV internationally broadcasted the concert, generating a huge amount of press attention. Years later, in-flight entertainment on flights in and out of Cambodia continued to show MTV EXIT Media Content featuring Placebo live at Angkor Wat.

MTV EXIT Live in Hanoi (May 2012)



MTV EXIT produced its second concert at Vietnam's National Stadium in Hanoi in 2012 following on from the incredibly successful event in 2010. Over 40,000 people came to see Canadian rockers Simple Plan perform with support from Vietnam's top artists. MTV broadcasted a documentary special of Simple Plan's trip to the country, following their journey to learn about the issue of human trafficking in Vietnam, across platforms globally, and on selected free-to-air broadcasters regionally in Asia.

MTV EXIT Live in Myanmar (2012)



MTV EXIT produced an historic anti-human trafficking concert in front of the iconic Shwedagon Pagoda in Yangon, Myanmar (Burma), featuring Grammy award-winning artist, Jason Mraz as well as Myanmar's top music acts. This event was a landmark first-ever international concert held in the country and achieved a live audience of over 70,000 young people. The event was filmed and broadcast across a half-billion homes on MTV International and a number of free-to-air broadcasters across Asia Pacific, and was beamed live to the world through the first-ever YouTube live stream out of Myanmar, a country emerging from decades of political and social turmoil.



CHALLENGES

RESOURCE INTENSIVE

One of the key challenges in organising live concerts is the high level of human and financial resources required to produce the event, especially concerning the planning and delivery of the event as discussed further in case study: the power of celebrity ambassadors in Myanmar. (see page 26)

MEDIA COVERAGE

Securing the right kind of media coverage and attention for events is an on-going challenge. Live events provide a fantastic platform for both press coverage in traditional mass media outlets, as well as social media engagement due to the high profile nature of the events and celebrity involvement. However, a challenge of holding live events is generating the right kind of media coverage from the event. The MTVEF team managed to address this over the years by engaging more closely with media and offering them wider access to MTV EXIT's representatives for more in depth interviews and engagement on the issue of trafficking.

LESSONS LEARNED

CONTINUED ENGAGEMENT

During the program, it became evident that having a clear strategy on how to maintain engagement with the ATIP community and audiences after high profile events was critical. Some of the ways MTV EXIT continued to engage with audiences was through extensive press coverage of the event; the production of associated TV content that aired on television for months after the event; on-going online engagement via social media platforms; competitions and exclusive digital content, and the further production of smaller Roadshow events in local communities. MTV EXIT also employed local staff in each of its six priority countries to act as liaisons with local partners, both public and private sector, and ensure continued campaign support and dissemination of materials.

CROSS-SECTORAL PARTNERSHIPS

MTV EXIT again recognised the importance of forming and maintaining long-term strategic partnerships with media partners, government agencies and NGOs. MTV EXIT learned that local broadcast and media partners were instrumental in continuing to air and promote MTV EXIT and other human trafficking

related programs and messages throughout the year. In this way, MTV EXIT used the live event as a high profile platform from which to launch wider campaign initiatives. Similarly, MTV EXIT ensured that the TV content produced around live events continued to be disseminated and shared through local networks by providing government agency and NGO partners with copies of the content, along with useful toolkits on how to screen the programs and facilitate meaningful dialogue with audiences around the issue of trafficking.

LOCAL RELEVANCE

It was clear that showing targeted, locally relevant TV content and messages on screens during the concerts was very important. Research showed the highest increase in levels of knowledge, attitudes and intended practice (KAP) in audiences was when local-language content, filmed in and around the area of the concert location, was screened throughout the event. This shows that audiences perceive messages to be relevant when they highlight proximity of the issue to them and their community. For future projects, MTV EXIT would suggest investing in locally produced and targeted content to achieve maximum impact with its audiences.

4.3 Youth Engagement

As a key component of the MTV EXIT Strategic Framework, Youth Engagement (YE) recognises young people not only as beneficiaries of programming activities but also as stakeholders in MTV EXIT's overarching goal of reducing human trafficking through positive behaviour change that drives social action. MTV EXIT took a leadership role in identifying and developing best practices in localised ATIP training for young people with targeted Information, Education and Communication (IEC) Media Content and increasing meaningful youth participation across the campaign.

MTV EXIT Asia YE sought to empower young people with the information and practical skills that enable them to join the national and global fight against human trafficking. With support, youth are more likely to become advocates for the cause no matter what future they pursue, and may decrease their own risk of becoming victims of human trafficking by making more decisions that are informed.

The incorporation of MTV EXIT YE into the MTV EXIT model was during the MTV EXIT Phase II activities (2008–2010), primarily around live concert events. MTV EXIT, most often in partnership with a locally based organisation, would recruit between 50 and 100 young people before a concert event to be volunteers disseminating MTV EXIT information cards on human trafficking and preventative practices to concertgoers. MTV EXIT would screen the locally relevant version of its educational documentary program "Traffic" and then host a discussion on what human trafficking looks like specifically in the community of the concertgoers, what people can do to protect themselves, and their loved ones and how to report suspected exploitation. The effectiveness of these youth volunteers varied drastically as captured through MTV EXIT Project Performance Indicators (See M&E for more information) but overall MTV EXIT Youth Volunteers were seen as an effective way to engage more meaningfully with



young people around an MTV EXIT intervention and to further localise the concert outreach and educational model.

Robust, multifaceted YE programming increased significantly during Phase III of the MTV EXIT Asia campaign (2010–2012). The involvement of youth volunteers in concert activities during the early phases of the campaign led to the introduction of online and on-the-ground youth programming in Phase III, including communities on social media, local, national and regional capacity-building events, and creative, multi-media based competitions and exhibits.

"I had the unique opportunity to travel across Cambodia with the MTV EXIT campaign. As soon as we would arrive in a town, it would start buzzing with excitement – it didn't matter if we were there to conduct a small ATIP training session or a big concert. MTV EXIT had the ability to captivate an audience like no other NGO could. It gave young people in my country a voice to fight human trafficking, and I'm so proud to have been a part of it."

Pou Khlaing, MTV EXIT Cambodia Roadshow Celebrity Ambassador and Khmer Hip hop artist, August 2014.

Ultimately, YE aimed to:

- (i) build leadership and communication capacity through training;
- (ii) inspire and encourage young people to become advocates and take action through various social mobilisation and innovative communication/creative activities at the local level;
- and (iii) create a sustainable network of young anti-TIP advocates.

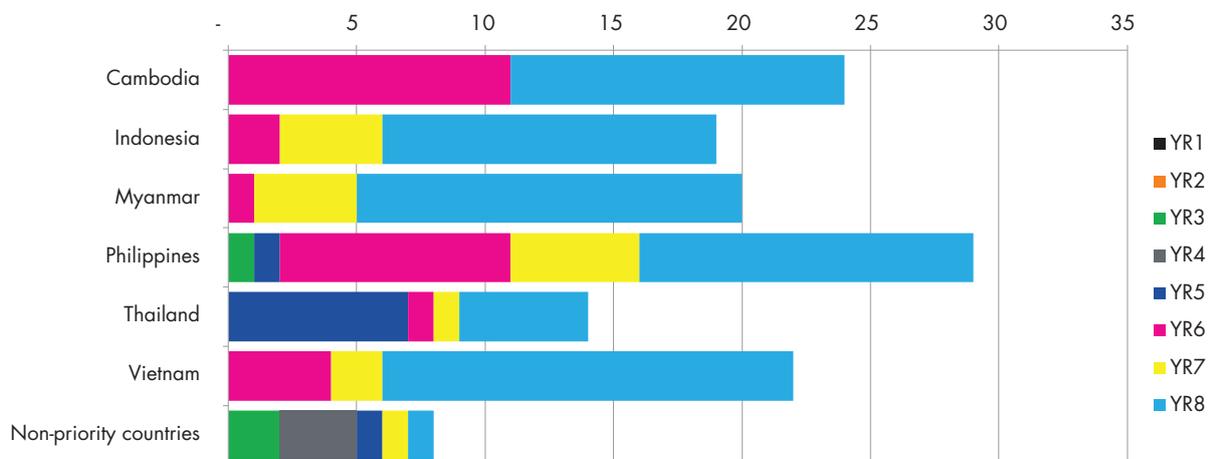


The final phase showed that program sustainability was possible due to the presence of long-term in-country MTV EXIT Asia staff who helped maintain the momentum around work on a national level, and thanks to the creation of a regional Youth Advisory Group with a Youth Leader for each of the six priority countries. Youth leaders engaged and inspired their peers to take action, while also contributing to the design and implementation of MTV EXIT YE activities.

Key YE online and on the ground activities in Phase III and Phase IV included:

-
- 2 ASEAN Regional Forums
-
- 9 National Youth Sessions
-
- 44 Provincial Roadshows (Youth Jam training & community outreach)
-
- 14 District Mobile Screenings (Phase III)
-
- 45 Youth-led community projects (Phase IV)
-
- 37 Facebook groups for MTV EXIT trained youth (Youth Ambassadors and Youth Leaders) and associated youth Community Based Organisations
-

NUMBER OF MTV EXIT YOUTH EVENTS



YOUTH LED ACTIVITIES

In November 2013, MTV EXIT organised its second ASEAN Youth Forum. Held in Bangkok with four youth representatives from Thailand, Indonesia, Cambodia, Myanmar, Vietnam and the Philippines, the focus of the three-day event was on increasing the capacity of the participants to implement trafficking prevention activities around December 2 – the International Day for the Abolition of Slavery. The workshops were focused on building skills and knowledge to improve the planning and implementation of the youth's activities, including effective messaging, gender & child protection and facilitation. All of the participants were provided with copies of the My EXIT Plan toolkit and practiced leading activities from The EXIT Map. The forum also provided an excellent opportunity to create a youth-focused video promoting the use of the toolkit called "What's your EXIT plan?" The subsequent youth-led projects directly reached over 4,500 people across the region.

Following the ASEAN Youth Forum, the four Filipino youth who took part went back to their respective communities in the Philippines to lead their own awareness raising events. Collectively known as "KALAYAAN" (Freedom events), these Youth Ambassadors engaged other MTV EXIT youth in 4 major cities reaching over 1,500 people. In Manila, film screenings were conducted in 2 major universities and a school in Pangasinan. This was followed by a Google Hangout session where some of the Davao Youth Ambassadors led a Q&A. In Cebu, a "Traffick Jam" or youth forum was organised as well as a concert in partnership with the National Union of Students of the

Philippines (NUSP). For Mindanao, a school tour was organised in Surigao (dubbed as the "cyber sex capital"), while a Youth fair happened in Davao. MTV EXIT Youth Ambassadors in Zamboanga also organised a training event to reach more youth. To tie all these events together, a nationwide KALAYAAN Ride (Freedom ride) happened in Manila, Cebu and Davao. Youth ambassadors organised a "free jeepney ride" event in select areas to educate the public about the issue of human trafficking. (See video/ photos at website: <http://mtvexit.org/blog/kalayaan-human-trafficking-awareness-jeepney-philippines-manila-cebu-davao/>)

Similarly in Indonesia, three youth-led campaigns were held throughout December 2013 in Jakarta, Bandung and Sambas. In Jakarta, one of the Youth Ambassadors held an online course about human trafficking on 1st December 2013. The course targeted college students and successfully reached 374 participants. In Bandung, the Youth Leader and one of the Youth Ambassadors collaborated for an event entitled "Freedom Festival" on 2nd, 5th and 8th December 2013. The event successfully reached around 650 people throughout those 3 days. In Sambas, the Youth Ambassador held an event named "Students End Exploitation and Human Trafficking" in West Kalimantan. The event was held from 17th to 19th December 2013, targeting students and the young community at large. The three-day event successfully reached about 375 people with critical information about human trafficking and safe migration.



KEY ACHIEVEMENTS

In total, MTV EXIT trained over 1,200 youth generating a movement of young people with the enthusiasm and added capacity to organise awareness-raising outreach events in their own communities.

MTV EXIT Phase III saw a major increase in MTV EXIT Youth Ambassador volunteers. In 2013, a decision was made to modify the MTV EXIT Roadshow model to focus more on building the capacity of youth to conduct their own community based awareness-raising activities for the prevention of human trafficking. In accordance with this shift in the Roadshow model, national and regional MTV EXIT youth programming also focused on equipping young people with the knowledge and skills to implement their own grassroots trafficking prevention activities as discussed more in case study: strategic partnership with ASEAN.

CHALLENGES

MAINTAINING YOUTH ENGAGEMENT

One challenge MTV EXIT faced as a regional campaign was maintaining its youth networks. MTV EXIT excelled at recruiting youth to become MTV EXIT Youth Ambassadors through the promise of exciting, innovative trainings for social good. Despite the enthusiasm of the youth recruits and efficacy of MTV EXIT's trainings, Youth Ambassadors weren't as active as they wanted to be in their communities. MTV EXIT adopted a number of different measures to address this. MTV EXIT strategically worked alongside partners with a permanent on-the-ground presence in the communities where young people had been engaged. Then in Phase IV, MTV EXIT was able to hire in-country Campaign Coordinators primarily tasked with sustaining YE all year around.

LESSONS LEARNED

DEVELOPMENT OF YOUTH-LED ACTIONS

As previously mentioned one of MTV EXIT's primary goals of its YE component was to create a sustainable network of young anti-TIP advocates. In order to achieve this, MTV EXIT shifted its focus from the direct implementation of community-based events to the development of support mechanisms for youth-led actions, primarily through a revised MTV EXIT Roadshow model. Specifically; a longer lead-time between the pre-production workshop, the Participatory Planning and Capacity Development (PPCD) workshop, the Youth Jam, and public outreach activities was implemented, which resulted in the Roadshow model taking 3–4 months instead of 1–2 months. The extended period for pre-production and the PPCD allowed for greater community buy-in

and in-kind support for planned activities. The increased time between the Youth Jam and public outreach activities gave trained Youth Ambassadors greater freedom to implement activities of their design. MTV EXIT also updated Youth Jam trainings accordingly to put a greater emphasis on activity planning and building partnerships with local stakeholders. Ultimately, public outreach initiatives that prioritised youth-led activities in schools or other suitable community spaces replaced follow-up youth-led actions.

In addition, providing MTV EXIT Youth Ambassadors with small amounts of funding and local staff support increased the scope and follow-through for youth-led social actions. With both the ASEAN Youth Forum in 2013 and the Thailand Youth Sessions in 2014, local staff and/or partner organisations administered \$200 per youth participant to facilitate the community outreach activities that the youth designed. All projects were completed as planned.

INCLUSION OF SPECIAL PROJECTS

MTV EXIT recognised that opportunities existed to collaborate with partners on youth-focused activities that fell outside of the key deliverables but would still add value in terms of building the capacity of youth to take ATIP actions and supporting the implementation of their plans, together with local stakeholders. Therefore, MTV EXIT moved to increase emphasis on the inclusion of special projects in YE activities, such as the Mekong Youth Forum and the "What's your EXIT Plan" contest as part of the Google+ Freedom Pledge.

"The ASEAN Secretariat's three year long partnership with MTV EXIT has helped to educate our youth across ASEAN about the perils of human trafficking. I am certain that MTV EXIT's popularity and innovative design has played a bigger role in protecting our younger generation than we will ever know."

H. E. Le Luong Minh, Secretary-General of ASEAN, September 2014.

MTV EXIT ROADSHOW MODEL

The first Roadshow of Phase IV was held in Davao, Philippines in September 2013. In addition to the creation of a volunteer MTV EXIT Youth Committee, 35 young people were trained during the Youth Jam, 1,200 people attended the Roadshow concert, over 2,400 students were reached with MTV EXIT content, interactive activities and screenings through school outreach, and MTV EXIT partnered with 15 local government and non-government organisations to help plan and implement the Roadshow.



When	What	Who	Output
August 15	Youth Consultation	42 members of the National Youth Commission	A youth volunteer committee was formed to help organise and promote the Roadshow activities
September 13-15	Youth Jam (workshop)	35 youth	35 young people increased their understanding of trafficking and exploitation and their creative awareness-raising and project management skills
September 19	Public screening	220 attendees	Attendees viewed MTV EXIT content and were encouraged to attend the concert
September 16-19	School Outreach	2400 attendees	Students were reached with MTV EXIT content, interactive activities & screenings and concert promotion.
September 21	Concert	1200 attendees	Attendees received information about local resources and viewed MTV EXIT content

Following the Youth Jam, the following youth-led activities took place:

A school tour was organised and facilitated by the Davao Youth Ambassadors and youth volunteers from September 16-19 with presentations at 6 universities and 2 high schools in Davao and the surrounding areas. 2400 students were reached. Five Youth Ambassadors put together a drama and poetry event called 'Senses: Awaken. Listen Engage' with messages related to trafficking and exploitation at the University of the Philippines Mindanao with the Rotaract Club. 200 people took part. In addition, five Youth Ambassador organised a series of competitions at Ateneo de Davao University called 'MTV EXIT Goes Blue' with poster design, speeches and quizzes during the lead-up to the concert to engage students in the issue and encourage them to attend the concert. 400 students participated.





4.4 Strategic Communications

From its inception in Europe, MTV EXIT placed great emphasis on the importance of cross-sector partnerships. However, it was not until the final phase of the program that a new emphasis was placed on the role of partnerships through the formation of the Strategic Communication component of the Strategic Framework. This component covered the program work that involved advocating with influential stakeholders to stimulate awareness of TIP issues and appropriate policy and resource responses. Adopting Strategic Communication as a component was arguably long overdue as it finally provided MTV EXIT with the mandate to capture and report on its myriad achievements with regards to advocacy and social mobilisation as a core part of its work.

Forging partnerships with influential stakeholders, across public and private sectors at the local, national, regional and global levels, ultimately enabled MTV EXIT to work towards creating a supportive environment for change as well as to raise demand for and/or sustain progress towards the prevention of human trafficking. MTV EXIT took a holistic approach and recognised that individual behaviour change goals can only take place in environments that are supportive of that behaviour change action. Therefore, MTV EXIT recognised that its added value to the ATIP sector was, in part, to leverage its exciting content and live event interventions to engage and support participation of highly influential individuals to publicly speak out against and to

commit to the fight against human trafficking in their country.

With regards to public sector priorities, engaging government and the ATIP sector is critical to ensuring the quality, relevance, effectiveness and focus of the MTV EXIT Asia Program. In this regard, MTV EXIT's Strategic Communication took place on a regional level in line with a transnational approach to the prevention of human trafficking. Engaging influential stakeholders typically involved participation in national and regional bodies and building on-going consultative relationships.

Participation in national and regional ATIP bodies was critical to ensuring that the MTV EXIT ASIA Program was both relevant and responsive to TIP issues, as well as to the needs of partners at regional and national levels. MTV

“MTV EXIT’s activities make people aware about the efforts of the Royal Cambodian Government to address this issue through the National Committee to Lead the Suppression of Human Trafficking, Smuggling, Labor exploitation and Sexual Exploitation of Women and Children (STSL). The MTV EXIT concert in Phnom Penh in December was very exciting because it brought together all of our partners and we were happy to see so many participants especially young people there.”

HE Chou Bun Eng, Cambodian Chair of the Secretariat of the National Committee, January 2012.

EXIT partnerships spanned a wide range of ATIP stakeholders at the regional level such as the United Nations Action for Coordination against Trafficking in Persons (UN-ACT, formerly UNIAP), the International Labour Organisation Triangle Project, the World Vision End Trafficking in Persons Project, the Coordinated Mekong Ministerial Initiative Against Trafficking (COMMIT), and the Senior Officials Meeting on Transnational Crime of ASEAN.

At the national level, MTV EXIT partnered with inter-agency government bodies or focal ministries, for example the Inter-Agency Council Against Trafficking (IACAT) in the Philippines and the National Committee to Lead the Suppression of Human Trafficking, Smuggling, Labor Exploitation and Sexual Exploitation in Women and Children in Cambodia. Building on-going consultative relationships helped to garner government buy-in and ownership over MTV EXIT activities and the wider ATIP agenda. These relationships enabled MTV EXIT to draw upon influential legislators to lend their support to a wide range of events and Media Content

and to further integrate MTV EXIT activities and outputs into national ATIP strategies.

Private sector partnerships were a critical part of MTV EXIT’s work. Across all of MTV EXIT’s core program components, engaging with the private sector played a key role in amplifying and promoting campaign messages to a wider audience. They enabled the program to have far-reaching impact through diverse interventions across the region, targeting varying levels of society. Media partnerships were essential for the development and delivery of MTV EXIT activities and program outputs. Examples of these partnerships included Channel 3 Thailand, GlobalTV Indonesia, MRTV-4 Myanmar, CTN Cambodia and VTV Vietnam.

Similarly, MTV EXIT successfully engaged the technology sector in a variety of ways, including content distribution, marketing, digital campaigns and the development of online and technological solutions to combat human trafficking. MTV EXIT was also able to build and sustain partnerships with Telecom

companies, especially around national Live Events, which not only generated cash sponsorship but also generated in-kind support such as SMS blasts to subscribers promoting ATIP helplines. These partnerships included qb and Cellcard in Cambodia and Lao Telecom in Lao PDR.

Importantly for the production of high quality design, MTV EXIT leveraged the support of advertising, PR and creative and digital agencies to bolster the impact of its program outputs. These agencies provided support including strategy, production and tracking, which is essential to informing the development, design and evaluation of MTV EXIT’s C4D outputs. Incredibly valued creative and PR agency partners include 18 Feet and Rising, Colman Rasic, TQPR and Phibious.

MTV EXIT regularly engaged hotel and airline partners in priority markets, particularly around concerts and YE activities for in-kind support. Notable examples of these partnerships include Nok Air, Air Asia and the Four Seasons Hotels.

Value of the overall brand to the MTV EXIT Foundation's efforts is indeterminate, as the brand itself has broad-based appeal that affects the impact of MTV EXIT Foundation's overall campaign. This being said, MTV EXIT has maintained an overall match contribution ratio, in great extent as a result of the use of the MTV brand, of over \$10 for every \$1 invested by USAID, and consistently works with over 600 companies in Asia that provide various in-kind and cash support. The matching contribution value also includes the hundreds of ancillary companies that have provided in-cash contributions of over \$700,000 – principally in corporate donations – and nearly \$133,000,000 in in-kind support – principally through on-air free airtime value – since the beginning of the cooperative agreement. The recorded values are estimates (not actuals) based on the aggregated value of the exposure of editorial content on all media platforms (including MTV TV channels, 3rd party broadcasters, online, print etc), and for broadcasters, include a x3 multiplier to reflect PR value of editorial content, not broadcast value, in line with media industry standards.

KEY ACHIEVEMENTS

MTV EXIT has had many successes with regards to Strategic Communication.

In 2011, one Friday night a Thai man visited a brothel in Thailand and met a woman from Lao PDR who said she didn't want to be there and asked him for help. He was too afraid to call the police for the woman because he thought he would get into trouble so he did nothing. A couple of days later he was watching the MTV EXIT Live in Chiang Mai concert special on TV and saw there was a number for an NGO he could call. He immediately called and told them about the Lao woman. The organisation, TRAFCORD, was then able to call the police who rescued the woman, who was a victim of human trafficking.

As told to MTVEF Partnerships staff on 7/18/11 by the agency that received the call: Anti Trafficking Coordination Unit Northern Thailand (TRAFCORD).

CASE STUDY: STRATEGIC PARTNERSHIP WITH ASEAN

MTV EXIT's partnership with ASEAN played a key role in the program's success. ASEAN formally endorsed the MTV EXIT campaign as an anti-trafficking initiative during the ASEAN Summit in Bali, in November 2011. This came as a direct result from having been able to secure the participation of Surin Pitsuwan, ASEAN Secretary General, at the "MTV EXIT Live in Chiang Mai Concert" event in June 2011. This partnership with ASEAN was an important step forward for the campaign as it increased the credibility and enhanced MTV EXIT's ability to work with key government stakeholders across Southeast Asia. In addition, the regular high-level participation of representatives from the ASEAN Secretariat further raised MTV EXIT's profile within the US government. This resulted in MTV EXIT's inclusion in the Joint Statement of the fourth ASEAN-US

Leaders' Meeting made by Barack Obama, US President, at the East Asian Summit on November 19, 2012 in Phnom Penh, Cambodia.

President Obama mentioned MTV EXIT in the statement he made at the East Asian Summit – "We welcomed continuing U.S.-ASEAN cooperation on the MTV EXIT – End Exploitation and Trafficking – campaign in Southeast Asia, which raises awareness of the problem by reaching millions of ASEAN youth through symposia, live concerts, and regional and local television, radio and online content."⁶

To encourage youth-led social actions, MTV EXIT and ASEAN conducted a Youth Forum in Bangkok, in 2013. The activities of the Youth Forum focused on effective messaging, gender and child protection and facilitation in their activities. Subsequent youth-led projects featured innovative ways to disseminate information, including activities such as free 'Jeepney'⁷ rides in the Philippines that ultimately reached over 8,300 people across the region within a few weeks. In total, MTV EXIT reached over 48,000 people through this community-based outreach model between March and December 2012, and then another 24,600 people between 2013 and 2014 (with the addition of Myanmar).

⁶ President Obama's full statement: <http://www.whitehouse.gov/the-press-office/2012/11/20/joint-statement-4th-asean-us-leaders-meeting> (paragraph 31).

⁷ Jeepneys are the most popular means of public transport in the Philippines.

The ability for MTV EXIT to effectively support the capacity development of its youth network was increased by the design and dissemination of two powerful tools: the “My EXIT Plan” toolkit and “The EXIT Map” training guide. The regional English version of “My EXIT Plan: A MTV EXIT toolkit for taking action against trafficking and Exploitation” was completed and launched in October 2013. MTV EXIT used the ASEAN Youth Forum to distribute copies of the toolkit and the event provided an excellent opportunity to create a video promoting this resource called “What’s your EXIT Plan?” It was then translated into seven additional languages (Burmese, Indonesian-Bahasa, Khmer, Tagalog, Thai, Vietnamese and Ukrainian), and made available on the MTV EXIT website and distributed at subsequent YE activities. The accompanying regional English version of the training resource “The EXIT Map: A MTV EXIT guide to understanding human trafficking and Exploitation,” was finalised and shared with partners and youth shortly thereafter.



