



USAID
FROM THE AMERICAN PEOPLE

MTV EXIT

YOUTH-FOCUSED CAMPAIGN TO END EXPLOITATION AND TRAFFICKING

THE CHALLENGE

Over half of the world's estimated 2.5 million trafficked people come from Asia. Fifty-six percent of these are women and girls. According to the United Nations, Asia is the world's most vulnerable region for trafficking because of its huge population pyramid, growing urbanization, and extensive poverty. Young people with few choices and resources are most easily recruited, transported, and received by criminal traffickers who earn over \$10 billion every year forcing, defrauding, coercing, or deceiving their victims into sexual or economic exploitation.

THE APPROACH

The MTV EXIT Global Development Alliance is a pan-Asian campaign to prevent human trafficking. MTV EXIT aims to create awareness about the severity and causes of the problem through television programs and online content aimed at the young audiences most susceptible to human trafficking. Major international artists will present MTV EXIT programming produced specifically for South Asia and Asia-Pacific audiences, slated to broadcast over MTV Networks in ten languages in over 25 different countries. MTV EXIT will address three major forms of human trafficking: sex trafficking and forced prostitution, labor trafficking, and forced domestic servitude. MTV EXIT programs and complementary initiatives seek to prevent trafficking by empowering young people with safe migration advice and other guidance for youth at risk of being trafficked. They will also drive home the crucial message that, as consumers, they may play a part in the demand underlying trafficking and exploitation.

PARTNERS

MTV Networks, MTV Europe Foundation



RESULTS

- MTV EXIT programs will reach more than 300 million households in over 25 countries.
- MTV attracts the highest youth and young adult cable and satellite TV audiences in Asia.
- Emphasizes viewers' role in helping to curb demand for human trafficking.
- Empowers young people through information and awareness campaigns to take control of their futures to avoid being trafficked.

The MTV Europe Foundation