In December 2012, MTV EXIT produced an historic anti-human trafficking concert in front of the iconic Shwedagon Pagoda in Yangon, Myanmar. This event was a landmark first-ever international concert held in the country with a live audience of over 70,000 people. The event was a huge success providing the first-ever major spotlight on the issue of trafficking in Myanmar, reaching millions of people nationally, and tens of millions more globally with critical ATIP messages. Despite its success, the live event required substantial financial and human resources. For example, it took nearly 12 months to build required cross sector partnerships and MTV EXIT senior staff made in excess of 20 trips to Myanmar for necessary meetings and presentations. In the end, assessing the reach and impact against the resources needed to deliver an event of

this scale, this is still a model of public engagement that is highly effective and impactful.

A half-billion homes across the Asia Pacific region received television coverage of the event via MTV channels or through a number of free-to-air broadcasters. MTV EXIT also worked closely with Viacom/MTV International channel teams to produce a MTV World Stage program; MTV’s largest live music format for television. The program premiered on March 8, 2013, to an international audience on MTV channels across the world including Asia, Europe, Latin America, and the Pacific.

An additional 30-minute artist special documentary was produced allowing a closer look at the trafficking trends specific to Myanmar and featuring youth leaders engaged in creative

CASE STUDY: THE POWER OF CELEBRITY ENGAGEMENT AND TECHNOLOGY IN MYANMAR

In 2012, the Myanmar Ministry of Home Affairs, the focal agency responsible for the country’s counter trafficking efforts, included the MTV EXIT Foundation as a formal partner in its National Plan of Action against Trafficking in Persons.

“I first worked with MTV EXIT in the Philippines in 2011. They took me to a shelter for trafficking survivors where I got to meet courageous young women who had been rescued from situations of slavery. I was so moved by their stories, and it made me realise how serious and widespread the issue of human trafficking is in Asia. When MTV EXIT invited me to perform at their historic concert in Myanmar in 2012, I had to do it. What MTV EXIT did was critical in the fight against human trafficking. They educated millions of young people through the power of innovative, ground-breaking campaigns, and I am proud to have been a part of their movement.”

Jason Mraz, multi-award winning American artist and counter human trafficking advocate, September 2014.

community outreach programs. This program has since been aired regionally across Asia and is used by a number of NGOs and youth groups in on-going outreach and educational programs.

The headlining performer was Jason Mraz. MTV EXIT selected Mraz to participate in this historic event due to his international public profile, his willingness to engage meaningfully with the issue of human trafficking, and MTV EXIT's successful collaboration with him in the Philippines in 2011. Mraz stood on stage and did a 'call and response' game with the audience – "When I say freedom, you say freedom – Freedom! Freedom!" This moment signified a significant positive shift forward, compared to 2007 when the Myanmar government had banned the word 'freedom' from MTV EXIT's documentary "Traffic".

In addition, Major General Kyaw Tun, the Deputy Minister for the Ministry of Home Affairs, and General Brigadier Khin Maung Si, Director General of the Myanmar Police Force, took to the stage. Alongside them was Andrew Forrest, the founder of the global movement Walk Free. All three individuals did so to sign their joint pledge to fight human trafficking in Myanmar. Other influential individuals who appeared on stage included: Derek Mitchell, US Ambassador to Myanmar; Luis CdeBaca, US ambassador-at-Large, Office to Monitor and Combat Trafficking in Persons, Bronte Moules, Australian Ambassador to Myanmar; Khine Myat Chit, Senior Officer of Security Cooperation Division and Danny Chiang Siong Lee, Director of Community Affairs Development Directorate from the



ASEAN secretariat, and Aung Htoo, Director of the Department of ASEAN Affairs, Myanmar Government.

Young Myanmar adults weren't the only concert attendees. The event was attended by significant members of the global counter human trafficking community including, but not limited to: Patrick Murphy, US Special Representative and Policy Coordinator to Myanmar; Michael Wilson, Minister Counsellor, AusAID; Kevin Bales, Free the Slaves; Ben Skinner, author, and Cecilia Flores-Oebanda, Visayan Forum Foundation.

Under Google's direction, YouTube provided online infrastructure to stream the "MTV EXIT Live in Myanmar" concert; the first time Myanmar had done this. Over 50,000 people tuned in live from around the world to mtvexit.org to watch exclusive live coverage of the concert, including backstage footage and interviews with concertgoers, counter-trafficking experts and artists. An additional 65,000 viewers also watched the coverage after the event.

The following day, MTV EXIT produced the first-ever Google Hangout from Myanmar, bringing together a diverse panel of government and ATIP community representatives for a conversation

on TIP. Featured panelists included: Simon Goff, then MTV EXIT CEO; Luis CdeBaca; representatives from the Myanmar ATIP community (UNICEF, WalkFree, ARTIP), and MTV EXIT Youth Ambassadors in Cambodia, Thailand, Vietnam, Indonesia and the Philippines. Over 15,000 people logged on to Google+ to watch the hangout.

CASE STUDY: USING ONLINE PLATFORMS IN CHINA

The MTV EXIT launch of "Human Traffic: China" in Beijing in September 2013, was another historic event. MTV EXIT was able to gain support from a cross section of influential individuals, which allowed the program to obtain permissions associated with filming in China and filming cases related to human trafficking. These partnerships enabled the successful production, launch and dissemination of counter-trafficking content across the country.

In 2011, MTV EXIT was able to establish contact with Anti-Trafficking officials from the Ministry of Public Security (MPS) of the Government of the People's Republic of China, through participation in the Coordinated Mekong Ministerial initiative Against Trafficking (COMMIT), hosted by UNIAP.

MTV EXIT developed a close working relationship with Chen Shiqu, PhD. Head of the Office of Combatting against Human Trafficking Criminal Investigation Department, MPS, and through this relationship, MTV EXIT was granted permission to produce this program in partnership with China Central TV (CCTV) 12.

MTV EXIT's partnership with MPS was unprecedented, as MPS had never before collaborated with an international media agency. While this partnership was not without its challenges, it meant that MTV EXIT was able to enjoy access to real life cases of human trafficking, interviews with active law enforcement, and convicted traffickers in a Chinese prison. During the two years of filming, MPS also began to increase its work with the rescue and reintegration of women trafficked to China from neighbouring countries. MTV EXIT used this opportunity to request permission to feature alternate forms of human trafficking, as China had denied MTV EXIT from doing so previously. In February 2013, MPS granted permission for the production and screening of "Human Traffic: China", one of the first films ever produced in China featuring cross-border stories of trafficking.

MTV EXIT used its social media partnerships with Sina Weibo and Tudou, two leading social media networks in China, to provide in-kind support around the launch of "Human Traffic: China," which was hosted by Han Geng, a major Chinese celebrity. Sina Weibo created a micro-site for the documentary and provided promotional support during the launch of the program. Tudou premiered the documentary and

featured the program on their homepage, generating over 80,000 views of the documentary and related content. Support from both platforms generated over 200,000 views showing the power of using online platforms to raise awareness and educate youth about human trafficking.

CHALLENGES

MTV BRAND

One of the great strengths of MTV EXIT also posed a number of challenges when it came to Strategic Communication: the MTV brand. In many cases the MTV brand helped to open doors and facilitate introductions, specifically with regards to working with media partners across the region, engaging with talent and with creative agencies. In some other cases, however, the MTV brand could make forging new partnerships challenging. Some government partners, for example, were wary about collaborating with an organisation that they viewed as being a media organisation due to its name. This meant MTV EXIT had to invest more time and capacity in building trust in order to implement program activities.

LIMITED HUMAN RESOURCES

When securing new partners, particularly with the private sector, MTV EXIT was faced with a lack of human resources. Engagement needed at the beginning of a partnership is incredibly labour and resource intensive. MTV EXIT did not have staff who were committed full-time to nurturing private sector partnerships and this made the work an on-going challenge.

LESSONS LEARNED

PARTNER ENGAGEMENT

MTV EXIT recognises weaknesses concerning its partner engagement to date. A major weakness was that MTV EXIT forged its partnerships on an ad hoc and opportunistic basis. To address this, MTV EXIT hired National Partnerships Managers and Campaign Coordinators with a full-time mandate to engage with partners in MTV EXIT priority countries with the aim to strengthen this core component of the campaign and to be able to maintain partnerships on an on-going basis across varied markets.



5 CROSS-CUTTING MECHANISMS

5.1 Communications and Branding

MTV EXIT delivered exciting and informative communication and branding activities that promoted awareness of TIP issues and generated significant social and behavioural impacts. The activities addressed thematic components of the campaign including: building media and PR agency relationships; disseminating MTV EXIT and ATIP information publicly; organising events to launch MTV EXIT programs and activities; maintaining the campaign's brand identity, and managing the production of branded materials.

Frequent, high profile and well-attended media launch events helped MTV EXIT bring together diverse stakeholders in order to focus public attention on a particular aspect of the campaign. These events took place in the most relevant city to the material being publicised, and at a free or low cost venue.

For these large-scale launch events, MTV EXIT leveraged its strong PR agency relationships for assistance with identifying and coordinating invitations to local media, as well as the MTV EXIT

team's personal media contacts, built up through years of work in the region. This approach resulted in high media engagement across print, online, television and radio for all MTV EXIT events, and a larger audience for MTV EXIT's ATIP messages. By working with a PR agency in Kyiv in November 2013, the launch of MTV EXIT's documentary "Trading Lives" generated 169 articles and broadcasts, reaching a potential 6.3 million Ukrainians. The estimated media value of this coverage was US\$130,000.

Complementing its high-profile media events, MTV EXIT's PR efforts also included strong messaging across international news media outlets. This approach kept local tactical initiatives relevant to international and regional target audiences. In 2011, MTV EXIT key anti-trafficking messages featured in BBC World News across prime-time news slots on TV and radio tied to MTV EXIT's Cambodia and Myanmar initiatives. Likewise, in 2012, Channel NewsAsia featured a strong issue-based story linked to MTV EXIT's Myanmar initiative. This was also broadcasted on prime-time news slots across Asia.

MTV EXIT's PR efforts also included targeted interviews and guest editorial pieces for relevant global publications. These served the dual purpose of raising the public profile of MTV EXIT's leadership team, enabling the campaign's messaging to reach a wider audience and generating discussions about TIP. In September 2013, an interview by the Myanmar Times with Matt Love, director, MTV EXIT, resulted in free publicity for the Roadshow concerts in the form of a full-page article ("On the road to end human trafficking: MTV EXIT") about MTV EXIT's ATIP efforts in the country, as well as the dates and locations for the upcoming Roadshow. The same month, Tara Dermott, head of development, MTV EXIT, submitted a guest editorial piece to The Guardian Development Network ("Direct action versus awareness raising: Why it is not a zero-sum Game") discussing the successes and challenges MTV EXIT had faced in its mission to contribute to a reduction in human trafficking. The article initiated a dialogue between Tara and others in the field of human trafficking.

On 16 December 2012, "MTV EXIT Live in Myanmar" captured the interest of media worldwide. Here's a look at some of the key results of strong media engagement around the concert:

500

Number of articles and broadcasts generated by the concert and surrounding activities

\$1.2 million

Estimated editorial value of print, broadcast and online coverage

\$500,000

Estimated editorial value of media coverage in Myanmar alone including front-page and multi-page features in the country's leading outlets

\$600,000

Estimated editorial value of coverage in international outlets, including the Associated Press, Thomson Reuters, BBC, AFP, Channel NewsAsia, ABC Australia, Washington Post, E! News, Rolling Stone, The Guardian, Bangkok Post and Yahoo! News.

The primary goal of all MTV EXIT communication and branding activities was to ensure that stakeholders knew of the campaign, tuned in to MTV EXIT programming and attended the various Live Events. In its broadest form, this was simply the recognition of the MTV EXIT brand and logo, and the issue for which it stood. At its most detailed, it helped to ensure that MTV EXIT outputs and activities had the potential to affect stakeholders.

Recognition of MTV EXIT within the ATIP sector played an important role in the campaign's ability to build partnerships and maximise the dissemination of MTV EXIT media outputs amongst key target groups. However, these partnerships were not limited to the ATIP community, but reached across a broad spectrum that included government, media, youth networks and the private sector. MTV EXIT's Strategic Communications team built and maintained many of these relationships.

High profile MTV EXIT events provided a platform for diverse influential individuals to come together and publicly express their commitment to combatting human trafficking. For example, the February 2014 media event to announce the artist line-up for "MTV EXIT Live in Udon Thani" included government speakers (Saowanee Khomepatr, deputy director general of the Department of Social Development and Welfare, Thailand Ministry of Social Development and Human Security; Kristie Kenney, US ambassador to Thailand; and James Wise, Australian ambassador to Thailand); celebrity speakers (Artiwara Kongmalai, lead singer, Bodyslam; and Karinyawat Durongjirakan, lead singer, Slot Machine); Byrd Kulpong Bunnag, CEO, MTV Thailand, Khun Na representing our partner MTV and the private sector, as well as a survivor of human trafficking). The diverse line-up of speakers contributed to increased media interest, and the event generated 76 articles and broadcasts with



an estimated PR value of over US\$250,000.

To increase potential reach, MTV EXIT’s communication and branding activities leveraged the MTV brand, which has wide appeal among the campaigns targeted group; young people aged 18–24. By linking MTV with ATIP messages, the popularity and reach of MTV EXIT’s various communication outputs increased. In addition, the MTV brand helped attract celebrity involvement in the MTV EXIT campaign, and this participation expanded the audience for ATIP messages. MTV EXIT used the C4D approach to both educate and start a discussion with young people about human trafficking, and by doing so created an enabling environment for more effective counter-trafficking efforts.

MTV EXIT’s communication and branding activities helped broaden the number of media outlets that picked up ATIP messaging, and ensured appropriate localisation of these messages. Some of these activities

included press conferences with celebrities, shelter visits, in-depth press interviews and local radio interviews. Through this approach, MTV EXIT was able to generate 828 media mentions, with an estimated PR value of over US\$2.1 million in 2013 alone.

KEY ACHIEVEMENTS

MTV EXIT’s ability to leverage widespread and prominent media coverage came from years of building organisational integrity and occupying a unique space in the human-trafficking prevention spectrum.

The campaign’s successful media engagement model gave journalists a first-hand look at the different types of activities MTV EXIT used to raise awareness of human trafficking as discussed in the case study: the power of celebrity ambassadors in Myanmar.

MTV EXIT’s aforementioned media launch model, which combined a diverse speaking

panel of local and international government representatives, ATIP experts and celebrities, utilised a range of online platforms, with vastly different reader interests, as discussed further in case study: using online platforms. (See page 27)

CHALLENGES

NEGATIVE MESSAGING

As the campaign developed, MTV EXIT identified a need to shift the way it communicated with its audience. The challenge was two-fold. Firstly, the organisation needed to move branding from negative images to positive images. The reasoning was that the former continues to propel the reasons that people become victims of human trafficking in the first place, whereas the latter empowers the audience to see that a brighter future is possible. In mid-2013, MTV EXIT phased out its core EXIT images, and stopped using photos and illustrations that represented poverty or showed restraints, such as bars and chains

and instead positive images replaced them.

The second part of the challenge was for MTV EXIT to shift the way it communicated with its audience from negative messages (i.e. “Don’t become a victim.”) to positive, action-oriented messages (i.e. “Call 1300 if you see something suspicious.”). In 2013, MTV EXIT’s communications implemented and reflected this shift. Positive messages are in line with a C4D approach and empowered the audience with actions they could take to reduce human trafficking. The communications and branding team produced a Communications Handbook to ensure staff implemented and maintained new communication methods.

LESSONS LEARNED

ESTABLISHING MEDIA PARAMETERS

Journalists wanted direct access to human trafficking survivors in order to tell their stories. To manage their expectations, MTV EXIT applied its Victim Protection Policy to include all media engagement in addition to Media Content production, which protected the rights of victims and their privacy. By having this policy in place, MTV EXIT was able to make it clear to media what parameters needed to be in place for MTV EXIT to facilitate access to victims, and that the victims’ rights and the guidance from the victim service provider present must be respected at all times. Even with these measures in place, MTV EXIT endeavoured to promote the media angle to be around the campaign itself, available educational materials and ATIP messages, due to the highly

sensitive nature of coordinating media interactions with victims of human trafficking.

DIVERSIFYING SPEAKERS

The benefit of having a diverse line-up of speakers participate in public events was huge. A mix of influential government, celebrity and NGO representatives gives media a well-rounded story, or the option to be specific, depending on their publication’s audience. One of the most effective lessons learned for the MTV EXIT program, however, was concerning the best way to engage with an often-extensive group of highly influential individuals at a public event. A piloted panel format conducted at the press launch for the “MTV EXIT Live in Myanmar” concert event was successful and became the standard format for MTV EXIT press events. Inviting speakers to participate in a panel rather than to address the audience in a speech provided MTV EXIT with the ability to invite speakers to address topics related to TIP and/or their role within ATIP efforts. This resulted in creating more meaningful remarks, avoided repetition, and provided a better experience for everyone involved.





5.2 Digital

MTV EXIT used its digital channels to:

1. Engage young people in human trafficking advocacy and prevention;
2. Strengthen its audience's understanding of the issue of human trafficking; and
3. Inspire users to take both micro actions (i.e. sharing content; 'liking' content) and macro actions (i.e. downloading MTV EXIT's toolkit in order to hold a human trafficking awareness-raising event).

MTV EXIT's digital channels included a website, MTVEXIT.org, which provided multi-language anti-trafficking awareness and prevention information, including; streaming and downloads of video programming, a blog, safe migration advice, information on trafficking and links to local anti-trafficking organisations and helplines.

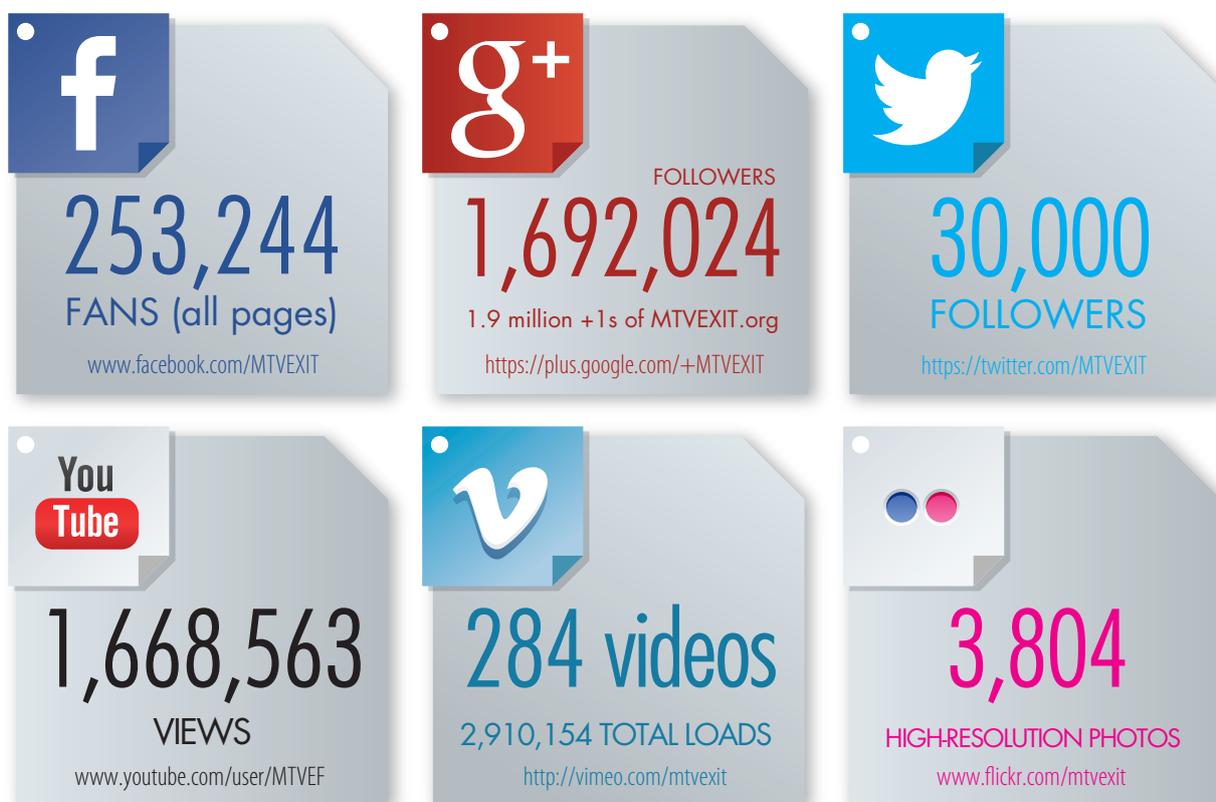
MTV EXIT made a concerted effort to apply a gender perspective to the content posted and solicited, which resulted in roughly equal levels of engagement from both men and women on MTV EXIT's social media platforms.⁸

By the end of program for the USAID RDMA-supported MTV EXIT Asia activities in June 2014, MTVEXIT.org was receiving an impressive 25,000 visits per month, and had accumulated over 195,000 links from third-party websites across the internet. Since the start of the campaign in 2004 until its closure in 2014, over 550,000 people visited MTVEXIT.org.

⁸ Please read the report "MTV EXIT Gender and Human Trafficking" for more details on gender and human trafficking in MTV EXIT's priority countries.



MTV EXIT's global online communities at the end of the campaign (as of 30 June, 2014):



To promote “MTV EXIT Live in Udon Thani” in 2014, the campaign’s social media pages provided a large part of the publicity efforts for the concert among Udon Thani-based youth. Local ATIP messages, such as the promotion of the Thai ATIP hotline number, “1300” were displayed alongside general event information. During the concert, fans were encouraged to tweet “selfies” from the concert using the hashtag #LIVEinUdonThani, which generated 1,230 uses of this hashtag on the day. Follow up social media updates about the concert, including photos and videos, contributed to an overall direct reach of 330,000 people, and a potential 4,160,188 online impressions, with Thailand-specific ATIP messaging.

MTV EXIT maintained regional and country-specific social media platforms in order to target specific audiences with ATIP messages. For example, in the case of “MTV EXIT Presents Bodyslam”, the broadcast and repeat dates were publicised repeatedly in Thai on MTV EXIT’s Thailand Facebook page. Local ATIP information and hotline numbers supported the messages. The posts generated over 900 actions by fans on the Thai Facebook page in July 2014.

Having these highly targeted country-specific sites provided strong support for MTV EXIT’s Roadshow and YE activities, giving a platform for the dissemination of targeted ATIP messages to vulnerable populations in areas underserved

by existing mass media. These groups were able to continue engaging in ATIP communications online, long after the event had finished.

MTV EXIT approached its social media platforms with a focus on providing content that would engage fans and followers on the topic of TIP. One tool it used to do this was competitions, such as the Ukraine Challenge Slavery Competition in September 2013 in partnership with Facebook and MTV EXIT, Ministry of Social Development and Human Security of the Royal Thai Government and the World Vision Film Competition in May 2014. These competitions served as a way to create a strong sense of inclusiveness within these communities and provided users with actions to

MTV EXIT's country-specific online communities at the end of the campaign (as of 30 June, 2014):

	Facebook (India) https://www.facebook.com/MTVEXITIndia	20,346 fans
	Facebook (Thailand) https://www.facebook.com/MTVEXITThailand	8,368 fans
	Facebook (Vietnam) https://www.facebook.com/MtvExitVietnam	6,045 fans
	Facebook (Indonesia) https://www.facebook.com/mtvexitindonesia	6,329 fans
	Facebook (Cambodia) https://www.facebook.com/MTVEXITCambodia	5,079 fans
	Facebook (Philippines) https://www.facebook.com/MTVEXITPhilippines	6,958 fans
	Facebook (Ukraine) https://www.facebook.com/mtvexitukraine	4,020 fans

take in the fight against human trafficking.

MTV EXIT's digital platforms also became key to continuing Youth Ambassador engagement. Private Facebook groups were a valuable way for MTV EXIT Youth Ambassadors to stay in contact and share their experiences, which motivated the group. Similarly, MTV EXIT used the blog on the website to feature Youth Ambassadors as a way of highlighting the positive efforts of youth across the region, with the aim of inspiring more youth to join the movement for the prevention of human trafficking. Continuing with this theme, MTV EXIT began to produce Media Content specific for digital distribution such as its "MTV EXIT ASEAN Youth PSA" featuring MTV EXIT Youth

Ambassadors from across the region and promoting the "My EXIT Plan" toolkit.

MTV EXIT's social media sites provided a platform for influential stakeholders to enhance the delivery of the campaign's objectives. This was a two-way interaction, in which MTV EXIT posted messages for partners, and vice versa. This allowed MTV EXIT to capitalise on the extensive online contacts of influential individuals, such as celebrities, as well as to help raise the profile of ATIP efforts globally. In 2009, MTV EXIT began to solicit case studies and stories from organisations fighting trafficking throughout the world. That year, MTVEXIT.org featured SISHA's work on fighting trafficking in Cambodia through

classroom education, and Media 4 Humanity's work in raising awareness in New York City through energetic outreach work.

Challenge Slavery Hackathon Engages 470,000 Ukrainians on the Issue of Human Trafficking



Challenge Slavery Hackathon Engages 470,000 Ukrainians on the Issue of Human Trafficking

In November 2013, MTV EXIT and USAID Ukraine partnered with IOM and Facebook to host a Challenge Slavery Hackathon in Kiev. Developers across Ukraine were asked to submit ideas for an application to combat human trafficking. Over 50 concepts were submitted, and the public was asked to vote for their favourite. More than 5,000 votes were cast, generating 19,500 unique visitors to the Challenge Slavery Ukraine website.

The top five ideas were selected for development during a Hackathon in Kiev from 16-17 November. More than 40 people participated in the Hackathon, working through the night to bring the applications to life. Spirits were kept high with hourly raffles by the Facebook team.

Sergey Mokryakov's "SMS Heartbeat" was selected as the winning concept by a judging panel that included representatives from the software developer community, NGOs, the private sector and government. The concept relies on simple SMS technology to help track the whereabouts and safety of those going abroad for work by requiring registration for the service through embassies, airports, visa centers and other locations. The service would send periodic SMS messages with a predetermined password. Failure to respond to the text message would warn authorities in the last location where the user responded to the service. As winner of the Hackathon, Sergey was awarded an iMac computer. Posts about the Challenge Slavery Hackathon reached 450,000 people via social media.

KEY ACHIEVEMENTS

ONLINE PARTNERSHIP

MTV EXIT formed many successful online partnerships, as further discussed in case study: using online platforms, as well as below.

In 2009, MTV EXIT entered into a barter-agreement partnership with the global social networking site Friendster. MTV EXIT formed this partnership in the lead-up to the Philippines campaign due to Friendster's well-established ties with the MTV community in country and the extensive network of young people throughout Asia who used Friendster as their preferred social networking site. The agreement named Friendster as the official online partner of MTV EXIT, marking the first time that MTV EXIT had entered into an official partnership with a social networking site. As part of the partnership, Friendster promoted MTV EXIT in their internal newsletter, improved the look and feel of the MTV EXIT Friendster profile and ran MTV EXIT banner ads ahead of "MTV EXIT Live in Manila". The partnership resulted in over 600,000 impressions of MTV EXIT online in the two-week period leading up to the concert and a significant increase in the number of internet users connecting to MTV EXIT via social networking.

In 2012, as part of a program to assist non-profit organisations online, Google provided MTV EXIT with US\$120,000 per year of free ad spend. This grant generated millions of targeted ad impressions for MTVEXIT.org within Google searches and drove over 100,000 page views on the site per month. This led to an increase in engagement on the issue of human trafficking

via downloads of the toolkits and other educational materials available on the website.

CHALLENGES

MAINTAINING LANGUAGE VERSIONS

It's important to communicate with people in a language they understand however, this proved to be an on-going challenge for MTV EXIT. After its first few years in Asia, MTV EXIT boasted a website with more than 30 language pages because of its campaign activities spanning Europe and Asia but this scale was impossible to maintain. In 2010, MTV EXIT undertook its first website makeover and made the strategic decision to delete the language pages that did not include its priority countries within Asia. This enabled MTV EXIT to design a website format that was more engaging due to increased content frequency and additional user generated content. MTV EXIT believed it was better to do key language pages well, than too many badly.

Despite success with the website, MTV EXIT still had difficulty maintaining language versions of its social media pages, due to the same campaign implementation across multiple countries and without permanent local staff to support online engagement. It often wasn't feasible to provide long-term maintenance of social media sites after a particular campaign activity had completed. To address this issue, MTV EXIT took a two-pronged approach. Firstly, it established country-specific Facebook pages for its priority countries. The permanent in-country staff managed these pages in local languages. Secondly, it trained its youth network on how to use social

media for advocacy, and empowered these young people to take ownership of online conversation around TIP.

LESSONS LEARNED

DIGITAL STRATEGY UPDATES

With such a large online following, MTV EXIT needed to change its digital strategy in order to stay relevant and interesting to fans and followers. MTV EXIT found that the most effective way to do this was to use tools to analyse digital engagement, and leverage what learnings to inform future engagement. Tools that helped shape MTV EXIT's digital strategy include: 'Facebook Insights', which showed how far posts went; 'Social Mention', which tracked hashtag mentions, such as #freedompledge; and 'Google Analytics', which provided demographic information on visitors to MTVEXIT.org.

FORMING TECHNICAL PARTNERSHIPS

In order to maximise the effectiveness of online communications, MTV EXIT learned the importance of collaborating with experts in the field. MTV EXIT's strong partnerships with Facebook, Google, Microsoft and Yahoo provided groundbreaking online opportunities that would not have been possible without the support of leading digital partners, such as Facebook's involvement with the Challenge Slavery Hackathon in Ukraine in November 2013, which generated over fifty concept applications and reached more than 450,000 people online.



5.3 Gender

Gender equality was integral to all aspects of MTV EXIT programming, including planning, R&L, capacity development, media outputs, and M&E. MTV EXIT was committed to promoting gender equality, and acknowledged that effective results cannot be maximised without explicit attention to the different views, needs, interests, and roles of women, men, boys,

and girls, and the relationships between them.⁹

All activities undertaken by MTV EXIT were in line with international standards as put forth by the United Nations as well as the policies and priorities of its key partners including the Australian Aid Program, the United States Agency for International Development (USAID) and the Association of Southeast Asian Nations (ASEAN).

⁹ MTV EXIT ASIA explicitly targets adults and youth (15 to 30 years of age) rather than children. Thus, throughout the strategy document, women and men are used inclusively to encompass male and female youth and adults.

In 2012, partners recommended that MTV EXIT give gender equality serious consideration in its following phase of programming. Taking this recommendation on board, MTV EXIT formally adopted gender equality as an overarching principle in its Phase IV and developed the MTV EXIT Gender Strategy to reinforce and build on this commitment.

In order to help to ensure that gender considerations were integrated into MTV EXIT's work at all levels, support and monitoring mechanisms were established throughout the organisation, including a gender specialist on



the Technical Advisory Group (TAG) with appropriate expertise, as well as a Gender Focal Point (full-time MTV EXIT staff member). In addition, MTV EXIT produced its Research Paper “Gender and Human Trafficking in the Asia Pacific Region” as a resource for both MTV EXIT staff and the larger stakeholder community.

As a media program, MTV EXIT recognised the potential of media to address the gendered aspects of trafficking by featuring both male and female trafficking survivors and traffickers whenever possible to increase knowledge of risk profiles among MTV EXIT’s

target audience and promote informed behaviour change.

Gender roles were also an important consideration concerning their impact on media consumption, as men and women can prefer different formats, tone and content and this directly affected the reach and impact of MTV EXIT educational programming. Access to reliable media consumption data is challenging in MTV EXIT priority countries and data disaggregated by sex is even more difficult to come by. This means that there is great value in conducting primary research into the media habits of

target audiences disaggregated by sex, not only for MTV EXIT but also for the anti-trafficking sector in general.



MTV EXIT undertook sex-disaggregated data in its baseline research activities to inform programming and content development. The program also undertook quantitative and qualitative research to analyse the gendered effects on trafficking in persons and reduce gender biases in anti-trafficking messages and media outputs. The findings informed gender-sensitive indicators during monitoring, and MTV EXIT assessed and appraised activities based on the integration of gender into the program.

MTV EXIT's quantitative research showed that while general levels of awareness of human trafficking are above average in MTV EXIT priority countries, familiarity with the different forms of trafficking and trafficking of men and boys remains low. In addition, MTV EXIT found through its baseline studies that females tend to have higher levels of knowledge, attitudes and intended practices (KAP) than males with regards to human trafficking preventative actions; however in surveys conducted immediately following an intervention the levels of KAP even out. When follow-up surveys were conducted several months after the intervention the gap would again widen, with female levels of KAP increasing markedly more than males (this was true in

all countries except for Vietnam and Cambodia).

This suggests that immediately post intervention both males and females benefit from MTV EXIT information dissemination techniques but females are more likely to continue to speak to their friends and family members about the TIP messages imparted to them and to take away more information than males. There are a many reasons that could account for this; unfortunately, MTV EXIT lacked the opportunity to complement its quantitative studies with qualitative research to illuminate reasons behind these patterns.

MTV EXIT monitored the implementation of the gender strategy objectives through progress under the gender-sensitive indicators in the M&E Framework. It also worked with a wide range of key stakeholders to draw on their knowledge about effective tools and guidelines for integrating gender into its media operations and content as well as to ensure that MTV EXIT consultations and participatory processes included diverse gender perspectives.

Concerning public sector partnerships, MTV EXIT prioritised working with national government partners in its priority countries. In a number of MTV EXIT's programmatic countries the

focal ministry or government body explicitly prioritises ending exploitation of women and children. In other countries, wherein the focal government agency for counter-human trafficking efforts is not closely linked to advancing women's empowerment or gender equality then MTV EXIT prioritised forging complementary relationships. In addition, whenever possible MTV EXIT invited representatives of youth networks, men's networks and women's networks to participate in stakeholder consultations.

Concerning private sector partnerships, MTV EXIT vetted all of its private partnerships to make sure that the corporations' conduct did not conflict with MTV EXIT's youth-centric priorities. Partners, especially those responsible for extending and localising MTV EXIT outputs, had to acknowledge gender equality as an overarching principle of their work as noted in agreements between themselves and MTV EXIT.

As private sector engagement also included Celebrity Ambassadors, they were invited to represent MTV EXIT based on their personal conduct and reputations not on their appeal to the target audience of the program. MTV EXIT prioritised celebrities who had been outspoken in the past on behalf of child and/or women's rights.



5.4 Research and Learning (R&L)

In its final phase, the MTV EXIT ASIA Program took an enhanced approach to measuring the impact of the campaign. R&L helped to underpin all components and program activities, in addition to providing critical inputs on TIP issues, message design, material testing, monitoring and impact evaluation.

MTV EXIT then used this added capacity to:

1. Increase its use of TIP sector research and analysis that was of relevance to the program;
2. Use research to address a number of relevant sectorial evaluation issues;
3. Build its research relationships throughout the region;
4. Use R&L to enhance stakeholder involvement in the program;
5. Maintain a strong focus on gender and gender disaggregation of data throughout its research.

5.4.1 Monitoring & Evaluation (M&E)

MTV EXIT's M&E system aimed to continually build on and strengthen existing monitoring mechanisms, based on lessons learned from the implementation of previous activities and phases and the findings of independent reviews.

Key improvements made by MTV EXIT concerning M&E over the course of its activity phases included the development of a number of tools. MTV EXIT phases III and IV developed an increasingly robust theory of change to help clarify what

the MTV EXIT program aimed to achieve/ influence and how. Based on this, MTV EXIT developed a Monitoring & Evaluation Framework (MEF) that more clearly specified the indicators, targets and information sources used to help assess program performance over time. To increase the focus on qualitative research, a clearer definition around the collection and usage of both quantitative and qualitative information was referenced explicitly in the MTV EXIT MEF. Ultimately, MTV EXIT demonstrated continual refinement of specific tools and processes for analysing, reporting and using the information collected.

While MTV EXIT M&E efforts focused on assessing progress of MTV EXIT's activities, delivery of quality outputs, and the contribution being made to short and longer-term outcomes; the success of the program was dependent on whether or not MTV EXIT's activities could be shown to have had a positive influence on the behaviours of target groups. Thus, making them less vulnerable to human trafficking, less likely to be complicit in human trafficking and/or more socially active in combatting human trafficking.

In 2008, MTV EXIT first engaged the founder of Rapid Asia, Inc., to develop a framework for completing program and campaign evaluations, entitled KAP Score, as well as a multi-dimensional indicator used to evaluate effectiveness of an intervention as perceived by the receiving target group, the Program Performance Index.

The KAP within KAP Score stands for Knowledge, Attitude and Practice. Since its inception and application with MTV EXIT on the issue of human trafficking, the KAP Score has been applied across a number of thematic areas including wildlife conservation, migration, health, education and disaster relief. The KAP Score is designed to enable aid and donor organisations to independently monitor and evaluate the impact of campaigns across different target groups and regions or countries.

The framework is composed of a series of questions customised to each intervention, which draw upon the experience of past evaluations on human trafficking, as well as input from human rights experts. Each question addresses a specific knowledge, attitude or behavioural change issue that goes to the heart of what the MTV EXIT program is trying to achieve. The KAP Score is based on the premise that behavioural change must be supported by knowledge as well as support positive attitudes. Behavioural change without the right mind-set may be short lived and without a sustainable outcome. The KAP Score framework uses different indicators to understand impact, including the KAP Index and KAP Segmentation.

The KAP Index incorporates knowledge, attitudinal and behavioural measures to form a one-number score. The higher the KAP Index, the more developed the mind-set of the target audience. The KAP Index helps to make an initial assessment against which campaign impact can be monitored and evaluated. In

In addition, there are benchmarking capabilities based on past evaluations for MTV EXIT, carried out in 20 countries.

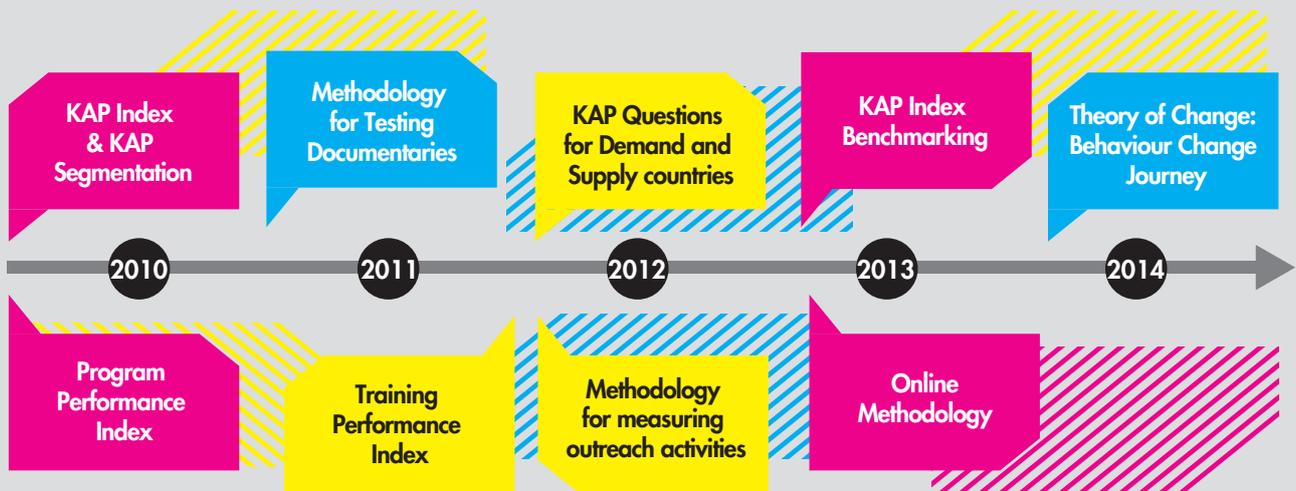
KAP Segmentation divides the target audience into low, moderate and high-risk segments based on the developmental stage of their mind-set. Within the high-risk group, knowledge levels are very low and stated behaviour is such that it supports demand for human trafficking or potentially puts people at risk. Low-risk is the opposite of that. The higher the proportion that falls into the high-risk group, the stronger the need

for some kind of intervention. MTV EXIT used the KAP Index to look at differences between segments and KAP Segmentation to understand the extent to which a target group is vulnerable.

MTV EXIT developed the below KAP questions. These questions represent key issues in relation to human trafficking, which the MTV EXIT program aimed to address:

Rapid Asia, Inc. and MTV EXIT have worked in collaboration since 2008, carrying out impact evaluations in 20 countries. MTV EXIT reviewed its M&E activities in preparation for each new stage of the program, and presented here is a timeline showing the major M&E developments that have taken place over the lifetime of the project.

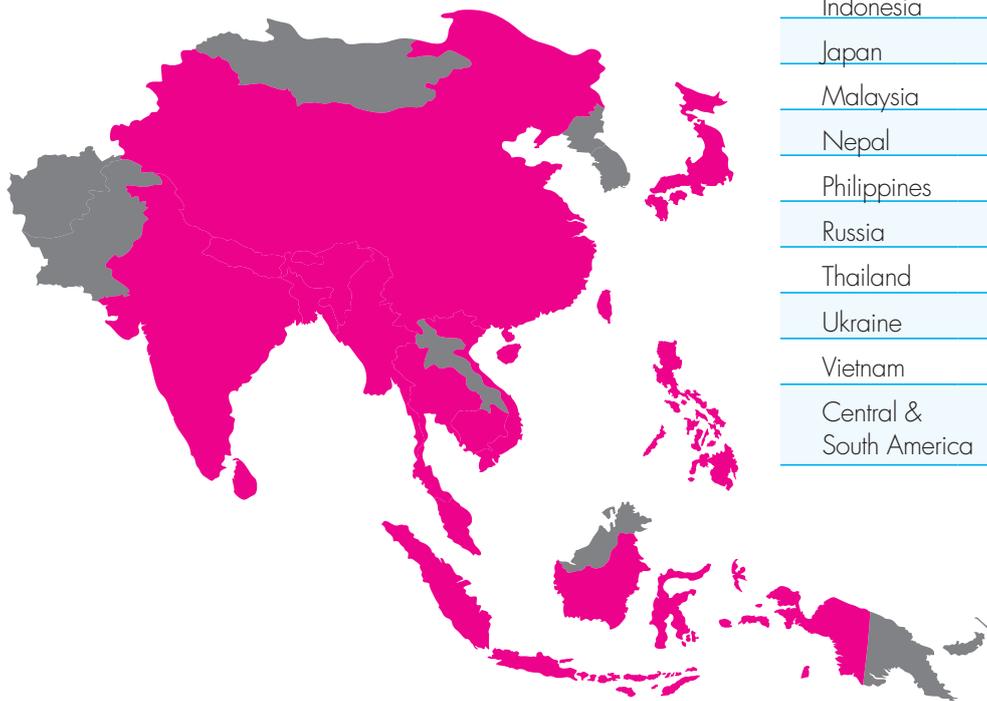
KAP	Measurement	Questions / Statements
Knowledge	Aware or not aware	<ul style="list-style-type: none"> • What best describes a trafficked person? • Where does human trafficking take place? • What form of abuse or exploitation is human trafficking linked to? • Who is at risk? • How do people end up being trafficked?
Attitude	Level of agreement	<ul style="list-style-type: none"> • Human trafficking is not really a big problem in this country/ It is not likely that people in my community would be targeted by traffickers • Accepting a trafficked person back into the community would be embarrassing • If those trafficked were poor to start with, at least now they have a job • People I know don't really care about human trafficking • People who end up being trafficked did so by their own choice
Behaviour (practice)	Level of compliance/ expected compliance	<ul style="list-style-type: none"> • Reporting suspect human trafficking activities • Find out information about human trafficking • Educating friends about human trafficking • Educate friends that some prostitutes are forced trafficked persons Seek independent advice about an overseas job



The basic methodology used consisted of a pre-stage measure or baseline, followed by one or two post stages. Control samples were used in many studies to isolate the impact and to determine the impact of word of mouth communication beyond the primary target group.

Since 2008, MTVEF has carried out 42 evaluations and baseline surveys covering 20 countries.

Country	City
Burma (Myanmar)	Yangon
Cambodia	4 provinces
China	National
East Timor	Dili
Guatemala	Guatemala City
Honduras	Tegucigalpa
India	National
Indonesia	Jakarta, Bandung, Medan
Japan	National
Malaysia	KL
Nepal	Katmandu, Pokhara
Philippines	Manila, Davao
Russia	National
Thailand	7 Provinces
Ukraine	National
Vietnam	17 provinces
Central & South America	Argentina, Colombo, Mexico, Venetzuela



Based on past evaluations with the public and for human trafficking, the average shift for all interventions has been 21 points on the KAP Index, moving the KAP Index up from an average of 111 up to 132 points. MTV EXIT's target was to increase the KAP Index to 140 or above, which would mean that the majority of those surveyed were in the low-risk segment. However, MTV EXIT did accomplish this because of interventions in both Cambodia and Vietnam.

The graph illustrates that documentaries have performed better than average. However, trainings have had the lowest

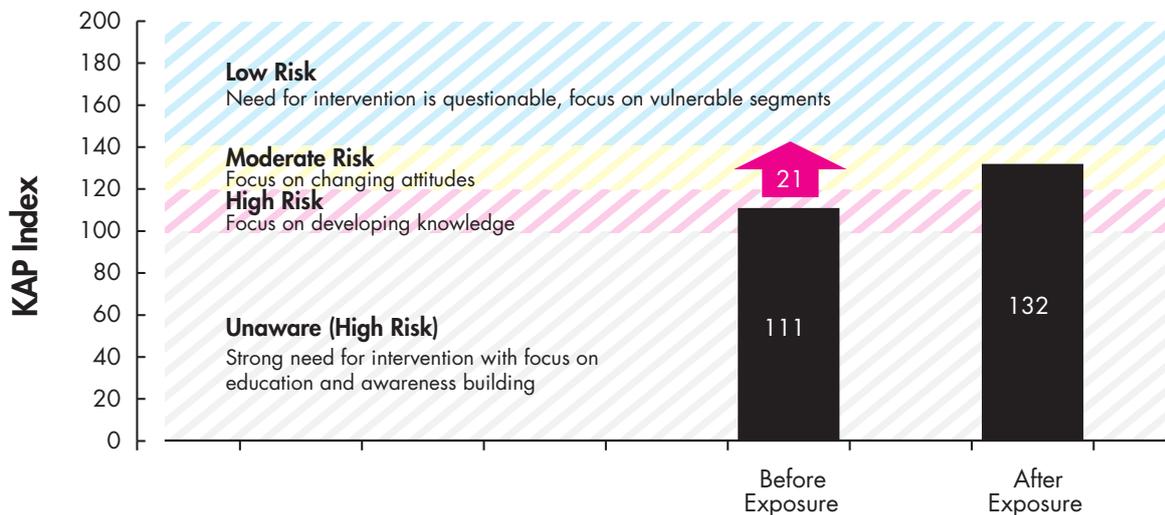
impact because participants had the highest KAP Index at the pre-stage. Events have performed in line with the benchmark following the post two stage. It is evident that events on average have successfully seen an increase in impact as represented by the positive shift between the post and post two stage. This may be due to their ability to generate a 'buzz' and increased word-of-mouth communication.

You can use the KAP Index benchmarking to compare different campaign periods. The documentary "Traffic" was an integral part of each intervention from 2008 to 2010. The

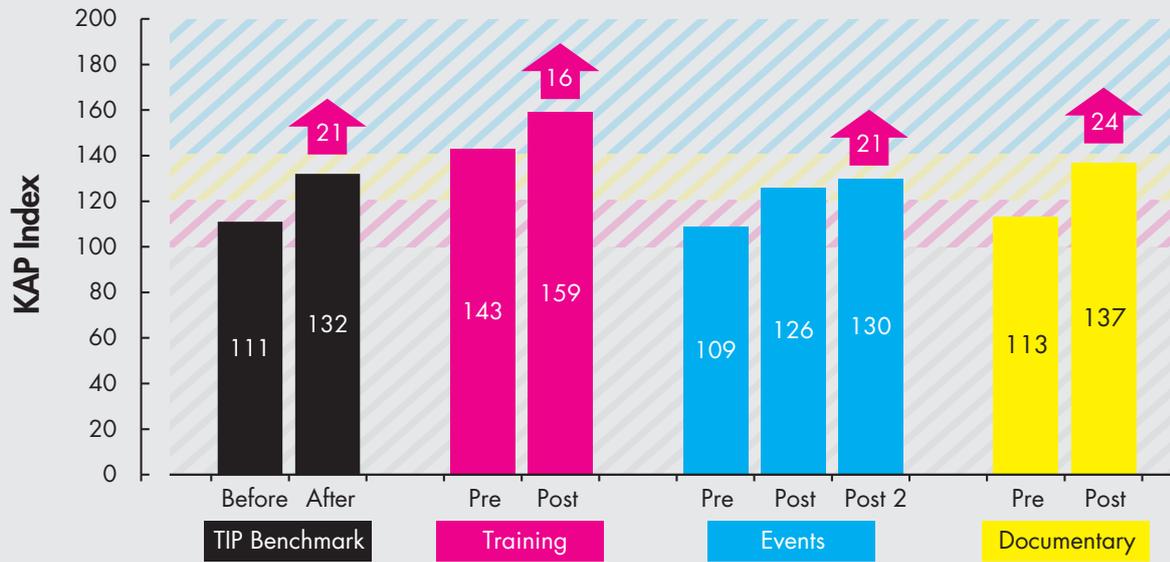
average impact achieved during this period was 20 points on the KAP Index. The subsequent documentary program, "Enslaved," saw a significant increase in impact and moved up 27 points on the KAP Index. There is also an increase in impact when comparing the control groups for the two campaigns. The increase in impact of "Enslaved" demonstrates MTV EXIT's ability to learn from the KAP Score and Program Performance Index (PPI) assessments, in addition to qualitative feedback of programming and to use findings to inform and strengthen future productions.

KAP Index Benchmarking

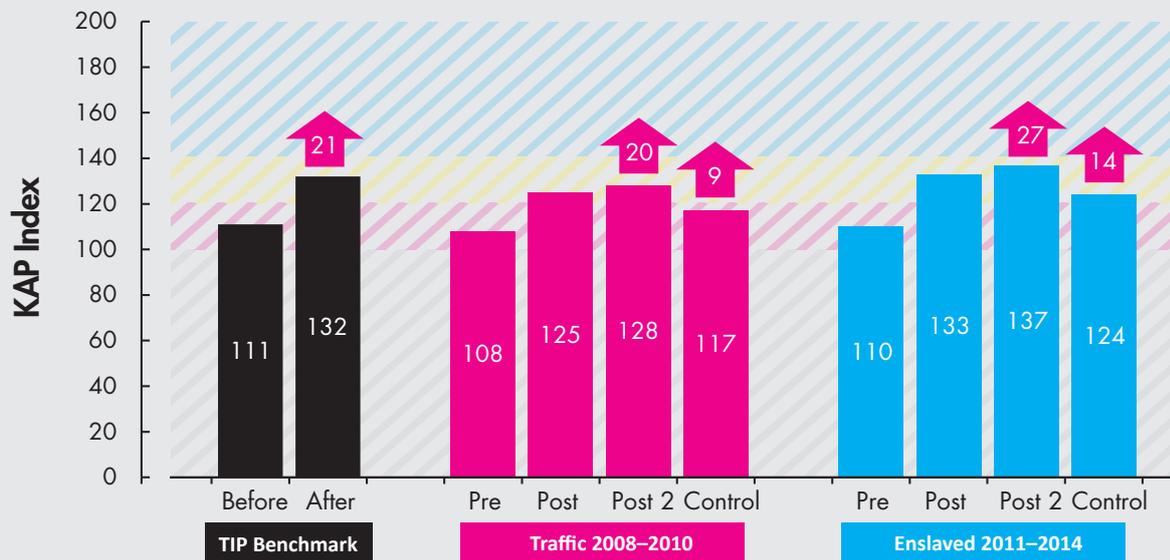
(Based on over 14,000 interviews in 20 countries)



KAP Index Benchmarking by Intervention



KAP Index Benchmarking by Program



Country Performance – average increase in the KAP Index

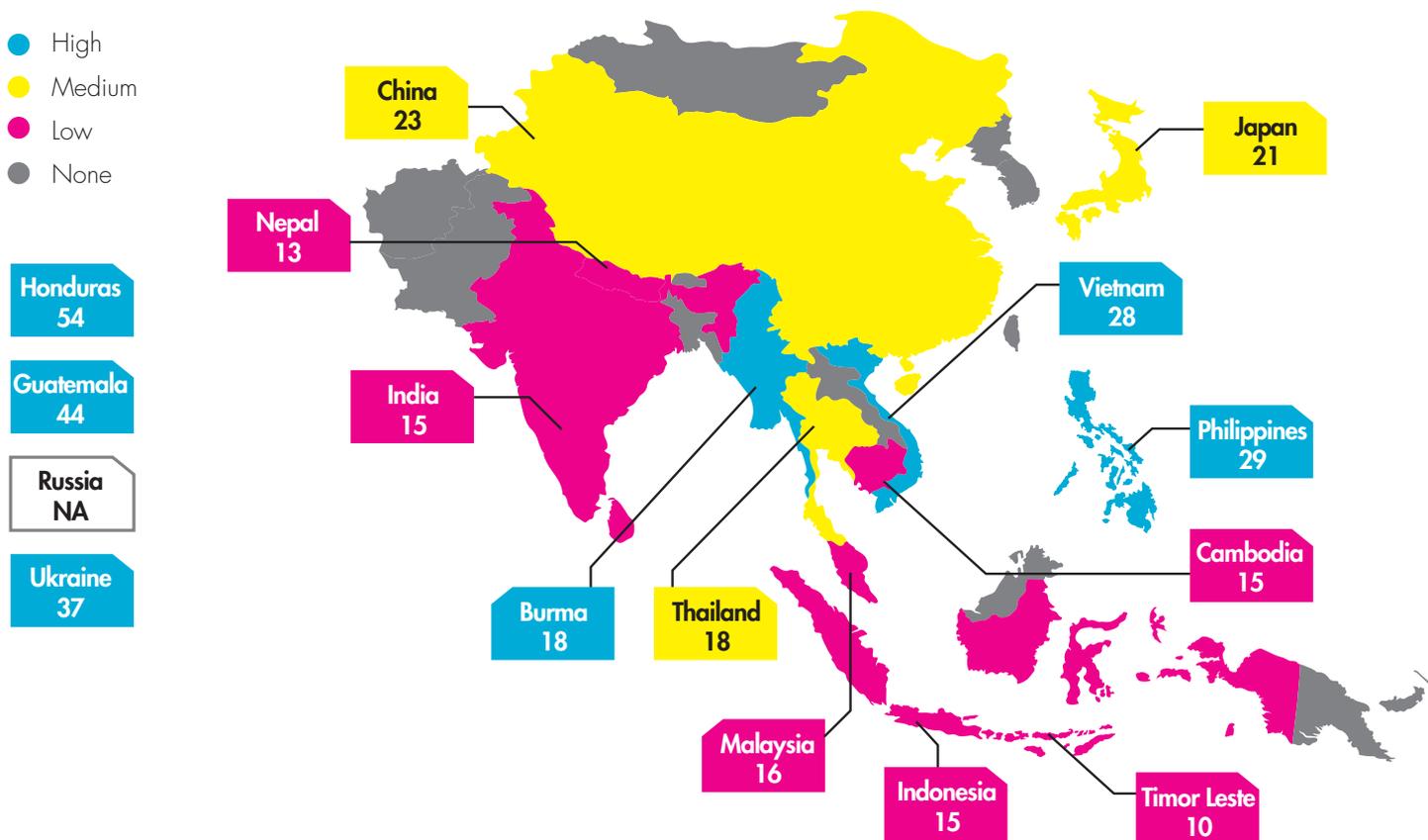
As the map below illustrates, there is evidence of some level of impact across all MTV EXIT targeted countries but some countries have seen better results than others. Strong results have been evident in the Philippines, Vietnam and Myanmar.

A significant high-risk segment is found in all countries but it is clear that some countries are on average more vulnerable than others. It is interesting to see that high-risk is not necessarily associated with developing nations. For example, Japan has a large high-risk segment and means they are at greater risk of fueling demand for human trafficking.

The PPI has taken five dimensions taken into account: favourability,

relevance, likelihood to take action, clear communication and trust in communication. Favorable opinion and relevance are about emotional engagement, or in other words, the level of affinity the target group has towards the program. Results show that clear communication and building trust have a strong link to program execution. Finally, one must assess to what extent people feel compelled to take action.

AVERAGE INCREASE IN THE KAP INDEX

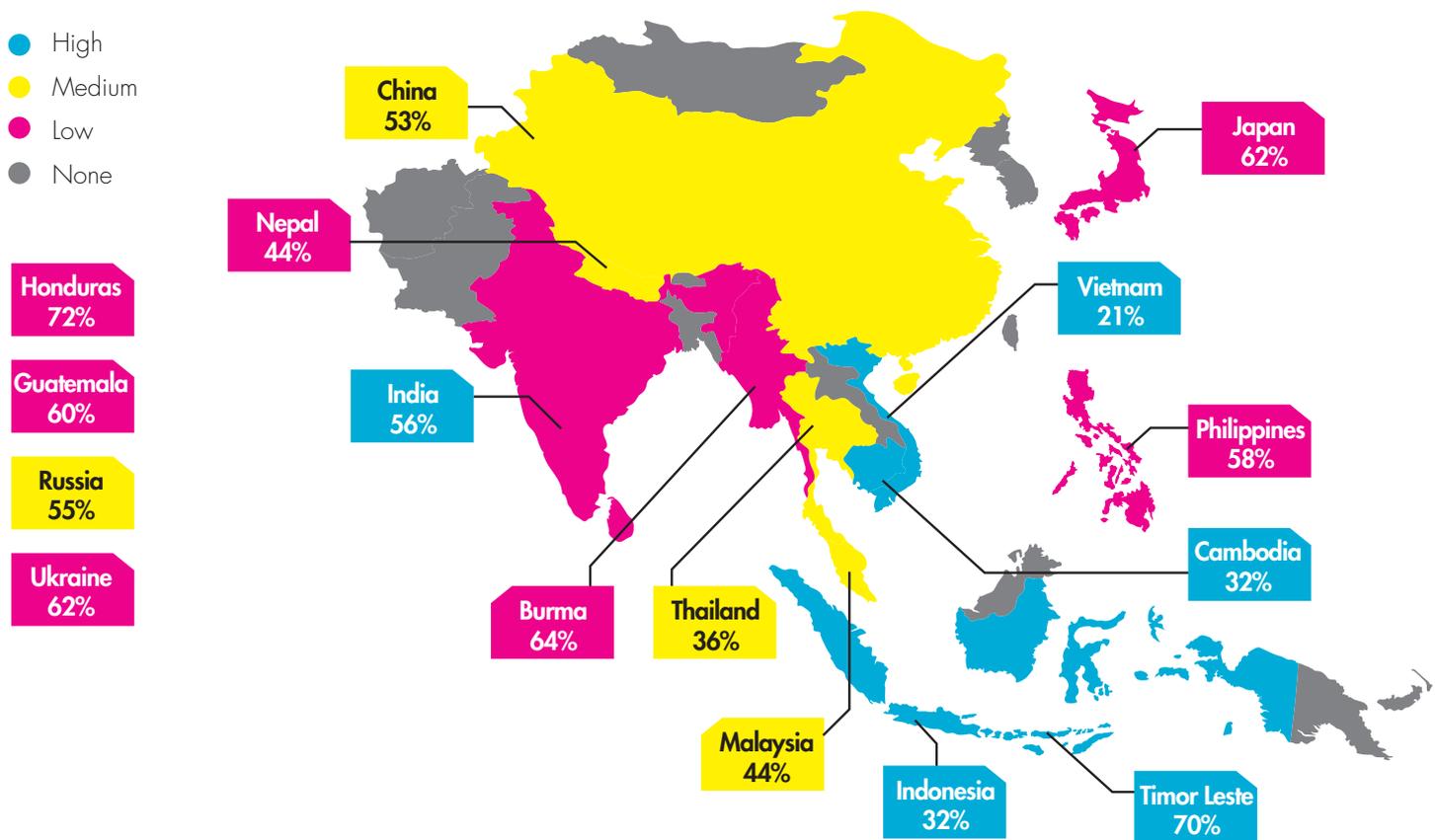


Across all evaluations, the average PPI is around 85. In contrast to impact, the PPI is a process measure focusing on perceived performance of the intervention itself. In countries where human trafficking is stigmatised, we find the PPI score to be generally lower, but impact is still achievable. There isn't a correlation between Impact and PPI as they aim to measure different things.

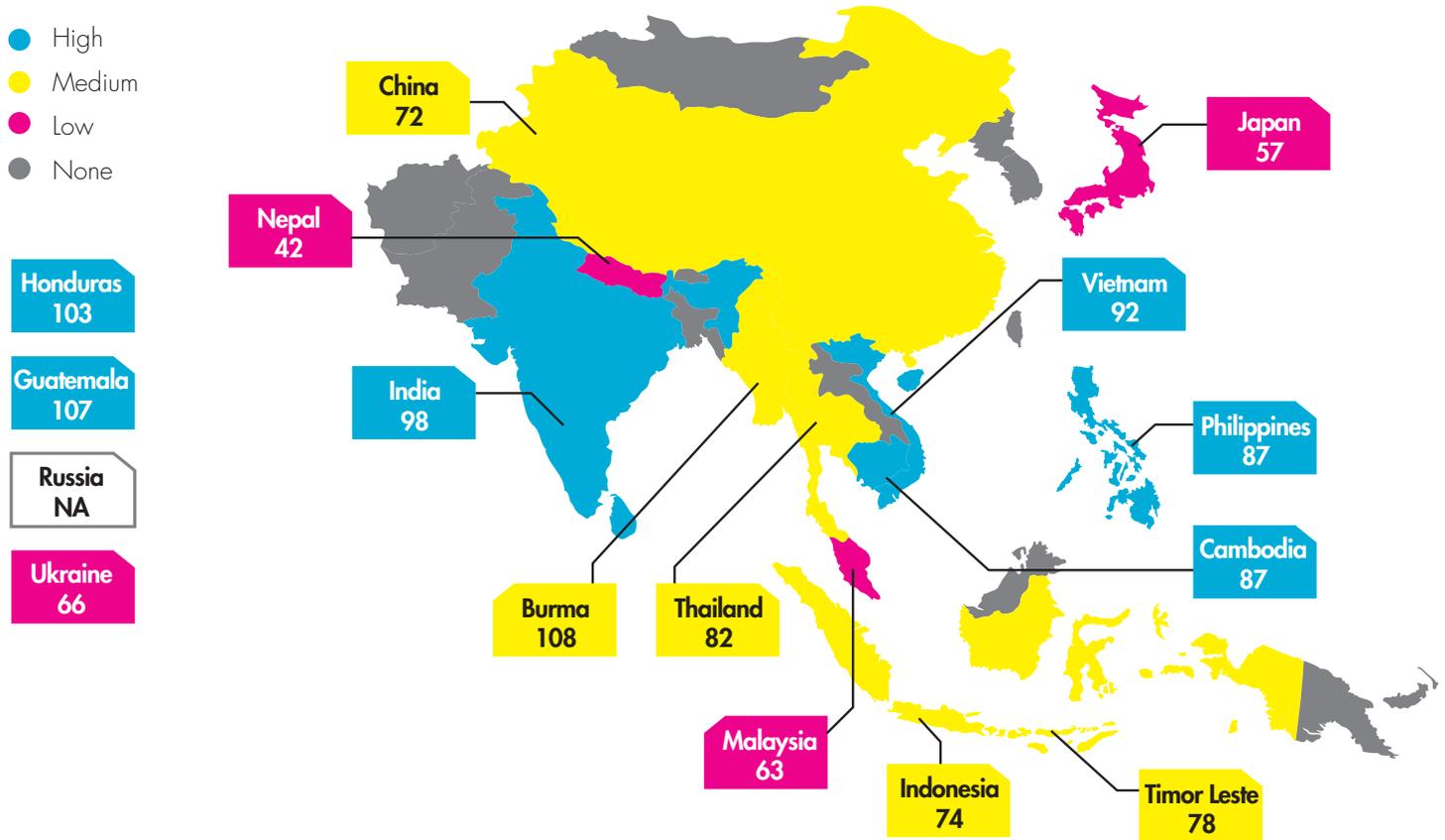
The adoption of KAP Score provided MTV EXIT with indicators by which to measure the efficacy of its programming. In its final phase of implementation, MTV EXIT prioritised collecting data to demonstrate actual behaviour change/adoption for the prevention of human trafficking. MTV EXIT aimed to accomplish this through formalising partnerships with the organisational services the program was promoting through its outreach activities. These

formal partnerships would move beyond obtaining permission from the service providers to promote their resources, to obligating the service providers to provide MTV EXIT with the data necessary to see if the intervention was having the intended behaviour change/ adoption result. For example, during the 2013 "MTV EXIT Battambang Roadshow" in Cambodia, the MTV EXIT promoted hotline received a fifty-five percent spike in calls.

SIGNIFICANT HIGH-RISK SEGMENT



PPI SCORES



MTV EXIT also adopted the new indicator of 'number of youth-led activities' to reflect its increased emphasis on the outcome of having developed youth capacity to organise and run their own awareness raising activities for the prevention of human trafficking. During Phase IV, MTV EXIT Youth Ambassadors organised 120 events reaching 1300 of their community members and peers.

Another consideration in the development of MTV EXIT's M&E approach was an increased focus on qualitative research and its results. In phase IV, MTV EXIT applied qualitative research as an important tool to help confirm or disprove existing quantitative

data, or illuminate deviant data. In short, MTV EXIT aimed to use qualitative approaches for process tracing; for exploring the tipping points that play a crucial role in shaping long-term processes of behaviour change; for providing more insights into findings that are derived from quantitative surveys, and for ultimately strengthening production processes primarily through applied C4D practices.



6 LESSONS LEARNED

A number of key strategic lessons have emerged from MTV EXIT's program performance analysis, as reflected in this report. Some additional lessons learned include the following:

- (i) Focusing less on quantitative reach figures (which do little to help build output quality), and more on the quality of engagement with MTV EXIT's target audiences. In turn, this meant expending more energy and resources in formative processes in line with a robust C4D methodology to best ensure that the relevance of MTV EXIT outputs is high and that targeting of risk groups is evidence based;
- (ii) Being selective about the additional projects that were taken on as a campaign. Although MTV EXIT has been a key player in the anti-trafficking community, it was important to stay true to the program's mission and objectives and recognise that additional projects can over-extend the team's capacity to deliver against stated program outcomes;
- (iii) Adapting MTV EXIT's Roadshow model to focus more on MTV EXIT's core competencies as an MTV EXIT campaign, i.e. delivering high-quality, exciting, action-orientated activities that are sustained over a longer period, and with a sharper focus on direct school outreach to ensure that youth are placed at the centre of the program;
- (iv) Paying more attention to the design of sustained campaigns on the ground in priority countries. This was achieved through the development of country specific work plans and strategies to ensure better integration of the campaign's various outputs, which span all platforms (on-air, digital, live events), as well as investing in country specific staff to support implementation of the work plans and maintain partnerships.
- (v) Being aware of the risks involved in over-reliance on just two major donors, and that funding contracts with development agencies are subject to change. This highlights the need for a more robust funding strategy that would seek a larger pool of donors to support the program.
- (vi) Developing a stronger, more actionable sustainability plan so MTV EXIT partners can benefit from program materials, tools, knowledge and learning in the event of an unexpected end to current activities.



7 SUSTAINABILITY

Given the end of the MTV EXIT Program in Asia, the main question this section responds to is: 'What has been left behind?' MTV EXIT considered the sustainability of all activities in each of the components contained in the MTV EXIT Strategic Framework:

Media Content: All MTV EXIT video programs are rights free and free for distribution, enabling ATIP stakeholders to continue to use the content for education and outreach purposes even beyond the life of the program. In addition, MTV International

will continue to support MTV EXIT online platforms so that video resources continue to be accessible via www.mtvexit.org, YouTube and Vimeo.

Live Events: MTV EXIT live concert events have been vital for launching the issue of trafficking into the forefront of societal conversations across the Asia Pacific region. MTV EXIT has made history with a number of its events and those memories will continue in the minds and hearts of young people who were so excited to have had the opportunity to attend. Many

celebrities, having participated in an MTV EXIT live event, have been inspired to take on the issue of human trafficking and to continue to be an ATIP advocate. Media Content generated from Live Events, such as artist specials, will continue to be valuable resources for the ATIP community and can be accessed at www.mtvexit.org, YouTube and Vimeo.

Youth Engagement: All activities under this component have emphasised building the capacity of youth to organise and run their own awareness raising activities, which has ensured



that beneficiaries of this program will be better positioned to contribute towards ongoing community resiliency against human trafficking. In addition, the “My EXIT Plan” toolkit and “The EXIT Map” training curriculum will continue to be valuable tools for youth keen to join the global ATIP movement.

Strategic Communication:
While events hosted as a part of the Strategic Communication component, such as Press Launches, were primarily conducted to promote programmatic activities to

maximise audience reach, the engagement of highly influential individuals has meant that the ATIP sector has continued to benefit from connections forged and commitments made publicly by participating influencers. In addition, the strengthening of MTV EXIT’s emphasis on research and the development of tools for quality assurance (such as those for C4D) has generated a wealth of resources, which have been distributed widely through ATIP networks and will continue to be available at www.mtvexit.org.



8 APPENDICES

8.1 Communications for Development (C4D) Summary

The success of MTV EXIT was due to the emphasis on a consultative pre-production process, which has become a trademark of how MTV EXIT develops its programmes.

In 2011, AusAID commissioned an independent review of MTV EXIT Phase III and released it in January of 2012. One of the lessons that emerged through this review process was the need for MTV EXIT to strengthen its technical

approach to raising awareness for the prevention of human trafficking. The review stated that MTV EXIT needed a greater understanding of C4D. Upon subsequent engagement with the author of this review, however, it became clear that MTV EXIT had already developed production-cycles in line with C4D practices but needed to apply additional capacity to these cycles and

the tools being used could be developed and strengthened.

Taking all of this on board, MTV EXIT formally adopted C4D as an overarching principle and included additional measures as a part of its Phase IV Program Design. MTV EXIT then began to foster an internal culture of learning as well as building its capacity. Finally, MTV EXIT developed its own definition of

C4D as well as the MTV EXIT C4D Strategy.

C4D is an interdisciplinary field of study and work that uses communication methods, media and tools to promote social and behaviour change. A C4D Strategy recognises the need to invest in strategies and activities that encourage knowledge sharing, dialogue, partnership, participation and empowerment.

A C4D strategy uses and emphasises the use of public discussion, dialogue, knowledge sharing, social inclusion, creating supportive environments, and behavioural and social change that can contribute to positive development outcomes. The Asia Pacific region uses C4D strategy in a variety of contexts, such as in health and environmental programs; conflict prevention and resolution; gender based violence, and trafficking prevention.

Human trafficking is a complex issue that can be hard to understand. Many confuse it with issues such as human smuggling, illegal migration, drug trafficking and often even individuals who have been trafficked are unable to self-identify as victims. This lack of understanding translates into a lack of awareness and can render individuals vulnerable, as they are unable to recognise the warning signs of a trafficking situation. Limited knowledge and awareness also puts individuals at risk of contributing to the demand of cheap labour, and consequently the exploitation of others without knowing. When the MTV EXIT programme first moved to Asia, there was a focus on raising awareness about human trafficking. In Phase IV, MTV EXIT adopted a C4D Strategy because realised that transmitting

important information about the risks of human trafficking is not always enough to achieve a desired behaviour change. Addressing such a complex issue requires a participatory process whereby people are empowered through effective communication tools to identify problems and develop solutions within their own societal contexts using indigenous knowledge.

Implementing a C4D Strategy has proved that greater involvement from local stakeholders will ensure sustainable and longer-term change. External technical experts are able to identify problems and develop solutions, but often not able to relate to people's and communities way of thinking and living. A C4D Strategy for trafficking prevention equips a development program with a consultative process that will ensure understanding of the factors that can motivate and promote positive and sustainable change. Thus, a C4D Strategy within the context of a prevention and counter-trafficking campaign can:

1. Deliver information to raise awareness of human trafficking,
2. Facilitate access to vetted ATIP resources and services,
3. Aid messaging and effectiveness through participation,
4. Amplify voice to reduce negative attitudes of stigma and discrimination,
5. Support advocacy to stimulate public dialogue,
6. Promote social action and empowerment.

MTV EXIT's C4D Strategy defined C4D as a planned,

evidence-based and participatory process to address knowledge, attitudes and practices, and promote proactive and measurable behaviour change and social action among targeted groups and stakeholders for the prevention of human trafficking and exploitation.

MTV EXIT employs the following three crosscutting communication approaches in its C4D Strategy: behaviour change communication, social mobilisation, and advocacy to deliver End of Program Outcomes (EPO).

Using behaviour change communication, MTV EXIT collected evidence-based data through consultative and participatory processes with individuals and groups to address knowledge, attitudes and practice (behaviour) levels related to the prevention of exploitation and human trafficking. This communication approach considers and assesses cultural practices, societal norms and structural inequalities before messaging dissemination.

Through social mobilisation, MTV EXIT's YE activities equipped, engaged and provided on-going support to empower stakeholders (such as youth, local stakeholders, creative agencies, etc.) to work in a coordinated way to raise awareness about human trafficking and promote positive behaviour change and social action in their communities and networks.

Through advocacy, MTV EXIT aimed to bring the issue of human trafficking to the forefront of societal and community discourse. In order to achieve this, MTV EXIT worked with a variety of stakeholders from the

local up to the international level, ranging from government representatives, NGOs, youth networks, celebrities, donors, community leaders, ATIP survivors and creative agencies to initiate public discussion and work together in contributing to a reduction in human trafficking. Moreover, through advocacy MTV EXIT collected evidenced-based social and behavioural data that was gathered using continuous formative, consultative and participatory processes with stakeholders (local to regional level) and targeted groups (youth and at-risk populations). The results of this data collection were tailored and disseminated through various interpersonal and communication channels

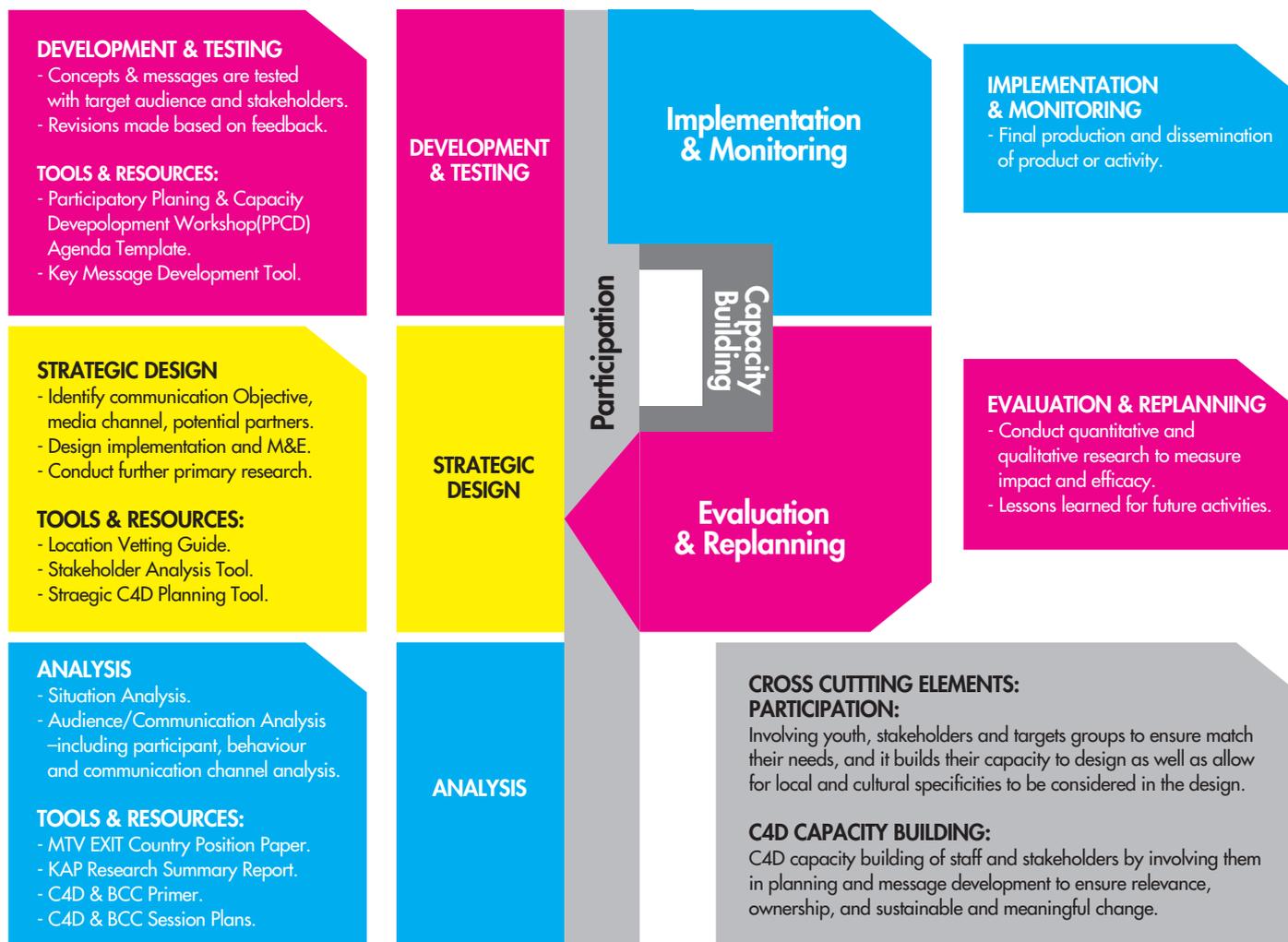
to inform, influence and empower leadership among the aforementioned groups and create a supportive environment around ATIP.

MTV EXIT could independently employ any number of these crosscutting communication approaches on an activity. For example, an MTV EXIT Youth Training workshop could employ social mobilisation and advocacy. Engaging and empowering youth to take sustained social action in their communities achieved social mobilisation, while connecting youth with local ATIP representatives and local governments at the MTV EXIT Youth Training to work collaboratively to initiate public

discussion about human trafficking achieved advocacy. Moreover, only through a combination of communication approaches can a supportive environment to enable positive and sustained change¹⁰.

Guided by John Hopkin's P-Process Framework, MTV EXIT's activities are designed in five interdependent stages. MTV EXIT's C4D strategic cycle (below) highlights the key steps and tools used when planning campaign activities.

¹⁰ Camilla Merrild et al., Writing a Communication Strategy for Development Programmes (Dhaka, 2008), 37



Step 1 Analysis:

Effective communication activities require research and analysis. As part of the C4D strategy, MTV EXIT collects and manages primary and secondary data on an on-going basis to build its evidence base to inform programming and content development. Research results also informed MTV EXIT Country Position Papers and planning documents. These documents provided a baseline of information and helped to inform what additional primary and secondary research was needed. Moreover, MTV EXIT undertook formative research to gather baseline data, national and regional information about human trafficking trends, ATIP initiatives, and audience insights and media consumption in key market countries.¹¹

Step 2 Strategic Design:

Within the strategic design phase: MTV EXIT identified communication and KAP objectives, media channels for activity promotion are determined, concepts are developed, and a M&E plan is set. These objectives are further enhanced through activities such as a Participatory Planning and Capacity Development Workshop (PPCD), consultations and meetings with youth and stakeholders, Focus Group Discussions (FGDs), and other qualitative methods.

¹¹ While more detail of this formative baseline research is provided in MTV EXIT's M&E Strategy, it is referenced here to highlight its importance concerning this stage in MTV EXIT's C4D Strategic Cycle.

Step 3 Development and Testing:

Within this phase: concepts, materials and messages are developed, tested, revised and retested before final production to ensure that an activity will not only be relevant to its audience, but will also evoke emotion that can motivate positive behaviour change and/or social action in human trafficking prevention. Behaviour change messages are developed in an on-going process, which are first informed by baseline and formative research carried out in the analysis phase using the 'Strategic C4D Planning Format'. They are further refined by qualitative activities such as PPCDs and FGDs with targeted groups and consultations with stakeholders, partners and creative agencies to assess messaging efficacy and production elements.

Materials used for pre-testing can include scripts, storyboards, short animations, toolkit drafts, a live drama performance of concept, and if budget allows a rough cut of the Media Content. There is the ability to conduct pre-testing through consultations, focus group discussions, semi-structured interviews, and other qualitative methods. As much as possible, partners (such as local media and production partners) and targeted groups will be part of this testing process to ensure ownership. Results from the pre-testing inform any revisions that need to be made. If budget allows, a second test may be conducted of the revised materials to ensure revisions were properly done before final production.

Step 4 Implementation and Monitoring:

This phase includes the final production and dissemination of the activity. This includes dissemination of MTV EXIT content and activities, and youth-led outreach activities. Firstly, stakeholders are involved in the dissemination process through such activities as promotion, marketing and press conferences, as their involvement not only allows for greater media coverage, but also builds a supportive environment for the issue of human trafficking to be brought to the forefront and enable a public discussion.

Secondly, time is set during the workshop to train youth on how to develop targeted messages and positive calls to action. This is done so that youth are able to apply C4D processes in their outreach activities. Moreover, youth are given the "MY EXIT PLAN" toolkit, which further guides them through the process of developing key messages and calls to actions for their own activities. During the session, youth are encouraged to think about the intended audience, the behaviour objective, local resources, and the best way to share the messages. Following this session, youth ambassadors plan their own outreach activities based on the context of the community, and these activities come in the form of drama performances, video screenings, or small concerts. These activities are carried out with on-going support from MTV EXIT.

Monitoring of the activity is conducted using qualitative and/or quantitative methods. If a pre-test focus group discussion was



conducted then a qualitative post-test with the same group is performed, where possible. However, if this is not possible, qualitative monitoring, such as through focus group discussions, consultations, online surveys, take place with targeted groups, stakeholders, partners and youth to assess the activity. These findings are collected and shared with partners to ensure continued collaboration and support.

Step 5 Evaluation and Re-planning:

Evaluation, measures how well a program achieves its objectives. As part of the M&E plan developed in the strategic design phase, MTV EXIT undertakes quantitative and qualitative research to not only strengthen development of, but also to inform the efficacy of MTV EXIT programming. Evaluation of MTV EXIT activities will also involve targeted groups, such as face-to-face interviews for post-event KAP surveys, post-broadcast FGD's, and consultations and feedback sessions with youth and stakeholders following YE activities. These post-event qualitative methods utilise

participatory processes so as to learn whether the content and the messaging was effective, and how it can further inform other MTV EXIT activities that will take place in the same country. Also included in this phase is the tracking of all distribution, and ratings/reach data analysis.¹²

All information, especially related to key learning, collected throughout the M&E processes is shared both within MTV EXIT and with external partners, to inform the re-planning process of MTV EXIT activities, and to strengthen the ATIP community's efforts as a whole.

Crosscutting concepts of C4D Strategic Cycle:

Within the C4D Strategic Cycle there are two concepts; participation and capacity strengthening, which are cross cutting throughout all the stages. These two components are essential to building strong partnerships from the community to the regional level. Moreover,

¹² Please view the MTV EXIT Monitoring and Evaluation Strategy for full details about the monitoring and evaluation activities that take place in Steps 4 and 5.

both concepts are also crucial to increase the sustainability of program efforts and outcomes¹³.

Participation

Meaningful participation takes place when people express their concerns, their voices are heard and they are able to influence decisions in ways that enable their demands and concerns to be taken into account. At MTV EXIT, we believed that our activities should engage targeted groups and multiple stakeholders at the national, district, and community level. Involving these groups ensures that programs match their needs and allows local and cultural specificities to be considered in the design of the activity. Although consultations are a necessary practice, MTV EXIT sought to make these consultations as participatory as possible by ensuring transparency, dialogue, exchange of perspective to get a better idea of the bigger picture, and the voices of those who are consulted were taken seriously and had weight in the planning process. MTV EXIT also ensured that these participatory consultations were done in an ongoing process so the groups

¹³ http://www.sprc.org/sites/sprc.org/files/event_materials/C3FPPProcess.pdf



could be involved throughout the planning process, and to empower leadership or ownership with the activity at hand. Thus, MTV EXIT employed a variety of methods to ensure participation from stakeholders and targeted groups, such as consultations with stakeholders and youth to gather constructive feedback, PPCDs, MTV EXIT hosted stakeholder meetings, and ongoing online conversations.

Build C4D capacity of MTV EXIT staff and stakeholders

To help to ensure that a C4D Strategy is integrated into MTV EXIT's work at all levels, staff needed to have at minimum a basic understanding of the subject matter. A full-time C4D Officer on MTV EXIT staff; a dedicated M&E/C4D Specialist on the MTV EXIT Technical Advisory Group (TAG); and resources (such as the C4D Primer, BCC Primer, and the C4D Webinar training in early 2013) were made available for all staff, which provided direct C4D support.

MTV EXIT sought to increase the value and capacity of youth and civil society, media, private sector and government stakeholders by applying C4D processes and methodologies. MTV EXIT aimed

to achieve this through various measures, which included, but were not limited to:

1. Involvement of stakeholders in an on-going process in the message development and planning of an MTV EXIT activity, such as PPCD, focus group discussions and consultations;
2. Dissemination of MTV EXIT C4D outputs including research results, country position papers and messaging briefs;
3. Sharing C4D tools for reference including the MTV EXIT C4D Strategy and accompanying tools;
4. Conducting C4D Capacity Building Workshops on an ad hoc and opportunistic basis.

Since the formal adoption of C4D practices, MTV EXIT organised and implemented nine community consultation workshops, (PPCDs), in six countries in one year including 126 community-based participants representing local leaders and government, youth, victims of trafficking, NGO and CBO groups.

MTV EXIT generated 18 "Messaging Briefs" as the result

of applying C4D practices to inform a single live event and surrounding Media Content for "MTV EXIT Live in Udon Thani."

In addition, during the same year MTV EXIT hosted nine C4D training workshops for government agencies, ATIP organisations, youth networks and civil society organisations.

8.2 Country-specific highlights

MTV EXIT CAMBODIA

All MTV EXIT activities in Cambodia were done in partnership with the National Committee to Lead the Suppression of Human Trafficking, Smuggling, Labour Exploitation and Sexual Exploitation in Women and Children. The following summary highlights all MTV EXIT activities in Cambodia from 2007–2014 including media content produced, live events hosted and youth engagement.

MEDIA CONTENT

2007 Launch of Documentary *Traffic* featuring MTV EXIT Ambassador Preap Sovath and broadcast on Cambodia Television Network (CTN)

2009 Tens of thousands of Cambodians were reached through the television broadcasts of the *Placebo Live at Angkor Wat*, *The Click Five Live in Cambodia* and *MTV EXIT Live in Cambodia* MTV EXIT Specials on Bayon TV and other channels globally

2010 Broadcast of *Intersection* an MTV EXIT Animation on SEA TV

2012 – Documentary: Enslaved

The Cambodian version of Enslaved is hosted by presenter Dr Chea Samnang and tells the stories of real people affected by the human trafficking trade in Cambodia: Posvak, a Cambodian woman, was trafficked to another country and forced to work as a domestic slave; Vannak a young man from Cambodia trafficked for labour onto a Thai fishing vessel; and Chaivoeurn, a young woman from Cambodia, was trafficked by her Aunt to Phnom Penh as a forced sex worker.

2013 – Music Video: 3 Don'ts (kMu 3) – Pou Khlaing, Khat Sokhim and MTV EXIT

MTV EXIT's Cambodian music video features hip hop artist Pou Khlaing in collaboration with pop sensation Khat Sokhim, who donated their time to inspire people to 'get up' and join the fight against human trafficking. The lyrics and video were designed to motivate the people of Cambodia to join MTV EXIT in the fight against human trafficking, and feature vision of Pou and Khat creating a movement in the villages

of Cambodia to bring an end to the exploitation of Cambodian people. The music video features direct messaging on the '3 don'ts' when moving away for a career opportunity: don't rush, don't trust everyone and don't give away your possessions.

LIVE EVENTS

2008 Concert Tour:

- Sihanoukeville
- Kampong Cham
- Siem Reap
- Phnom Penh

Artists included:

International artists Placebo, The Click Five, & Kate Miller-Heidke; Cambodian artists Preap Sovath & Pou Khlaing

TOTAL reached 65,000

2011 MTV EXIT Live in Phnom Penh

Artists included:

International artists The Click Five & After School; Cambodian artists Preap Sovath & Pou Khlaing

TOTAL reached 40,000

YOUTH ENGAGEMENT

2011 – MTV EXIT National Youth Sessions was held to build the capacity of 40 Cambodian youth to raise awareness for the prevention of human trafficking in their own communities across Cambodia.

2012 MTV EXIT Roadshow Youth Jam & Concert Tour:

- Prey Veng
- Kampong Cham
- Koh Kong
- Banteay Meanchey
- Siem Reap

TOTAL reached 23,000

2013 Battambang Roadshow reaching 4,000 attendees

MTV EXIT Cambodia Youth Leader 2013–2014



"I joined the fight to end trafficking and exploitation because... "I am a human. I could not live without air, water, food, shelter, and hope."
– Chhaya 2013

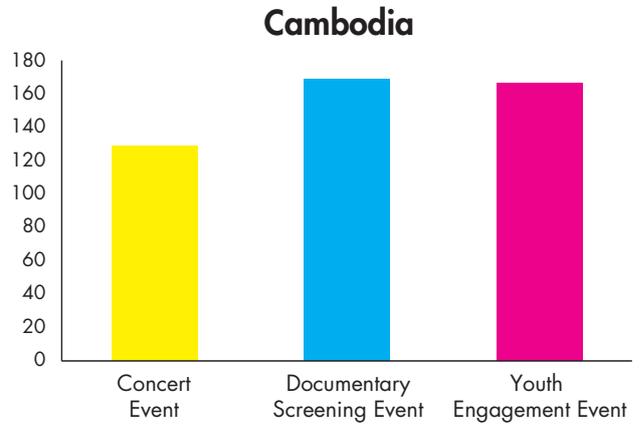
RESEARCH

From 2007 – 2014 MTV EXIT conducted impact assessment and baseline research in the following provinces: Kandal, Svay Rieng, Prey Veng, Kampong Cham and Phnom Penh.

The KAP Index is an indicator developed by Rapid Asia, Inc. in which knowledge, attitudinal and behavioural measures have been incorporated to form a one-number score. The higher the KAP Index, the more developed the mind-set of the target audience. The KAP Index helps to make an initial

assessment against which campaign impact can be monitored and evaluated. In addition, there are benchmarking capabilities based on past evaluations for MTV EXIT, carried out in 20 countries. Please see below for the final KAP Index scores for Cambodia.

For more information on MTV EXIT Cambodia activities, please visit www.mtvexit.org



MTV EXIT INDONESIA

All MTV EXIT activities in Indonesia were done in partnership with the Ministry of Women's Empowerment and Child Protection and the National Task Force to Combat Trafficking in Persons of the Government of Indonesia. The following summary highlights all MTV EXIT activities in Indonesia from 2007 – 2014 including media content produced, live events hosted and youth engagement.

MEDIA CONTENT

2007 Launch of Documentary *Traffic* featuring MTV EXIT Ambassador Krisdayanti and broadcast on Global TV.

2010 Broadcast of *Intersection* an MTV EXIT Animation on Global TV.

2010 Thousands reached through the live telecast concert special *MTV EXIT Live in Jakarta* that aired on Global TV. Artist special, *MTV EXIT presents Agnes Monica Live in Indonesia* also broadcast on Global TV as well as on MTV Asia.

2012 – Documentary: Enslaved

The Indonesian version of Enslaved is hosted by actress Dian Sastrowardoyo and tells the stories of real people affected by the human trafficking trade in Indonesia: Ika, a young Indonesian woman trafficked to Batam as a forced sex worker; Ismail, a young man trafficked into a forest in Northern Sumatra for hard labour in the logging industry; and Siti, an Indonesian woman trafficked to Malaysia and forced to work as a domestic slave.

2013 – Still Can (Masih Bisa) – D'Masiv and MTV EXIT music video

MTV EXIT's Indonesian music video features the band D'Masiv, who donated their time to raising awareness and inspiring change around the issue of human trafficking. The music video tells the story of safe migration versus unsafe migration, and in stark contrast, shows the very real consequences of not taking caution to protect oneself from traffickers who pry on the hopes and dreams of those wanting a better life.

LIVE EVENTS

The 2010 MTV EXIT Live in Indonesia event tour in May – June

- Medan
- Pontianak
- Makassar
- Surabaya
- Jakarta

TOTAL reached: 170,000

Participation from:

The Government of Indonesia: Ministry of Women's Empowerment and Child

Protection, the National Police, Governors and Mayors

Artists included:

Agnes Monica, Hijau Daun, Sidepony, Puck Mude, Rok Bunga Bunga, Kaolinit

Project, Superman is Dead, The S.I.G.I.T., Fuddy Duddy, The Jokes, Loe Joe,

Zogut, The Bren, Janedonna, Hi Mom, The Changcuters, Naif, Finger Print,

Hair Dresser on Fire, Ariel, Ukie, Reza, Lukman, David Band, Kotak, Tipe-X,

Hadise [Belgium], Gruvi, SHE, J-Rocks, Alexandria, Monkey Boots, Phantom,

D'Lilah, METRO, Parcel, Supernova, Getah, Unda Undi

2012: MTV EXIT Live in Bandung reaching 25,000 concert attendees and broadcast Live to Air on Global TV reaching tens of thousands more

Participation from the Governor of West Java, the Bandung representative of P2TP2A, the Ministry of Women's Empowerment and Child Protection and the Coordinating Minister for People's Welfare of the Government of Indonesia.

Artists included:

Australian rockers Expatriate; Indonesian performers The Changcuters, D'Masiv, Pas Band, Bondan Prakoso, Fade2Black, Kikan, Winner, Rosemary, Speaker First and Glory of Love.

YOUTH ENGAGEMENT

2012 – MTV EXIT Bandung Youth Sessions was held to build the capacity of 40 Bandung youth to raise awareness for the prevention of human trafficking in their communities.

Some of the youth leaders who participated in the MTV EXIT Bandung Youth Sessions continued to meet to discuss the development of a community to combat human trafficking. They chose to call it FIGHT.BDG which stands for "From Indonesia – aGainst Human Trafficking".

Grace, former MTV EXIT Creative Coordinator and Youth Leader said, "We don't know where we got the guts but we believe as long as we are willing to do a good thing to others there will be a way".

2012 MTV EXIT Roadshow Youth Jam & Concert Tour:

- Pontianak
- Lombok
- Sukabumi

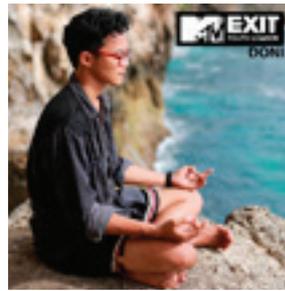
TOTAL reached 4,523

2013 Karawang Roadshow reaching 300 attendees

Following the Karawang Roadshow, to mark International Migrant Day on 18 December, MTV EXIT Karawang Youth Ambassadors and SBMI organised a public outreach event to share information promoting safe migration for the prevention of human trafficking reaching an additional 750 people in their community.

Following the MTV EXIT ASEAN Youth Forum in November 2013, three youth-led campaigns were held throughout December 2013 in support of the International Day for the Abolition of Slavery in Jakarta, Bandung and Sambas reaching approximately 1,400 people.

MTV EXIT Indonesia Youth Leader 2013–2014

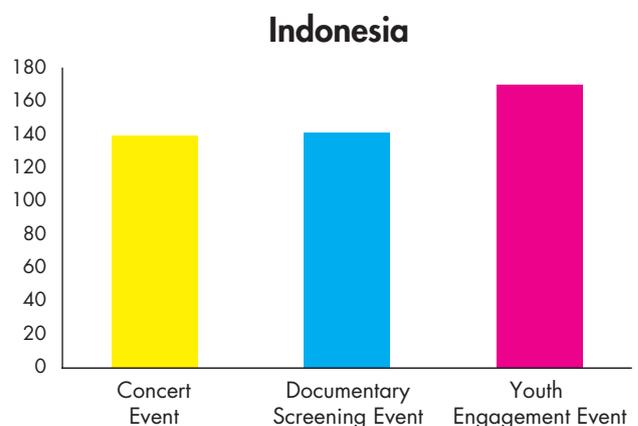


I joined the fight to end trafficking and exploitation because... "I believe in freedom, and all humankind should be granted this the day they are born. No more mistakes like our past long history about slavery." – Doni 2013

RESEARCH

From 2007 – 2014 MTV EXIT conducted impact assessment and baseline research in the following locations: Jakarta, Medan and Bandung.

The KAP Index is an indicator developed by Rapid Asia, Inc. in which knowledge, attitudinal and behavioural measures have been incorporated to form a one-number score. The higher the KAP Index, the more developed the mind-set of the target audience. The KAP Index helps to make an initial assessment against which campaign impact can be monitored and evaluated. In addition, there are benchmarking capabilities based on past evaluations for MTV EXIT, carried out in 20 countries. Please see below for the final KAP Index scores for Indonesia.



MTV EXIT MYANMAR

All MTV EXIT activities in Myanmar were done in partnership with the Central Bureau against Trafficking in Persons (CBTIP) of the Myanmar Police Force (MPF) of the Ministry of Home Affairs (MOHA). The following summary highlights all MTV EXIT activities in Myanmar from 2009 – 2014 including media content produced, live events hosted and youth engagement.

MEDIA CONTENT

2009 Launch of Documentary *Traffic* featuring MTV EXIT Ambassador Phyu Phyu Kyaw Thein and broadcast on MRTV-4.

2012 – Documentary: *Enslaved*

The Myanmar version of *Enslaved* is hosted by musician R-Zarni and tells the stories of real people affected by the human trafficking trade in Myanmar: Kyi Kyi, a woman from the Irrawaddy delta, was trafficked to China for forced marriage; Ko Min, a man from Myanmar, was trafficked onto a fishing boat in Thailand; and Vatsana, a Laotian woman was trafficked to Thailand and forced to work as a domestic slave for 16 years in a Bangkok home.

Traps of Life – R Zarni and MTV EXIT music video

Traps of Life is the first music video MTV EXIT has produced for Myanmar. The song is performed by R-Zarni, MTV EXIT's celebrity ambassador and an original member of Myanmar's most popular rock band, Iron Cross. The lyrics were written by Myint Moe Aung, a well known musician and TV personality. The audio mastering was completed by Chit San Maung, Iron Cross's lead guitarist. The animation elements of the video are based on illustrations by Nay Myo Say, a celebrated Myanmar visual artist. The video depicts a Burmese man's reintegration into his village after being trafficked into forced labour on a fishing vessel.

2013

Artist Special: MTV EXIT Presents Jason Mraz Live in Yangon

Jason Mraz travelled to Yangon to perform at MTV EXIT: Live In Myanmar, the first major concert against

human trafficking featuring an international artist the country has seen. During his stay in Yangon Jason was invited to a Monastery in the heart of city to meet a youth organisation, AFXB, who through the art of interactive community theatre promotes peer-to-peer learning about social issues such as human trafficking, as well as a group of survivors who share their stories with him. We see how these experiences inspire him to join the fight, spread the message and raise awareness about exploitation and human trafficking through his music, in this historic free concert attended by 70,000 fans.

Concert Special: MTV World Stage: Live in Myanmar

The first of MTV EXIT's live events to be broadcast on MTV International as a World Stage show, this is Jason Mraz playing live in Yangon's People's Square, the first ever international artist to perform at an open air concert in the country. This show premiered on MTV channels around the globe on 8th of March 2013.

Concert Special: MTV EXIT: Live in Myanmar

A 2-hour TV special broadcast which premiered on Channel 7 Myanmar. Over 70,000 fans packed Yangon's People's Square to watch featured performers from the US, Thailand and Myanmar. The Magnificent Shwedagon Pagoda was the backdrop to this historic, once in a lifetime event. The program also takes a look at the Youth Engagement program MTV EXIT ran alongside the concert, to engage young people in raising awareness about human trafficking and features excerpts from the Myanmar version of MTV EXIT's documentary 'Enslaved'.

LIVE EVENTS

2012: MTV EXIT Live in Myanmar reaching 70,000 concert attendees and streamed Live to Air on YouTube reaching tens of thousands more

Participation from CBTIP, MFP and MOHA from the Myanmar Government as well as distinguished representatives from the ASEAN Secretariat, US and Australian governments. US Ambassador-at-Large Luis C. CdeBaca of the Office to Monitor and Combat Trafficking in Persons addressed the audience as well as WalkFree founder Andrew Forrest.

Artists included:

US Singer-songwriter Jason Mraz; Thai rockers Slot Machine; Myanmar artists R Zarni, Phyu Phyu Kyaw Thein, Phyo Gyi, Lynn Lynn, Chi Htu Wai, Sai Sai, and Chan Chan also performed.

YOUTH ENGAGEMENT

2012 – MTV EXIT Myanmar Youth Sessions was held to build the capacity of 70 Yangon youth to raise awareness for the prevention of human trafficking in their communities. Youth also participated directly in the MTV EXIT Live in Myanmar concert event as outreach volunteers. All youth participants were recruited from existing youth networks of member organizations of the Human Trafficking Working Group, of which MTV EXIT is also a member, primarily including youth networks supported by World Vision, Save the Children, FXB, and UNIAP.

2013 – MTV EXIT staff organised 3 school outreach opportunities in July and August in Basic Education High Schools in Hlaing Tharyar in Yangon Township. Overall 450 students were reached with activities and messages facilitated by MTV EXIT Youth Ambassadors with guest speakers from the Myanmar Anti-Trafficking Task Force and the Myanmar's Women Association.

TOTAL reached: 450

MTV EXIT Myanmar Roadshow Youth Jam & Concert Tour with the support of Walk Free, World Vision and CBTIP:

- Mawlamyine
- Hpa'an
- Patheingyi

Over 13,000 people attended the 3 Roadshow concerts featuring MTV EXIT's Ambassador Phyu Phyu Kyaw Thein and Walk Free's Ambassador Phyo Gyi. Partner organisations, including IOM, Save the Children and World Vision, had information booths and the trained youth from the Youth Jams performed their dramas and songs. Video content from MTV EXIT and Walk Free was screened along with the trafficking hotline number appearing frequently and speakers from World Vision, representatives from local government also took the stage to share key messages and local TIP information.

TOTAL reached 13,500

Following the ASEAN Youth Forum, the four youth who participated implemented a joint project. They organised two community outreach events, engaging over 600 people, on December 1 in Hwabi Township, Yangon Division, and one flash mob activity in a popular recreational park on December

2. Afterwards the youth also organised one school outreach attended by 15 youths in a private school in Yangon.

2014 – MTV EXIT, together with the Hlaing Tharyar Youth Network organised the Hlaing Tharyar Roadshow with 20 youth from the local township and 4 very active MTV EXIT Youth Ambassadors. With the involvement of Yangon Anti-Trafficking Task Force and World Vision's End Trafficking In Person Program and a creative group called United-ACT, these 24 youth were educated and trained about human trafficking and forum theatre technique. Together the 24 youth led 2 public outreach activities in the east and west of Hlaing Tharyar.

TOTAL reached: 500

MTV EXIT Myanmar Youth Leader 2013–2014

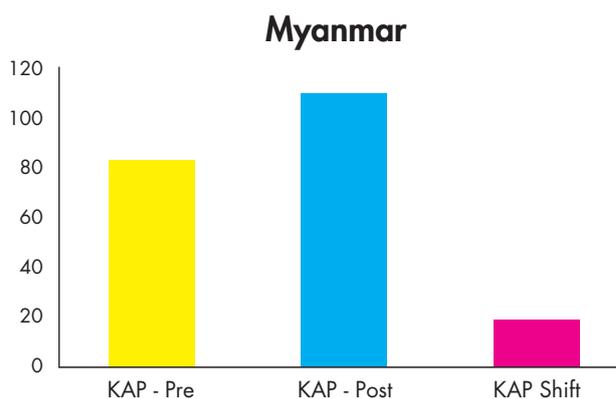


I joined the fight to end trafficking and exploitation because... "I want to end human trafficking!" – Moon 2013

RESEARCH

From 2012 – 2013 MTV EXIT conducted impact assessment and baseline research in Yangon, Myanmar. Further qualitative research was conducted in the provinces of Mawlamyine, Hpa'an and Patheingyi.

The KAP Index is an indicator developed by Rapid Asia, Inc. in which knowledge, attitudinal and behavioural measures have been incorporated to form a one-number score. The higher the KAP Index, the more developed the mind-set of the target audience. The KAP Index helps to make an initial assessment against which campaign impact can be monitored and evaluated. In addition, there are benchmarking capabilities based on past evaluations for MTV EXIT, carried out in 20 countries. Please see below for the final KAP Index scores for Myanmar.



MTV EXIT PHILIPPINES

All MTV EXIT activities in Philippines were done in partnership with the Inter-Agency Council Against Trafficking (IACAT). The following summary highlights all MTV EXIT activities in the Philippines from 2008 – 2014 including media content produced, live events hosted and youth engagement.

MEDIA CONTENT

2008 Launch of Documentary *Traffic* featuring MTV EXIT Ambassador Christian Bautista.

2009 Broadcast of *Intersection* an MTV EXIT Animation on MTV Philippines.

2009 Tens of thousands reached through the broadcast of the concert special *MTV EXIT Live in Manila* produced in partnership with MTV Philippines.

2011

Documentary: Enslaved

The Filipino version of "Enslaved" is hosted by television actor Dingdong Dantes and tells the stories of real people affected by the human trafficking trade in the Philippines. Cel, a young Filipina woman trafficked to Korea and forced to work as a nightclub hostess; Carla, a young girl trafficked to Manila for forced domestic servitude; and two teenage friends Joechev and Erich trafficked by a family member and forced to work in a cybersex den.

Concert Special: MTV EXIT Live in Manila featuring artist performances and behind the scenes footage of stars learning about the issue of human trafficking was broadcast on GMA News reaching over 2 million viewers.

Artist Special: MTV EXIT Presents Jason Mraz in the Philippines broadcast on GMA 7 (Philippines), Channel 5 (Singapore), MTV Asia and Singapore Airlines.

In this moving half-hour special, Jason accounts his emotional journey throughout meeting with survivors of trafficking and coming to the chilling realisation that millions of people worldwide are still the victims of modern day slavery. With this newfound

awareness, Jason gives an address to 25,000 fans at the MTV EXIT Live concert in Manila, using his musical gift to shine light on ways in which we can put an end to human trafficking.

Artist Special: MTV EXIT Presents Jay Park broadcast on MTV Asia, MTV Korea and MTV Vietnam.

MTV Korea produced a dedicated 30-minute program of Korean pop star, Jay Park's journey to Manila, his performance at the concert and experiences visiting the Visayan Forum Foundation shelter for survivors of trafficking.

2012 – Stranger – Franco feat. Kat Agarrado MTV EXIT music video

MTV EXIT's Philippines music video features Buhawi Meneses of *Parokya Ni Edgar*, who composed the song 'Stranger' especially for the EXIT Campaign. The song is performed by his popular new band *Franco* and features backing vocals by Kat Agarrado, another local Filipino star. Produced in collaboration with Dakila (Philippine Collective for Modern Heroism) and celebrated music video director Avid Liongoren, this animated video hauntingly highlights the danger and impact of trafficking for forced labour and the importance of making the right choices for safe migration.

LIVE EVENTS

The 2009 MTV EXIT Live in the Philippines event tour in May – October

Manila, Cebu & Davao

TOTAL reached: 38,000

Artists included:

Christian Baustista, Gary Valenciano, Bamboo, Pochoy Labog, Sponge Cola, Kijwan, Callalily, Pupil, Duster, Kitchie Nadal, Rico Blanco, Itchyworms, Kamikazee, Moymoy Palaboy and Parokya ni Edgar

2011: MTV EXIT Live in Manila

TOTAL reached: 30,000

Participation from: Justice Secretary Leila de Lima and Vice President Jejomar C. Binay of the Philippines.

Artists included:

International performers including Korean popstar Jay Park, US rockers Evaline and a surprise appearance from singer-songwriter Jason Mraz. Filipino artists included Itchyworms, Ebe Dancel, Pupil, and Parokya Ni Edgar.

YOUTH ENGAGEMENT

2011 – MTV EXIT National Youth Summit, hosted in partnership with Visayan Forum and Dakila, was held to build the capacity of 110 Filipino youth to launch the Movement of Anti-Trafficking Advocates (MATA) to raise awareness for the prevention of human trafficking in their communities across the Philippines.

2012 MTV EXIT Roadshow Youth Jam & Concert Tour:

- Dipolog, Mindanao
- Lipa, Batangas
- Dumaguete

TOTAL reached 21,360

2013 MTV EXIT Davao Roadshow reaching nearly 4000 participants

One of the Youth Ambassadors, Jordan, organised a kite design and flying activity at the Ecoland Sea Wall to promote the local anti-trafficking hotline number and he engaged 30 young people. Jordan explained, "I found the event so enjoyable and fun. It was so fulfilling that through this creative activity I was able to inform the participants and get them engaged about the issue."

Following the ASEAN Youth Forum, the four Filipino youth who took part went back to their respective communities to lead their own awareness raising events. Collectively known as "KALAYAAN" (Freedom events), these Youth Ambassadors engaged other MTV EXIT youth in Manila, Cebu, Davao and Surigao, reaching over 1500 people.

2014 Cebu Roadshow reaching

Over two days, in partnership with local Cebu stakeholders, MTV EXIT and its Youth Ambassadors conducted school presentations at three universities and one high school and a public outreach event at the SM Cebu Activity Center, reaching approximately 1700 people.

MTV EXIT also increased its emphasis on supporting youth-led activities. For example, Youth Ambassadors from Mindanao organized an island-wide music festival called "Bandigmaan" or Battle of the Bands reaching 5000 people with MTV EXIT educational content.

MTV EXIT Philippines Youth Leader 2013–2014

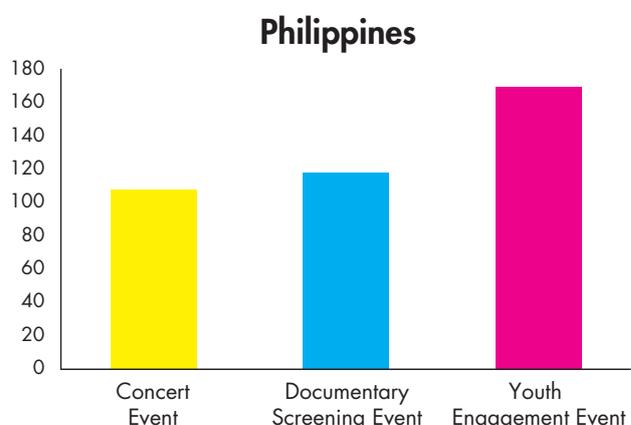


I joined the fight to end trafficking and exploitation because... "I believe that everyone especially, young people, must be able to achieve their greatest potential and pursue their aspirations in life."

RESEARCH

From 2009 – 2013 MTV EXIT conducted impact assessments in the Manila and qualitative research in Davao.

The KAP Index is an indicator developed by Rapid Asia, Inc. in which knowledge, attitudinal and behavioural measures have been incorporated to form a one-number score. The higher the KAP Index, the more developed the mind-set of the target audience. The KAP Index helps to make an initial assessment against which campaign impact can be monitored and evaluated. In addition, there are benchmarking capabilities based on past evaluations for MTV EXIT, carried out in 20 countries. Please see below for the final KAP Index scores for the Philippines.



MTV EXIT THAILAND

All MTV EXIT activities in Thailand were done in partnership with the Ministry for Social Development and Human Security. The following summary highlights all MTV EXIT activities in Thailand from 2007 – 2014 including media content produced, live events hosted and youth engagement.

MEDIA CONTENT

2007 Launch of Documentary *Traffic* featuring MTV EXIT Ambassador Tata Young; broadcast premier on MTV Thailand

2008 Broadcast of *Intersection* an MTV EXIT Animation featuring the voices of stars Ananda Everingham and Taya Rogers.

Concert Special: *MTV EXIT Live in Bangkok* featuring highlights from the 4-hour concert featuring international and Thai artists performing at Paragon Parc in the Siam area of Bangkok.

2011

Documentary: *Enslaved*

The Thai version of *Enslaved* is hosted by film star Ananda Everingham and tells the stories of real people affected by the human trafficking trade in Thailand: Gai, a Thai woman trafficked to Japan as a forced sex worker; Vannak a young man from Cambodia trafficked for labour onto a Thai fishing vessel; and Vatsana, a Laotian woman trafficked to Thailand and forced to work as a domestic slave for 16 years in a Bangkok home.

Concert Special: *MTV EXIT Live in Chiang Mai*, a 1-hour TV special broadcast which premiered on ModernNine TV (MCOT) on Sunday 17th July 2011 presented by soap star Pitchanart Sakhakorn; featuring international and Thai concert performers. The program also feature special interviews with MTV EXIT's Campaign Ambassador Ananda Everingham and ASEAN Secretariat General Dr Surin Pittsuwan.

Artist Special: *MTV EXIT Presents Super Junior M*.

This insightful half-hour special features exclusive behind-the-scenes footage captured during the band's first official visit to Chiang Mai in the lead up to the

concert where they played to 20,000 screaming Thai fans. The program also captures a very special visit to a local shelter for human trafficking survivors where the band members had the chance to learn more about the plight of millions of women and girls around Asia who are tricked into exploitation.

2012 – Exit (the fault of being sincere) “ทางออก”- Hugo and MTV EXIT music video

Folk artist and Thai royalty, Hugo, donated his time to raising awareness and inspiring change around the issue of human trafficking. The lyrics and video show the loving protection a grandfather wants to provide to his grandson. In a flashback scene, it is revealed to the viewer that the grandfather was a victim of human trafficking when at the same age as his grandson – providing a gritty account of his exploitation as a child labourer in the sewing industry. It ends with a story of hope, showing that we can fight the issue of human trafficking if we protect our loved ones.

Concert Special: *MTV EXIT Live in Myanmar*

A 45-minute TV special broadcast which premiered on Channel 3 Thailand on New Years Eve 2012. Earlier in the month, 70,000 fans had packed The People's Square in front of the breathtaking Shwedagon Pagoda for this truly historic event. Headlined by Grammy Award winning singer Jason Mraz and sensational Thai rock band Slot Machine. This program also takes a look behind the scenes at Slot Machine visiting Yangon. The band also shares with us their views on issues surrounding human trafficking and tells of their part in fighting the battle against exploitation through music with the MTV EXIT campaign.

2014

Concert Special: The 'MTV EXIT Live in Udon Thani' concert special event was broadcast live across 3 channels simultaneously (MCOT HD30, MTV Thailand and N Channel) in Thailand. The live multi-channel broadcast was a first for MTV EXIT. The programme was then packaged for rebroadcast across channels.

Artist Special: MTV EXIT Presents Bodyslam. A 24-minute artist special program featuring Bodyslam engaging with survivors of trafficking with key messaging focused on forced labour of men within the Thai fishing industry. The artists also participated in youth outreach activities via creative workshops focused prevention awareness, facilitated by a local partner organisations World Vision, Black Box and MSDHS.

The program was broadcast on MCOT, MTV Thailand, N-Channel and beyond.

Artist Special: MTV EXIT Presents Project E.A.R. (East Asian Revolution). A 24-minute concert special program produced for regional broadcast on MTV Asia was produced featuring live performance, interviews, and behind the scenes excerpts of the artists' first hand experiences learning about human trafficking and exploitation, and communicating key messaging and calls for action throughout.

LIVE EVENTS

The 2008 MTV EXIT Live in Bangkok concert event.

TOTAL reached: 5,000

Artists included:

US headlining band The Click Five; popular Thai bands including Thaitanium, Potato, BrandNew Sunset and Slot Machine; and Burmese popstar Phyu Phyu.

2011: MTV EXIT Live in Chiang Mai

TOTAL reached: 20,000

Participation from: ASEAN Secretary General Dr. Surin Pitsuwan, senior representative from MSDHS, Governor of Chiang Mai.

Artists included:

International performers including Korean megastars Super Junior M and Australian singer songwriter Kate Miller-Heidke. Thai artists included Slot Machine, Thaitanium, Southside Phuket and ETC.

2014: MTV EXIT Live in Udon Thani

Participation from: Senior representatives from the ASEAN Secretariat Khine Myat Chit and Danny Lee and Mayor of Udon Thani with the support of MSDHS

Artists included: Thai bands Bodyslam, Slot Machine, Palmy, Scrubb and Kala; Lao rockers Cells; and ASEAN collective Project E.A.R. (East Asian Revolution)

TOTAL reached: 7,000

YOUTH ENGAGEMENT

2011 Held in the months leading up to the MTV EXIT Thailand National Youth Sessions and MTV EXIT Live in Chiang Mai concert event, the MTV EXIT Thailand Roadshow visited youth participants and held community screenings in:

- Mae Sai, Chiang Rai
- Fang, Chiang Mai
- Mae Sot, Tak
- Sangklaburi, Kanchanaburi
- Ranong, Ranong

TOTAL reached 550

2011 – MTV EXIT National Youth Sessions Chiang Mai was held to build the capacity of 40 Thai and Myanmar migrant youth to raise awareness for the prevention of human trafficking in their communities in five provinces along the Thai-Myanmar border.

2013 – Mekong Youth Forum: MTV EXIT joined with Save the Children and World Vision to organise the first Regional Youth Media Workshop by the Mekong Youth Forum in August in Chiang Rai, Thailand. The Royal Thai Government hosted the event and 40 young people came together from across the Greater Mekong Sub-region to explore the regional implications of trafficking and to take part in creative workshops focused on drama, visual arts and videography.

MTV EXIT Mae Sot Roadshow reaching approximately 1000 participants. MTV EXIT's Mae Sot Roadshow was implemented in partnership with World Vision and the ILO Triangle's Saphan Siang campaign. Given the location of this Roadshow, in a community with a large Burmese migrant population, this Roadshow incorporated opportunities for sharing and collaboration between Burmese and Thai youth, artists and community members.

MTV EXIT ASEAN Youth Forum held in Bangkok with four youth representatives from each of the six priority countries (Thailand, Cambodia, Vietnam, Myanmar, Indonesia and the Philippines), including the MTV EXIT Youth Leaders. The focus of the three-day event was on increasing the capacity of the participants to implement trafficking prevention activities around December 2 – the International Day for the Abolition of Slavery.



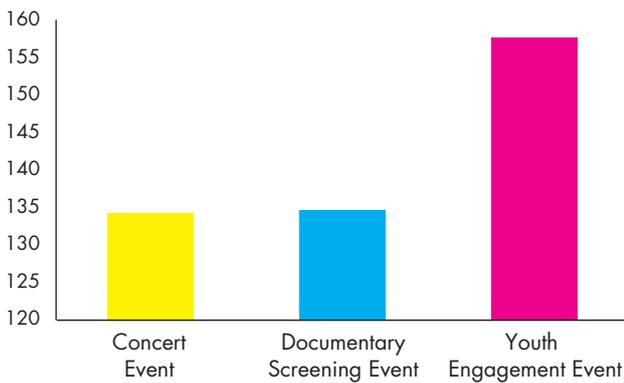
I joined the fight to end trafficking and exploitation because... "I believe that every person has the right to make their own decisions and this is the opposite of what happen to victims. Because they are forced, lied to, abused and much more, I want to help the survivors and raise awareness all around the country."

RESEARCH

From 2008 – 2014 MTV EXIT conducted impact assessments across Thailand including the provinces of Chiang Mai, Nong Bua Lamphu, Udon Thani, Khonkean, Kalasin, Sakon Nakorn and Nongkai.

The KAP Index is an indicator developed by Rapid Asia, Inc. in which knowledge, attitudinal and behavioural measures have been incorporated to form a one-number score. The higher the KAP Index, the more developed the mind-set of the target audience. The KAP Index helps to make an initial assessment against which campaign impact can be monitored and evaluated. In addition, there are benchmarking capabilities based on past evaluations for MTV EXIT, carried out in 20 countries. Please see below for the final KAP Index scores for Thailand.

Thailand



MTV EXIT VIETNAM

All MTV EXIT activities in Vietnam were done in partnership with the Vietnamese Government and associated agencies including the Ministry of Public Security (MPS), the Ministry of Culture, Sport and Tourism (MoCST), the Ministry of Information and Communications (MIC), the Ministry of Labour, Social Affairs and Invalids (MOLISA), the Ministry of Foreign Affairs (MFA) and the Women's Union and the Youth Union. The following summary highlights all MTV EXIT activities in Vietnam from 2007 – 2014 including media content produced, live events hosted and youth engagement.

MEDIA CONTENT

2007 Launched *Traffic*, a documentary featuring MTV EXIT Ambassador Ha Anh Tuan and broadcast on VTV

2009 *Intersection*, an animated film featuring the voices of pop star Luu Huong Giang, MTV EXIT's campaign ambassador Ha Anh Tuan, and the well-known composer Ho Hoai Anh

2010 Concert Special: *MTV EXIT Live in Vietnam* a 60-minute concert special that aired on VTV and Yan TV hosted by Ta Thuy Minh

Artist Special: *MTV EXIT Presents: Super Junior Live in Hanoi* a 30-minute special that follows the Korean Pop Star band during their time in Hanoi.

2012

Documentary: *Enslaved*

The Vietnamese version of *Enslaved*, hosted by pop sensation My Tam and tells the stories of real people affected by the human trafficking trade in Vietnam: Neighbours Lin and Trong account how they were trafficked to China to carry out hard manual labour in a brick factory; Khanh shares the story of how she was trafficked for labour at a chicken farm in Malaysia; and Thien, a young girl from the north of Vietnam, explains how she was deceived and trafficked to China as a forced sex worker.

Concert Special: *MTV EXIT Live in Hanoi*

A 90-minute TV special broadcast which premiered on MTV Vietnam in June 2012. This program united artists and fans alike in an effort to create awareness and increase prevention of human trafficking in Vietnam.

Artist Special: *MTV EXIT Presents Simple Plan in Vietnam*

Canadian rock band Simple Plan performed in Vietnam for the very first time at the *MTV EXIT: Live in Hanoi* concert in front of 40,000 screaming fans to raise awareness about human trafficking and exploitation. Following the concert event, the band made a special journey to the north of Vietnam where they had the chance to engage with at-risk vulnerable populations from ethnic minority communities. Through this artist special, viewers learn alongside Simple Plan about the dangers of human trafficking in the region and the importance of education in the prevention modern day slavery.

2012 - *Live With A Smile (Sống với những nụ cười)*
- A collaboration of 16 top Vietnamese artists: Đoàn Trang, Tạ Quang Thắng, Karik, Kimmese, Văn Mai Hương, Quốc Thiên, Noo Phước Thịnh, Việt Thanh, Hà Okio, boy band 'MTV Group' and girl band 5 Dòng kẻ group

MTV EXIT's Vietnamese music video featured 16 top Vietnamese Artists, all donating their time to raising awareness and inspiring change around the issue of human trafficking. 'Sống với những nụ cười' (Translation: 'Live With A Smile') is a hopeful song about standing together to protect your family, friends and fellow citizens from falling into the trap of human trafficking. In Vietnam, many are willing to leave the issue of human trafficking in the dark. This shines a light on the problem, with direct messaging and statistics on sexual, domestic and hard labour exploitation. The viewer is left with a positive message that one person can make a difference – that we can all 'live with a smile' if we open our eyes to the issue and hold out a hand for those in need.

LIVE EVENTS

The 2010 MTV EXIT Live in Vietnam event tour in March – April

- Hanoi
- Halong Bay
- Can Tho
- Ho Chi Minh City

Participation from local and national Vietnam government agencies including, but not limited to: MoCST, MPS, MOLISA and the Women and Youth Unions.

Featuring headlining performers including Korean megastars Super Junior, Australian singer-songwriter Kate Miller-Heidke, US pop band The Click Five and Vietnamese super star Ha Anh Tuan.

TOTAL reached: 78,000

2012: MTV EXIT Live in Hanoi

Over 40,000 Vietnamese fans packed the grounds of My Dinh Stadium in Hanoi to watch head lining Canadian rock group 'Simple Plan' for the very first time in Vietnam. Also there to show their support were Korean pop group 'Brown Eyed Girls', Australian vocal sensation 'Kate Miller-Heidke', Vietnam's MTV EXIT Ambassador for 2012 'My Tam', Vietnam's rock band 'Buc Tuong' and Vietnamese rapper 'Karik'.

Participation from senior representatives from the Vietnamese Government, ASEAN, US and Australian Governments all addressed the audience from stage.

TOTAL reached: 40,000

YOUTH ENGAGEMENT

2012 MTV EXIT Vietnam Roadshow, held in partnership with Vietnamese NGOs Center for Sustainable Development Studies (CSDS) and the Institute for Community Health and Development (LIGHT) in 3 provinces strategically selected from recommendations made by Vietnam TIP Government partners at the National Level (the Women's Union and Ministry of Public Security):

- Nghe An
- Kien Giang
- Thai Nguyen

TOTAL reached 5,100

MTV EXIT National Youth Sessions Hanoi event marked the first time that MTV EXIT held its Youth

Sessions in the form of an art exhibition. The MTV EXIT Art Exhibition took place from Sunday 20th – Saturday 26th, May 2012 at The Workers Theatre in Hanoi.

In total, the MTV EXIT Vietnam National Youth Sessions educated a total of 780 participants over the course of the week in addition to 700 students. An example of an anecdotal success story that came from this is that in October 2012 there were a series of TIP events run by youth leaders at Hanoi Law University to 450 new students including the MTV EXIT 3 Keys to Safe Migration activity sheet and promoting the National hotline numbers. In addition, the Youth Sessions structured in this way achieved an exceptional amount of media coverage including a TV spot in a VTV 3 show "Morning Coffee at the Weekend."

TOTAL Reached: 1,480

2013

MTV EXIT Vietnam Roadshow: In collaboration with the Central Youth Union and ILO Triangle, MTV EXIT organised a training workshop on "Capacity Building for Youth Leaders to Organise Exchange Events on Safe Migration" for 25 core youth from five selected provinces of Bac Ninh, Phu Tho, Thanh Hoa, Ha Tinh and Quang Ngai.

Subsequent community-based Roadshow events featuring youth-led activities then took place from 2013–2014:

- Hanoi
- Bac Ninh
- Phu Tho
- Thanh Hoa
- Ha Tinh
- Quang Ngai

TOTAL reached: 2,050

Following the ASEAN Youth Forum, four youth-led activities were organised by MTV EXIT Youth Leader and Youth Ambassadors in Vietnam from November 27 to Dec 01 in Hanoi (3 events) and in Vung Tau city (1 event). More than 600 students from University of Finance and Banking, Hanoi University of Culture and from other universities and colleges located in Hanoi, as well as 55 students from Petro Vietnam University in Vung Tau city, joined the events to raise awareness on human trafficking and exploitation through games, MTV EXIT documentaries, music videos and the PSA 'Choose Safe Migration'.

Examples of MTV EXIT youth-led activities as organized by 'VEXIT', an MTV EXIT-affiliated youth group:

In 2013 in collaboration with the local Youth Union and the Trade Union University's volunteer group, VEXIT organised a screening of MTV EXIT content 'Enslaved' and the Karik PSA in Quang Binh province in the schoolyard of Quang Thuan Secondary School. A total of 330 people attended.

In 2014, VEXIT organised two activities. The first was a half-day training to recruit new members and provide them with a better understanding of human trafficking and exploitation. 15 students took part from different colleges and universities in Hanoi. The second event was held in partnership with the Young Jurists Club at the Hanoi University of Law. VEXIT members organised a public mock trial about human trafficking along with a screening of MTV EXIT content. This activity not only provided human trafficking prevention information to the 450 students who attended but also provided a valuable opportunity to influence the understanding of future lawyers in the Young Jurists Club who may be faced with human trafficking and exploitation cases in their own careers.

MTV EXIT Vietnam Youth Leader 2013–2014

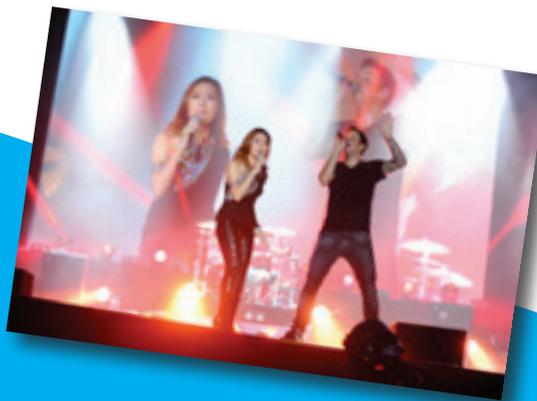
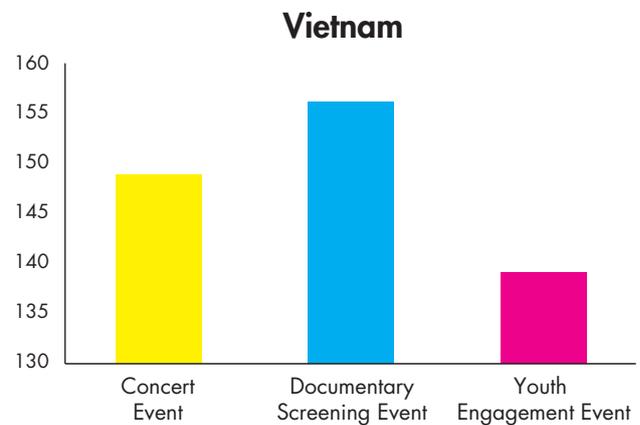


I joined the fight to end trafficking & exploitation because... "I love freedom and I believe that everyone has the right to be treated well."

RESEARCH

From 2008 – 2014 MTV EXIT conducted impact assessments across Vietnam including the provinces of Cantho, Hanoi, Ho Chi Minh City, Phu Tho, Ha Nam, Hai Duong, Hung Yen, Thanh Hoa, Nghe An, Ha Tinh, Quang Binh, Quang Tri, Quang Ngai, Dong Thap, Long An, Kien Gient, and Vinh Long.

The KAP Index is an indicator developed by Rapid Asia, Inc. in which knowledge, attitudinal and behavioural measures have been incorporated to form a one-number score. The higher the KAP Index, the more developed the mind-set of the target audience. The KAP Index helps to make an initial assessment against which campaign impact can be monitored and evaluated. In addition, there are benchmarking capabilities based on past evaluations for MTV EXIT, carried out in 20 countries. Please see below for the final KAP Index scores for Vietnam.



8.3 Content Library

MTV EXIT Programming Guide 2014

Documentary

Inhuman Traffic: An MTV EXIT Special

Presented by Angelina Jolie, this documentary provides an introduction to the trafficking of women and girls for sexual exploitation in Europe.

Featuring Anna, a woman from Romania, who was trafficked by her neighbour to the Balkans where she was forced to be a sex worker for 2 and a half years; Tatiana, who spent 6 months as a sex slave after being sold by her boyfriend.

The harrowing stories of real victims are told alongside other characters in the trafficking chain including a potential victim, an anti trafficking police officer and testimony from prevention and assistance organisations.

Inhuman Traffic is available in the following languages: English, French, Polish, Portuguese, Romanian, Russian and Spanish

24 Minutes

English: <http://vimeo.com/mtvef/inhuman-traffic>

French: <http://vimeo.com/mtvef/inhuman-traffic-french>

Polish: <http://vimeo.com/mtvef/inhuman-traffic-polish>

Portuguese: <http://vimeo.com/mtvef/inhuman-traffic-portuguese>

Romanian: <http://vimeo.com/mtvef/inhuman-traffic-romanian>

Russian: <http://vimeo.com/mtvef/inhuman-traffic-russian>

Spanish: <http://vimeo.com/mtvef/inhuman-traffic-spanish>

Traffic: An MTV EXIT Special

"Traffic: An MTV EXIT Special" was MTV EXIT's first documentary in Asia and is presented by a variety of different celebrities and human rights activists addressing the issue of human trafficking in the Asia Pacific.

Real victims share their experiences of exploitation; Anna is trafficked from the Philippines and forced into sex work; Eka, an Indonesian, trafficked into forced domestic servitude in Singapore; and Min Aung, from Myanmar, trafficked to Thailand and imprisoned in a factory for 2 years.

The victims' harrowing stories are told alongside other people in the trafficking chain, including a trafficker who forced girls into sex work, a young man who pays for sex, an anti-trafficking police officer and a woman who runs a shelter for abused victims.

Traffic is available in the following languages; English, Bahasa Indonesian, Burmese, Chinese Mandarin, Chinese with Taiwanese subtitles, Japanese, Khmer, Korean, Laotian, Mongolian, Tagalog, Tetum, Thai and Vietnamese.

24 Minutes

English: <http://vimeo.com/mtvef/traffic>

Bahasa Indonesian: <http://vimeo.com/mtvef/traffic-bahasa>

Burmese: <http://vimeo.com/mtvef/traffic-burmese>

Mandarin- English subtitles: <http://vimeo.com/mtvef/traffic-mandarin>

Mandarin- Taiwanese Subtitles: <http://vimeo.com/mtvef/traffic-taiwanese>

Japanese: <http://vimeo.com/mtvef/traffic-japanese>

Khmer: <http://vimeo.com/mtvef/traffic-khmer>

Korean: <http://vimeo.com/mtvef/traffic-korean>

Lao: <http://vimeo.com/mtvef/traffic-lao>

Mongolian: <http://vimeo.com/mtvef/traffic-mongolian>

Tagalog: <http://vimeo.com/mtvef/traffic-tagalog>

Tetum: <http://vimeo.com/mtvef/traffic-tetum>

Thai: <http://vimeo.com/mtvef/traffic-thai>

Vietnamese: <http://vimeo.com/mtvef/traffic-vietnamese>

Victims' Stories

"Victims' Stories" is a three part documentary series focusing specifically on the victims who feature in the MTV EXIT documentary, *Traffic*. Each segment focuses on the individual's experience of being recruited and exploited at the hands of human traffickers.

Victims' Stories is available in 3 separate parts or can be screened as a full-length program.

13 Minutes

English: <http://vimeo.com/mtvef/traffic-victims-stories>

Introduction to Human Trafficking

Hosted by actress Lucy Lui, "An Introduction to Human Trafficking" features footage and extended interviews from the MTV EXIT documentary, *Traffic*. This program targets 4 specific factors of Trafficking: Exploitation; Vulnerability; Targeting; and Solidarity & Actions.

Available in English

7 Minutes

English: <http://vimeo.com/mtvef/traffic-human-trafficking>

The Chairman

This short documentary tells the account of a Filipino trafficker and how he exploited and forced women into sex work. Featuring the Trafficker from the *Traffic* documentary, "The Chairman" takes a deeper look into the life of a trafficker.

Available in English

8 Minutes

English: <http://vimeo.com/mtvef/traffic-human-trafficking>

Sold: An MTV EXIT Special

"Sold" is presented by Indian actress and UNFPA Ambassador, Laura Dutta in both Hindi and English. This documentary provides a compelling look into the dark world of modern day slavery in South Asia through the stories of real victims.

18-year-old Pramilla shares her experience of being trafficked from her village in Bangladesh and forced into domestic servitude at the age of 16. Zakir reveals that he was just 11 years old when he was trafficked by his aunt to a Sari factory.

"Sold" also exposes the nature of the trafficking industry through the first hand account of a middleman who actively preyed on vulnerable women and a security guard who patrols for potential victims and traffickers.

"Sold: An MTV EXIT Special" is available in the following languages;

English, Tamil, Kannadu, Telugu, Nepali, Sinhala and Bangla

24 Minutes

English: <http://vimeo.com/mtvef/sold>

Tamil: <http://vimeo.com/mtvef/sold-tamil>

Kannadu: <http://vimeo.com/mtvef/sold-kannadu>

Telugu: <http://vimeo.com/mtvef/sold-telugu>

Nepali: <http://vimeo.com/mtvef/sold-nepali>

Sinhala: <http://vimeo.com/mtvef/sold-sinhala>

Bangla: <http://vimeo.com/mtvef/sold-bangla>

Enslaved: An MTV EXIT Special

"Enslaved" is MTV EXIT's first documentary series produced for thirteen different countries across Asia including Laos, Myanmar, Cambodia, Philippines, Indonesia, Vietnam, Singapore/Malaysia, Taiwan, Korea, Japan, China and Thailand. Each version of "Enslaved" features current and emerging trafficking trends specific to each respective country.

24 Minutes

Regional

The *Enslaved* Asia regional version is hosted by Oscar-winning actor and musician, Jared Leto from 30 Seconds to Mars and tells the stories of real people affected by the human trafficking trade in Southeast Asia; Janet a young Filipina woman trafficked to Malaysia as a forced sex worker; Vannak a young man from Cambodia trafficked for labour onto a Thai fishing vessel; and Siti, an Indonesian woman trafficked to Malaysia and forced to work as a domestic slave.

<http://vimeo.com/mtvef/enslaved-jared-letto>

Thailand

The Thai version of *Enslaved* is hosted by film star Ananda Everingham and tells stories of real people affected by the human trafficking trade in Thailand: Gai, a Thai woman trafficked to Japan as a forced sex worker; Vannak a young man from Cambodia trafficked for labour into a Thai fishing vessel; and Vatsana, a Lao woman trafficked to Thailand and forced to work as a domestic slave for 16 years in a Bangkok home.

<http://vimeo.com/mtvef/enslaved-ananda-everingham>

The Philippines

The Filipino version of *Enslaved* is hosted by television actor Dingdong Dantes and tells the stories of real people affected by the human trafficking trade in The Philippines. Cel, a young Filipina woman trafficked to Korea and forced to work as a nightclub hostess; Carla, a young girl trafficked to Manila for forced domestic servitude; and two teenage friends Joechev and Erich trafficked by a family member and forced to work in a cybersex den.

<http://vimeo.com/mtvef/enslaved-dingdong-dantes>

Myanmar

The Myanmar version of *Enslaved* is hosted by musician R-Zarni and tells the stories of real people affected by the human trafficking trade in Myanmar; Kyi Kyi, a woman from the Irrawaddy delta, was trafficked to China for forced marriage; Ko Min, a man from Myanmar was trafficked onto a fishing boat in Thailand; and Vatsana, a Lao woman was trafficked to Thailand and forced to work as a domestic slave for 16 years in a Bangkok home.

<http://vimeo.com/mtvef/enslaved-rzarni>

Cambodia

The Cambodian version of *Enslaved* is hosted by presenter Dr Chea Sanang and tells stories of real people affected by the human trafficking trade in Cambodia; Posvak, a Cambodian woman, was trafficked to another country and forced to work as a domestic slave; Vannak a young man from Cambodia trafficked for labour onto a Thai fishing vessel; and Chaivoeurn, a young girl from Cambodia, was trafficked by her Aunt to Phnom Penh as a forced sex worker.

<http://vimeo.com/mtvef/enslaved-chea-samngang>

Vietnam

The Vietnamese version of *Enslaved*, hosted by pop sensation My Tam tells the stories of real people affected by the human trafficking trade in Vietnam: Neighbours Lin and Trong account how they were trafficked to China to carry out hard manual labour in a brick factory; Khanh shares the story of how she was trafficked for forced labour at a chicken farm in Malaysia; and Thien, a young girl from the north of Vietnam, explains how she was deceived and trafficked to China as a forced sex worker.

<http://vimeo.com/mtvef/enslaved-my-tam>

Indonesia

The Indonesian version of *Enslaved* is hosted by actress Dian Sastrowardoyo and tells the stories of real people affected by the human trafficking trade in Indonesia; Ika, a young Indonesian woman trafficked to Batam as a forced sex worker; Ismail, a young man trafficked into a forest in Northern Sumatra for hard labour in the logging industry; and Siti, an Indonesian woman trafficked to Malaysia and forced to work as a domestic slave.

<http://vimeo.com/mtvef/enslaved-dian-sastrowardoyo>

Laos

The Laos version of *Enslaved* is hosted by musician Sac from Cells and tells the story of real people affected by the Human trafficking trade in Laos: Gai, a Thai woman trafficked to Japan as a forced sex worker; Vannak a young man from Cambodia trafficked for labour onto a Thai fishing vessel; and Vatsana, a Laotian woman trafficked to Thailand and forced to work as a domestic slave for 16 years in a Bangkok home.

<http://vimeo.com/mtvef/enslaved-sac>

Taiwan

The Taiwanese version of *Enslaved* is hosted by actor Yousheng and tells the stories of real people affected by the human trafficking trade in Taiwan and the region: A-Ching, a young Vietnamese woman trafficked to Taipei as a forced sex worker; Vannak, a young man from Cambodia trafficked for labor onto a Thai fishing vessel; and Siti; an Indonesian woman trafficked to Malaysia and forced to work as a domestic slave.

<http://vimeo.com/mtvef/enslaved-yousheng>

Korea

The Korean version of *Enslaved* is hosted by pop sensation Wooyoung from the K-Pop boy band 2PM and tells stories of real people affected by the human trafficking trade in Korea and the region; A-Ching, a young Vietnamese woman trafficked to Taipei as a forced sex worker; Cel, a young Filipina woman trafficked to Korea and forced to work as a nightclub hostess; and Lin, a young Vietnamese man who was trafficked to China to carry out hard manual labour in a brick factory.

<http://vimeo.com/mtvef/enslaved-wooyoung>

Human Traffic China: An MTV EXIT Special

"Human Traffic China" is hosted by Chinese pop artist Han Geng and tells the stories of real people affected by the human trafficking trade in China and the region. The documentary follows Xiaoxiang, a young Chinese boy abducted for illegal adoption domestically, Kyi Kyi, a woman from the Irrawaddy Delta, trafficked to China for forced marriage and Thien, trafficked to China from Vietnam and forced into sex work.

"Human Traffic China" is available in Chinese and Chinese with English subtitles

36 Minutes

<http://vimeo.com/mtvef/human-traffic-china>

Invisible Slaves: An MTV EXIT Special

"Invisible Slaves" is hosted by one of the most influential Latin American bands, Calle 13. This documentary reveals the stories of four victims who have been trapped in dangerous and frightening scenarios and forced into manual labour, drug trafficking and sex work.

Hundreds of thousands of young people in Latin America are lured into modern day slavery as a result of seeking out safety and a promising future. This documentary features the real life stories of Marcela and Laura, two girls forced to live as sex workers for their "boyfriends"; Maria, who at only five years old who was coerced into domestic servitude; and Jose who was forced into a life of drug trafficking.

Invisible Slaves is available in Spanish with English subtitles.

23 Minutes

<http://vimeo.com/mtvef/invisible-slaves>

Trading Lives

MTV EXIT, in conjunction with IOM produced "Trading Lives" targeting Ukrainian youth, children and young people under 25, as they are one of the largest groups exposed to the dangers of modern-day slavery.

"Trading Lives", hosted by popular Ukrainian singer Jamala, gives Ukrainians insight into the dangers of human trafficking through first-hand accounts from victims.

24 Minutes

<http://vimeo.com/mtvef/trading-lives>

Drama

Parallel Lives

"Parallel Lives" is a series of 5 short films hosted by supermodel, Helena Christensen, Gavin Rossdale from rock band Bush, and Howlin' Pelle Almqvist of Swedish punk rock band, The Hives.

Filmed in Serbia, "Parallel Lives" features a mix of European actors who recreate everyday situations in contrast with stores of trafficking victims. Each segments individually addresses core issues that highlight important factors of human trafficking and works to dispel myths that surround the issue.

21 Minutes

English: <http://vimeo.com/mtvef/parallel-lives>

Intersection: An MTV EXIT Special

"Intersection" is a stark and stylish Anime (Japanese style animation) that provides a hard hitting look at human trafficking and sexual exploitation in Asia. This story is told from the perspective of five individuals who all play a part in the trafficking chain; the victim, the trafficker, the mamasan (brothel owner), the brothel client and an undercover cop.

"Intersection" was produced by award winning Korean animation Studio, JM Animation and features the voices of film star Ananda Everingham and MTV VJ, Taya Rogers (English Version). UK rock band Radiohead and The Thievery Corporation provide a compelling musical backdrop.

24 Minutes

Intersection is available in the following languages; Mandarin, English, Japanese, Korean, Khmer, Lao, Tagalog, Tetun, Thai, Bahasa Indonesian and Vietnamese.

Mandarin: <http://vimeo.com/mtvef/intersection-mandarin>

English: <http://vimeo.com/mtvef/intersection>

Japanese: <http://vimeo.com/mtvef/intersection-japanese>

Korean: <http://vimeo.com/mtvef/intersection-korean>

Khmer: <http://vimeo.com/mtvef/intersection-khmer>

Lao: <http://vimeo.com/mtvef/intersection-lao>

Tagalog: <http://vimeo.com/mtvef/intersection-tagalog>

Tetum: <http://vimeo.com/mtvef/intersection-tetum>

Thai: <http://vimeo.com/mtvef/intersection-thai>

Bahasa Indonesian: <http://vimeo.com/mtvef/intersection-bahasa>

Vietnamese: <http://vimeo.com/mtvef/intersection-bahasa>

Butterfly: An MTV EXIT Drama Production

Produced in Korea by MTV EXIT, "Butterfly" is an original 3-part drama series of interweaving stories that highlight different aspects of human trafficking, with the common aim of raising awareness on the issue of modern day slavery.

For this project, MTV EXIT partnered with well-known and revered Korean Drama Director Mr Jun Ki Sung. Working alongside Executive Producer Mr Hyun-Good Shin as well as popular Korean actors.

Episode 1- Rose

Jang Mi is a young girl living in rural fishing village, selling seafood at a local market to raise funds for her ailing mothers surgery. When a big city talent agent approaches her, with promises of making her a famous actress, though at first hesitant, Jang Mi is taken in by the hope that finally she will be able to help save her mother. Soon after she arrives for her 'audition' however, she realises that all is not as she had been lead to believe. When she tries to break free from the boss, Jang Mi is told she still owes him for her travel, expensive clothes, and rent and will be forced into sex work to pay him back. Her Boyfriend Aaron, waiting for news at home, is her only hope for escape.

28 Minutes

Episode 2- Hwaja

Hwaja follows the story of Lee Hwaja who leaves home for a domestic job to send money home to support her sick child. After being tricked into giving away her passport to an employment agent, she is sold into domestic servitude where she is forced to wait hand and foot on an abusive household without pay. As the beatings and humiliation get worse, Hwaja gets more desperate to escape, but constantly under surveillance and without a passport she has no one to turn to for help. Finally it is one of her tormentors, equally a member of the household patriarch, who shows her mercy.

27 Minutes

Episode 3- Butterfly

In Butterfly, Jin Young, only 6 years old, is abducted while playing outside his family home. Sold to a child trafficking ring, he is forced out onto the streets to beg for his captors, while receiving barely enough to survive. After years of servitude, a scene of physical abuse witnessed by a concerned bystander leads to Jin

Young finally being reunited with his family. But with the physical and emotional scars of his ordeal coming back to haunt him, reintegration is not such a simple matter.

'Butterfly' is available in the following languages; Korean; Korean with English subtitles, Vietnamese subtitles, Lao dubbed, Thai dubbed, Taiwan subtitles

Korean

Episode 1:<http://vimeo.com/mtvef/butterfly-rose-korean>

Episode 2: <http://vimeo.com/mtvef/butterfly-hwaja-korean>

Episode 3: <http://vimeo.com/mtvef/butterfly-butterfly-korean>

English Subtitles

Episode 1:<http://vimeo.com/mtvef/butterfly-rose>

Episode 2:<http://vimeo.com/mtvef/butterfly-hwaja>

Episode 3:<http://vimeo.com/mtvef/butterfly-butterfly>

Vietnamese Subtitles

Episode 1:<http://vimeo.com/mtvef/butterfly-rose-vietnamese>

Episode 2:<http://vimeo.com/mtvef/butterfly-hwaja-vietnamese>

Episode 3:<http://vimeo.com/mtvef/butterfly-butterfly-vietnamese>

Laos Dubbed

Episode 1:<http://vimeo.com/mtvef/butterfly-rose-lao>

Episode 2:<http://vimeo.com/mtvef/butterfly-hwaja-lao>

Episode 3:<http://vimeo.com/mtvef/butterfly-butterfly-lao>

Thai Dubbed

Episode 1:<http://vimeo.com/mtvef/butterfly-rose-thai>

Episode 2:<http://vimeo.com/mtvef/butterfly-hwaja-thai>

Episode 3:<http://vimeo.com/mtvef/butterfly-butterfly-thai>

Taiwan Subtitled

Episode 1:<http://vimeo.com/mtvef/butterfly-rose-taiwanese>

Episode 2:<http://vimeo.com/mtvef/butterfly-hwaja-taiwanese>

Episode 3:<http://vimeo.com/mtvef/butterfly-butterfly-taiwanese>

Music

All I Need- Radiohead and MTV EXIT

The "All I Need" video was filmed in Australia by Oscar award winning cinematographer, John Seale (*The English Patient*, *Cold Mountain*) and award winning director, Steve Rogers. It provides insight into the realities of trafficking, emphasising that everyone plays a role in the issue, and provides a link to information how to help end exploitation and trafficking.

The video itself is shown in split screen: One side depicting a day in the life of a young child from an affluent area and the other showing the day in the life of a child working in a sweatshop.

4 Minutes

<http://vimeo.com/mtvef/radiohead-all-i-need>

Goodnight, Travel Well- The Killers and MTV EXIT

MTV EXIT and alternative rock band The Killers partnered with UNICEF and USAID to produce a music video that dramatically highlights the dangers and impact of trafficking for sexual exploitation, particularly young women.

The video, for the band's track "Goodnight, Travel Well" from the album *Day & Age* highlights the dangers and impact of human trafficking.

4 Minutes

<http://vimeo.com/mtvef/killers-goodnight-travel-well>

Tonight Is Your Night- The Grips and MTV EXIT

"Tonight is your Night" is MTV EXIT's third international music video, this time produced for a popular rock band from Pristina, Kosovo.

The video tells the story of a young woman who escapes from a trafficking situation and finds peace and comfort.

4 Minutes

<http://vimeo.com/mtvef/tonight-is-your-night>

MK Ultra- Muse and MTV EXIT

UK rock band, Muse joined the MTV EXIT campaign in a unique music video to raise awareness of human trafficking in Asia.

Directed by creative agency Colman Rasic, the video depicts the intersecting lives of 3 people who knowingly or unwittingly are driving the demand for cheap goods or services, resulting in the sexual and /or labour exploitation of young men and women.

4 Minutes

<http://vimeo.com/mtvef/muse-mk-ultra>

When Will I feel Love- Black Iris feat. Best Coast and MTV EXIT

MTV EXIT and music collective Black Iris featuring Best Coast's lead Bethany Cosentino partnered with leading global advertising agency, Y&R, to produce an animated video, which raises awareness of human trafficking.

"When Will I Feel Love" hauntingly highlights the danger and impact of trafficking for sexual exploitation, particularly of young women who are lured into exploitative situations through false promises.

2 Minutes

<http://vimeo.com/mtvef/black-iris-when-will-i-feel-love>

Don't Let Me Go- The Click Five and MTV EXIT

U.S. pop band, The Click Five teamed up with MTV EXIT to publicly take a stand against the selling of humans for sexual or forced labour.

In an exclusive music video collaboration for the track, "Don't Let Me Go", the band has taken a literal approach showing how blind people are to the active trafficking trade going on around us. Featuring images of active trafficking deals and factoids about the prevalence of humans sold as commodities, the video is a powerful wake-up call.

4 Minutes

<http://vimeo.com/mtvef/click-five-dont-let-me-go>

This Song Saved My Life- Simple Plan and MTV EXIT

MTV EXIT embarked on an exclusive collaboration with Canadian rock band Simple Plan for the production of an exclusive video for their single "This Song Saved My Life". The video was produced in Australia under direction of award winning creative agency Colman & Rasic and Sydney based filmmaker Ash Bolland.

The narrative for this video features exploited child labourers for the purpose of textile and garment industries in Asia. This video provides commentary on how through awareness and action the consumer can change modern day slavery.

4 Minutes

<http://vimeo.com/mtvef/simple-plan-this-song-saved-my-life>

Prepárame La Cena- Calle 13 & MTV EXIT

Grammy-award winning band, Calle 13 is noted for its eclectic musical style, often using unconventional instrumentation in its music, is known for its satirical lyrics as well as social commentary about Latin American issues and culture.

The music video focuses on how the trafficking and exploitation of children and adolescents robs them of their childhood. Thus we see these children converted into the elderly, youth snatched by the miserable conditions to which they are subjected and the spiral of misery that trafficking and exploitation involves.

5 Minutes

<http://vimeo.com/mtvef/calle-13-prepárame-la-cena>

False Hope- Alex Kavvadias and MTV EXIT

Greek recording artist Alex Kavvadias joins forces with MTV EXIT for this unique music video to raise awareness of human trafficking and exploitation. This video was produced in Australia under the direction of award winning creative agency 18 Feet and rising and filmmaker Ash Bolland.

Through its stylised and evocative imagery, the video is set in Asia, following the emotional and gripping journey of a mother saying goodbye to her young daughter, who leaves home for a promised job and new life abroad. This hope for a better future soon fades, and the girl finds herself trapped in a world of sex slavery.

The minimalistic set depicts the mother and daughter separated by a single wall, dividing their two starkly different worlds, highlighting that not only the fact that it is not just the victim who suffers from this type of exploitation but that 'sometimes hope takes you places you never dreamed'.

4 Minutes

<http://vimeo.com/mtvef/alex-kavvadias-false-hope>

Vietnam

Live with a Smile – A collaboration of 16 top Vietnamese artists: Doan Trang Ta Thang, Karik, Kimmese, Van Mai Hurong, Quoc Thien, Noo Phroc Thinh, Viet Thanh, Ha Okio, boy band 'MTV Group' and girl band 5 Dong ke group

MTV EXIT's Vietnamese music video featured 16 top Vietnamese artists, all donating their time to raising awareness and inspiring change around the issue of human trafficking. "Live with a Smile" is a hope song about standing together to protect your family, friends and fellow citizens from falling into the trap of human trafficking. In Vietnam, many are willing to leave the issue of human trafficking in the dark. This shines a light on the problem, with direct messaging and statistics on sexual, domestic and labour exploitation. The viewer is left with a positive message that one person can make a difference – that we can 'live with a smile' if we open our eyes to the issue and hold out a hand to those in need.

5 Minutes

<http://vimeo.com/mtvef/live-with-a-smile>

Thailand

Exit (The Fault of Being Sincere) Hugo and MTV EXIT

MTV EXIT's Thailand music video features folk artist and Thai royalty, Hugo, who joined the campaign to raise awareness and inspire change around the issue of human trafficking.

The lyrics and video shows the loving protection a grandfather wants to provide his grandson. In a flashback scene, it is revealed to the viewer that the grandfather was a victim of human trafficking when at the same age as his grandson – providing a gritty account of his kidnapping and exploitation as a child labourer in a sewing industry. It ends with a story of hope, showing that we can fight the issue of human trafficking if we protect our loved ones.

<http://vimeo.com/mtvef/hugo-exit>

Indonesia
Still Can (Masih Bisa)
D'Masiv and MTV EXIT

MTV EXIT's Indonesian music video features the band D'Masiv, who donated their time to raise awareness and inspire change around the issue of modern day slavery.

The music video tells the story of safe migration versus unsafe migration, and in stark contrast, shows the very real consequences of not taking caution to protect oneself from trafficking if we protect our loved ones.

5 Minutes

<http://vimeo.com/mtvef/still-can>

Cambodia
3 Don'ts (kMu 3)-
Pou Khlaing, Khat Sokhim and MTV EXIT

MTV EXIT's Cambodian music video features hip hop artist Pou Khlaing in collaboration with pop sensation Khat Sokhim, who donated their time to inspire people to join the fight against human trafficking. The lyrics and video are designed to motivate the people of Cambodia to join MTV EXIT in the fight against human trafficking, and features images of Pou and Khat creating a movement in the villages of Cambodia to bring an end to the exploitation of Cambodian people. The music video features direct messaging on the '3 Don'ts' when relocating for a career opportunity: don't rush, don't trust everybody and don't give away your possessions.

4 Minutes

<http://vimeo.com/mtvef/pou-khlaing-3-donts>

Philippines
Stranger Franco feat .Kat Agarrado and MTV EXIT

MTV EXIT's Philippines music video features Buhawi Meneses of Parokya Ni Edgar, who composed the song Stranger especially for the MTV EXIT Campaign. The song is performed by his hugely popular new band Franco and features backing vocals by Kat Agarrado, another local Filipina star. Produced in collaboration with Dakila (Philippine Collective for Modern Heroism) and celebrated music video director Avid Liongoren, this animated video hauntingly highlights the danger and impact of trafficking and forced labour and the importance of making the right choices for safe migration.

2 Minutes

<http://vimeo.com/mtvef/franco-stranger>

Myanmar
Traps of Life
R Zarni and MTV EXIT

"Traps of Life" is the first music video MTV EXIT produced for Myanmar. The song is performed by R-Zarni; MTV EXIT's celebrity ambassador and an original member of Myanmar's most popular rock band, Iron Cross.

The lyrics were written by Myint Moe Aung, a well-known musician and TV personality. The audio mastering was completed by Chit San Maung, Iron Cross's lead guitarist.

The animation elements of the video are based on illustrations by Nay Myo Say, a celebrated Myanmar visual artist. The video depicts a Burmese man's reintegration into his village after being trafficked into forced labour on a fishing vessel.

5 Minutes

<http://vimeo.com/mtvef/rzarni-traps-of-life>

MTV EXIT LIVE Series

The Click Five in Cambodia: MTV EXIT Live (International)

A 30-minute TV special broadcast on MTV channels across Asia featuring artist interviews and live performances from the Click Five at MTV EXIT concerts at Angkor Wat and Phnom Penh, Cambodia.

26 Minutes

<http://vimeo.com/mtvef/click-five-cambodia>

Live in Bangkok 2008: MTV EXIT Live (Thailand)

A 60-minute TV broadcast on MTV Thailand, featuring Artist Interviews and live performances from the MTV EXIT concert in Bangkok in December 2008.

51 Minutes

<http://vimeo.com/mtvef/live-bangkok-2008>

Placebo at Angkor Wat: MTV EXIT Live (International)

A 30-minute TV special broadcast on MTV channels internationally, featuring artist Interviews and live performances from Placebo at the historic MTV EXIT concert at Angkor Wat, Cambodia.

50 minutes

<http://vimeo.com/mtvef/placebo-angkor-wat>

Live in Manila 2009: MTV EXIT Live (Philippines)

A 2-hour TV special broadcast on MTV Philippines, featuring artist interviews and live performances from the MTV EXIT concert in Manila in May 2009.

1 Hour and 50 Minutes

<http://vimeo.com/mtvef/live-manila-2009>

Rise: A Tough Ascent (Australian and International)

This 30-minute program follows the journey of Australian pop starlet Kate Miller-Heidke, as she and her band travel to Pokhara, Nepal to perform at an MTV EXIT concert at the foothills of the Himalayas in September 2009. "Rise" premiered on MTV Australia and MTV Asia in November 2009.

23 Minutes

<http://vimeo.com/mtvef/rise-tough-descent>

Road to EXIT (Nepal)

"Road to EXIT", a 1-hour TV special broadcast, which features exclusive performances from Indian and Nepali stars, Kranti, Nima and Sunidhi. The show documented the MTV EXIT live concerts in Nepal in 2009 that aimed to educate young people about human trafficking.

48 Minutes

<http://vimeo.com/mtvef/road-to-exit>

Live in Taipei 2009: MTV EXIT Live (Taiwan)

A 1-hour TV special broadcast nationally on MTV Taiwan featuring artist interviews and live performances from the MTV EXIT concert in Taipei in November 2009. Available in Chinese Mandarin.

26 Minutes

<http://vimeo.com/mtvef/live-taipei-2009>

Super Junior in EXIT (South Korea)

Super Junior travelled to Hanoi, Vietnam in March 2010 to perform in front of 45,000 screaming fans for the MTV EXIT campaign. It was Super Junior's first appearance in Vietnam, and one of the largest crowds ever to attend a concert in the fast-growing Southeast Asian nation.

This insightful half hour special features Super Junior performing live in Hanoi as well as diary-style, behind the scenes footage captured in the hours leading up to this spectacular event. The program also captures the time when members of the band visit a local shelter for human trafficking victims to learn about the plight of millions of women and girls around Asia who are tricked into forced sex work. Available in South Korean with English subtitles.

27 Minutes

<http://vimeo.com/mtvef/super-junior-in-exit>

MTV EXIT Live in Vietnam

A 1-hour TV special which broadcast nationally in Vietnam on VTV3 and Yan TV in April 2010, featuring performances from Super Junior, The Click Five, Kate Miller-Heidke, Ha Anh Tuan, Ban Nhac, Luu Huong Giang, Nhom Nhay Cuncun and Pham Anh Khoa.

MTV EXIT Live in Vietnam captures the anti-human trafficking concert tour in Hanoi, Halong Bay, Can Tho and Ho Chi Minh City and how international and local artists alike joined the cause to create awareness and increase prevention of human trafficking in Vietnam.

56 Minutes

<http://vimeo.com/mtvef/live-vietnam>

Agnes Monica Live in Indonesia (English)

Indonesian pop star and MTV EXIT's Indonesia campaign ambassador, Agnes Monica performed at three of the concerts held across Indonesia as part of the MTV EXIT live event tour held in May/June 2010. Based on her performances and her time spent travelling around Indonesia, MTV EXIT produced a half hour TV special to air on MTV Asia.

This half hour program is an insightful TV special featuring clips from Agnes's live performance in Indonesia (Pontianak, Surabaya and Jakarta) as well as behind the scenes footage captured as Agnes travelled with the

MTV EXIT team around Indonesia, learning about the issue of human trafficking as it affects people across the country. Key facts about trafficking are also communicated in the special.

30 Minutes

<http://vimeo.com/mtvef/agnes-monica-live-indonesia>

MTV EXIT Live in Dili

This is a 60-minute special that broadcast on TVTL (MTV EXIT's local broadcast partner in Timor-Leste) featuring artist interviews and live performances from the MTV EXIT live in Dili concert that was held in June 2010.

Headlining Indonesian rock act Superman is Dead are featured in this special. Also featured in this TV special are interviews with anti-trafficking experts, communicating key messages about how the youth of Timor-Leste can protect themselves from the dangers of human trafficking. The show is hosted by Anito Matos (MTV EXIT's Campaign Ambassador for Timor-Leste), who was also one of the MCs of the Dili concert. Available in Tetum.

60 Minutes

<http://vimeo.com/mtvef/live-dili>

MTV EXIT Live in Baucau Package

In October 2010 MTV EXIT produced its second concert in Timor-Leste, this time in Baucau, the country's second largest city. 15,000 local Timorese attended the free concert featuring Indonesian band Tipe-X who performed alongside Timor-Leste's top local artists.

60 minutes

<http://vimeo.com/mtvef/live-bacau>

MTV EXIT Special Super Junior M in Chiang Mai

In June 2011, K-pop sensation Super Junior M travelled to perform at MTV EXIT Live in Chiang Mai. This insightful half hour special features exclusive behind the scenes footage captured during the band's first official visit to Chiang Mai in the lead up to the concert where they played to 20,000 screaming Thai fans. The program also captures a very special visit to a local shelter for human trafficking survivors where the band members had the chance to learn more about the plight of millions of women and girls around Asia who are tricked into exploitation.

24 Minutes

<http://vimeo.com/mtvef/super-junior-m-chiang-mai>

MTV EXIT Live in Chiang Mai

A 1-hour TV special which premiered on Modern Nine TV (MCOT) in July 2011 presented by soap star Pitchanart Sakhakorn.

Over 20,000 screaming fans came out to see electrifying dance performers from headlining Asian mega stars Super Junior M and Australian vocalist Kate Miller-Heidke who performed alongside Thailand's top musicians Slot Machine, Thaitanium, Southside Phuket and ETC. The program also features special interviews with MTV EXIT's Campaign Ambassador Ananda Everingham and ASEAN Secretary-General, Dr Surin Pitsuwan.

41 Minutes

<http://vimeo.com/mtvef/live-chiang-mai-2011>

MTV EXIT Live in Manila

A 1-hour TV special which premiered on GMA NEWS TV Channel 11 in November 2011.

Over 25,000 Filipino fans packed the Mall of Asia Concert Grounds in Manila to watch headlining Korean Pop artist Jay Park and rock band Evaline alongside the Philippines' top musicians Ebe Dancel, Pupil, Itchy Worms and Parokya Ni Edgar. With a special appearance by American vocal sensation, Jason Mraz, this program unites artists and fans alike in an effort to create awareness and increase prevention of human trafficking in the Philippines

51 Minutes

<http://vimeo.com/mtvef/live-manila-2011>

MTV EXIT Live in Phnom Penh

A 1-hour TV special that broadcast on Cambodian Television Network, CTN in February 2012, presented by MTV VJ Taboi. Over 40,000 Cambodian fans joined the global movement with Korean band After School and American pop band The Click Five to fight against human trafficking at the MTV EXIT Live in Phnom Penh concert at Olympic Stadium in December 2011. Also joining the lineup were top local artists Preap Sovath, Sok Pisey, Cartoon Emo, Eklectic, and Thmore band. The program also features a special address from celebrity ambassador Dr Chea Samnang, as well as excerpts from the Cambodian version of MTV EXIT's documentary *Enslaved*.

49 Minutes

<http://vimeo.com/mtvef/live-phnom-penh-2011>

MTV EXIT Live in Hanoi

An exciting TV special that premiered on VTV1 in June 2012. Over 40,000 Vietnamese fans packed the grounds of My Dinh Stadium in Hanoi to watch headlining Canadian rock group Simple Plan for the first time in Vietnam. Also there to show their support were Korean pop group Brown Eyed Girls, Australian vocal sensation Kate Miller-Heidke and Vietnamese rapper Karik. This program unites artists and fans alike in an effort to create awareness and increase prevention of human trafficking in Vietnam. The program also features excerpts from the Vietnamese version of MTV EXIT's documentary *Enslaved*, hosted by My Tam.

60 Minutes

<http://vimeo.com/mtvef/live-hanoi-2012>

MTV EXIT Presents Simple Plan in Vietnam

In 2012, international Canadian rock band Simple Plan performed in Vietnam for the very first time at the MTV EXIT Live in Hanoi concert in front of 40,000 screaming fans to raise awareness about human trafficking and exploitation.

Following the concert event, the band made a special journey to the north of Vietnam where they had the chance to engage with at-risk vulnerable populations from ethnic minority communities. Simple Plan met with two organisations: Sapa O'Chau and Pacific Links who provided valuable insights into the dangers of human trafficking in the region and importance of education in the prevention of modern day slavery.

23 Minutes

<http://vimeo.com/mtvef/simple-plan-vietnam>

MTV EXIT Presents Jay Park in the Philippines

In October 2011, Jay Park made a special visit to the Philippines as part of the MTV EXIT campaign. This insightful half-hour special features exclusive behind the scenes footage captured in the lead up to the MTV EXIT: Live in Manila concert, where he performed for 25,000 screaming fans. The program also captures a very special visit to the Visayan Forum Foundation shelter, which has saved over 70,000 girls from human trafficking worldwide since 2001. The girls welcome him with a heartfelt song and he is inspired to give them a dance lesson. With a new bond formed, the girls then share stories about their lives as enslaved children before being saved by the foundation. He applauds Cecilia, the shelter director, for protecting the vulnerable and promoting awareness about modern day slavery; one of the fastest growing crimes in the world.

24 Minutes

<http://vimeo.com/mtvef/jay-park-philippines>

Jason Mraz in Myanmar

In December 2012, Jason Mraz travelled to Yangon to perform at MTV EXIT: Live in Myanmar, the first major concert featuring an international artist the country has ever hosted. During his stay in Yangon, Jason was invited to a Monastery in the heart of the city to meet a youth organisation, AFXB, who through the art of interactive community theatre promotes peer to peer learning about social issues such as human trafficking, as well as a group of survivors who share their stories with him. In this moving half-hour special we follow Jason as he gets involved in the youth engagement activities, hears the survivors stories about their lives in slavery before escape and their hopes to use their own experiences to help speak out and help put an end to human exploitation. We see how these experiences inspire him to join the fight, spread the message and raise awareness about exploitation and human trafficking through his music, in this historic free concert attended by 70,000 fans.

22 Minutes

<http://vimeo.com/mtvef/jason-mraz-myanmar>

MTV World Stage: Live in Myanmar

The first of MTV EXIT's live events to be broadcast on MTV International as an MTV 'World Stage' show, this program features Jason Mraz playing live at Yangon's People's Square, the first ever international artist to perform at an open air concert in the country.

The program premiered on MTV channels around the globe in March 2013. As well as the breath-taking live performances in front of the magnificent Shwedagon Pagoda, we hear Jason, behind the scenes, talking about the issue of human trafficking and his involvement in the MTV EXIT campaign to end modern day slavery.

22 Minutes

<http://vimeo.com/mtvef/live-myanmar>

MTV EXIT: Live in Myanmar (Thai language version)

A 45 Minute TV special broadcast which premiered on Channel 3 Thailand on New Years Eve 2012.

In December 2012, 70,000 fans had packed The People's Square in front of the breath taking Shwedagon Pagoda for this truly historic event. Headlined by Grammy Award winning singer Jason Mraz and sensational Thai rock band Slot Machine, this was the first ever open-air concert featuring international artists the country had seen. This program takes a look behind the scenes at Slot Machine visiting Yangon.

The band shares with us their views on issues surrounding human trafficking and explains their role in the fight against exploitation through their music.

45 Minutes

<http://vimeo.com/mtvef/live-myanmar-thai>

MTV EXIT Live in Myanmar (Myanmar Language Version)

A 2-hour TV special premiered on Channel 7 Myanmar in February 2013. Over, 70,000 fans packed Yangon's People's Square to watch headlining singer songwriter Jason Mraz at the very first open air concert featuring an international artist the country has seen. Also there to show their support was Thai rock band Slot Machine and many of Myanmar's favorite local acts, including Phyu Phyu Kyaw Thein, MTV EXIT's celebrity ambassador for Myanmar, R Zarni and many more. The Magnificent Shwedagon Pagoda was the backdrop to this historic, once in a lifetime event. The program also takes a look at the Youth Engagement program MTV EXIT ran alongside the concert, to engage young people in raising awareness about human trafficking and features excerpts from the Myanmar version of MTV EXIT's documentary *Enslaved*.

99 Minutes

<http://vimeo.com/mtvef/live-myanmar-myanmar>

MTV EXIT Live in Udon Thani

In May 2014, MTV EXIT rocked Udon Thani with a live concert event to raise awareness about human trafficking and exploitation attended by over 7,000 excited fans.

ASEAN collective Project E.A.R. (East Asian Revolution) joined other passionate anti-human trafficking advocates, including local and international governments, NGOs and MTV EXIT's ASEAN youth leaders, to share safe migration tips with the 7,000 concertgoers.

This half hour special features live performance footage from the event, as well as insightful interviews from super group "Project E.A.R."

Available in Thai and English

24 Minutes

Thai: <http://vimeo.com/mtvef/live-udon-thani-thai>

English: <http://vimeo.com/mtvef/live-udon-thani-english>

MTV EXIT Presents Bodyslam

This half hour special follows the band members of Thai supergroup, Bodyslam who meet real life victims of human trafficking. The band visit a shelter outside Bangkok where they share in the stories and experiences of people affected by human trafficking in Thailand.

We see how the experience inspires them to join the fight, spread the message and raise awareness about exploitation and human trafficking through music at the "MTV EXIT Live in Udon Thani" concert.

24 Minutes

Thai: <http://vimeo.com/mtvef/bodyslam-thai>

English: <http://vimeo.com/mtvef/bodyslam>

Public Service Announcements

International Campaign Promo

An overview of the various MTV EXIT media platforms: On-air Programming (documentary, animated drama, music videos and PSA's), Online activations and live on the ground events (concerts).

4 Minutes

<http://vimeo.com/mtvef/campaign-promo>

Warning Signs

This PSA uses emotive music and graphics to educate people that human trafficking is a global crime, to which anyone could fall victim. It depicts a girl being tricked into trafficking by someone she knew and loved; now being controlled mentally and physically, threats and violence are being used to prevent the victim from leaving. In this consumer age, the demand for cheap products and services generates billions of dollars for traffickers; ensuring that this vicious slavery cycle continues.

Viewers are urged to be aware of opportunities that sound too good to be true. At the end, the viewer is directed to www.mtvexit.org

2 Minutes 11 Seconds

<http://vimeo.com/mtvef/warning-signs>

Fake Opportunities Part 1 and Part 2

This PSA reveals that the hospitality-job.com is a "Fake" opportunity that aims to show the audience how easy it is to be tricked into becoming a victim of human trafficking, no matter where you are from, your level of educational attainment, or your economic background.

Part 1: <http://vimeo.com/mtvef/fake-opportunities-hospitality>

Part 2: <http://vimeo.com/mtvef/fake-opportunities-studyc>

ITA- Part 1 and Part 2

The international Traffickers Association (ITA) PSA is a tongue in-cheek training video for human traffickers, explaining the finer points of this crime and how to achieve success in the field from the perspective of a trafficker. The ITA PSA serve to illustrate the ways in which traffickers take advantage of people and prey on their desires to improve their lives

1 Minute

Part 1: <http://vimeo.com/mtvef/ita-1>

Part 2: <http://vimeo.com/mtvef/ita-2>

Choose Safe Migration (Cambodia)

This PSA highlights the recruitment methods used by traffickers to trick Cambodians into travelling abroad for work. Through these scams, innocent people are lead to believe that they're migrating to the city for high paying jobs and a better life.

In reality, these people are given a ticket to modern day slavery, being forced to work extremely long hours, sometimes for no pay at all. This PSA spreads the message that human trafficking is not constrained to bars, brothels and massage parlors, but is present in factories, farms and fishing boats, restaurants and even homes. Finally it educates people on three easy steps that can be taken to ensure safe migration and directs viewers to an employment agency hotline to call for advice.

5 Minutes

<http://vimeo.com/mtvef/choose-safe-migration-cambodia>

Choose Safe Migration (Vietnam)

Vietnamese hip hop artist, Karik, shares 3 simple steps young people can take to stay safe when they travel away from home for a work or study opportunity. He explains that thousands of young Vietnamese men, women and children are being tricked or cheated into forced working situations. Key messaging also highlights that human trafficking does not only affect females forced into sex work or domestic servitude, but also men who are exploited for labour in factories, construction sites and fishing boats.

2 Minutes

<http://vimeo.com/mtvef/choose-safe-migration-vietnam>

South Asia

Sunita Multi- Purpose

"Sunita" is produced like a kitsch shopping channel advertisement. The promo highlights the various aspects of a product – in this case a girl called Sunita – an Indian domestic helper.

The idea focuses heavily on the comedic value of the kitsch shopping channel infomercial to create an emotional response. Both educating the audience about the fact that people are trafficked into domestic servitude but also encouraging them to report any direct cases of abuse they might encounter through appropriate tag lines at the end of the PSA.

60 Seconds: <http://vimeo.com/mtvef/sunita-60>

90 Seconds: <http://vimeo.com/mtvef/sunita-90>

Deal of the Decade

"Deal of the Decade" is a satirical take on a popular game show, which offers attractive prizes to the contestants though they may be the products from a trafficked or exploited labour.

The promo educates the audience to learn as much as possible about the origins of products that they consume to make sure that they are not products made by exploited or trafficked labor.

90 Seconds: <http://vimeo.com/mtvef/deal-decade>

Europe

Business: <http://vimeo.com/mtvef/psa-business>

Cribs: <http://vimeo.com/mtvef/psa-cribs>

Dolls House: <http://vimeo.com/mtvef/psa-dolls-house>

Game Over: <http://vimeo.com/mtvef/psa-game-over>

Happy Anniversary: <http://vimeo.com/mtvef/psa-happy-anniversary>

Musical: <http://vimeo.com/mtvef/psa-musical>

Pimp: <http://vimeo.com/mtvef/psa-pimp>

Streaker: <http://vimeo.com/mtvef/psa-streaker>

Subway: <http://vimeo.com/mtvef/psa-subway>

Train: <http://vimeo.com/mtvef/psa-train>

Trophy: <http://vimeo.com/mtvef/psa-trophy>

Truth: <http://vimeo.com/mtvef/psa-truth>

ILO Migration Works PSA

A 2010 survey conducted by the ILO's Regional Office for Asia and the Pacific found that the Malaysian public had limited understanding about the need for migrant workers in certain sectors, the positive contribution they make to the economy, and their right to equal treatment, including pay. It found instead that many Malaysians believe migrants are a drain on the economy, drive up the crime rate and don't deserve to be paid as much as native-born Malaysians.

MTV EXIT and ILO partner together to produce a PSA highlighting the positive contribution of migrant workers to Malaysian society.

<http://vimeo.com/mtvef/psa-migration-works>

Broken Dreamers PSA

Developed in collaboration with award-winning international creative agency, McCann Erikson, MTV EXIT's final PSA was produced for the purpose of providing global audiences with an overview of 'what is human trafficking and exploitation', by featuring an introduction to the definition of issue via three different forms of prevalent exploitative situations that were strategically selected for relevance to a wide audience. The spot tells of three characters caught in modern-day slavery who are lured into forced sex work, slave labour and domestic slavery, with their stories unfolding in the form of a pop-up book. The PSA was directed by Academy Award winning director Tim Reckart, and the music track was composed and donated especially for the video by popular French female artist Birkii.

<http://vimeo.com/mtvef/psa-broken-dreamers>

Other Content

Mae Sot Roadshow PSA:

MTV EXIT traveled to Mae Sot, Thailand on the border of Myanmar for an MTV EXIT Roadshow (a series of local trainings, activities and events to raise awareness about human trafficking). Myanmar is a source country for men, women and children who are trafficked. Ethnic minorities and those living in remote border areas are especially at risk. Many come to Mae Sot in search of a better life and are subjected to forced labour and sex trafficking.

<http://vimeo.com/mtvef/mae-sot-roadshow>

Battambang Roadshow PSA:

MTV EXIT visits Battambang province in Cambodia in December, 2013 and works with 26 local youth to raise awareness of human trafficking and exploitation through community theatre and performance. Later that week, the Roadshow was joined by Loy 9 superstars Yaro and Catherine, MTV EXIT Celebrity Ambassador Pou Khlaing and the Phare Ponleu Selpak circus theatre to produce a free concert to mark National Anti-Trafficking Day in Cambodia.

<http://vimeo.com/mtvef/battambang-roadshow>

