

Modern Slavery and Thomson Reuters



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The objective and scope of the study

This study aims to describe the global media profile of Modern Slavery during 2015-2017 and to assess the contribution of the Thomson Reuters Foundation's reporting to global coverage of the topic.

This analysis has been carried out by Meltwater UK, a specialist media monitoring company with the largest global source base available on the market:

- Meltwater tracks more than 250,000 publishers worldwide and it is across all of these publications that the analysis was conducted.
- The retrospective capabilities of Meltwater are the best within the industry, with 7 years back-dated data available across online content and 16 months across social media.
- Meltwater draws on the expertise of providing media monitoring solutions to 28,000 clients worldwide.

Sample

- This analysis encompasses over 560,000 articles on Modern Slavery, the largest sample ever used for a similar study to our knowledge.
- The sample was drawn from a source base of millions of articles from over 250,000 online publishers in 195 countries.
- The searches were built in such a way as to ensure that only articles that were actually covering Modern Slavery and the related topics were included in the sample. Thus the sample excludes, for example, articles dealing with historical slavery and articles with 'en passant' mentions of slavery.
- The sample includes articles that are pickups of the Foundation's original stories as well as any mentions of the Foundation's other anti-slavery work.

Major Publications

- To target the most influential voices in the media a source base of major national and international publications, featuring around 100 outlets, was produced using expertise from Meltwater's global offices and client base.
- From these major outlets a list of top ten major publications has been identified on the basis of their reach, a reflection of their prominence, and the quantity of content they produce in relation to Modern Slavery.
- Content produced by major publications is considered to be influential and is a bellwether for high quality and credibility.
- As such, articles by these major outlets reflect the thought leadership amongst the media and it is therefore important to assess how the Foundation has influenced their coverage separately.
- It should be noted that in some cases the top publications' content also includes pickups of Thomson Reuters Foundation articles.

Limitations

- The analysis focuses primarily on English language digital coverage.
- There are limitations to the tracking method used, in that articles that reference Modern Slavery in an unorthodox way may be missed, however, with the size of the sample used this should not affect the findings
- The geographic analysis is based on the location of the publication(s), not the location(s) of their audience. This has implications for analysing the effects of global and regional outlets with the audience in multiple countries.
- It is important to bear in mind when interpreting the results that some countries (e.g. the US) have a significantly larger number of publications than others and thus have a greater influence the media landscape.

Summary



Global Modern Slavery Conversation in 2015-2017:

- Modern Slavery saw a significant increase of almost 30% in the volume of published articles over the period 2015-2017. An important factor in boosting the coverage was the release the global slavery reports by Walk Free Foundation in 2016 and by the International Labour Organisation/Walk Free Foundation in 2017. These reports highlighted the scale of the issue and provided tangible figures, creating a platform for enhanced conversation. Other important conversation drivers were specific events in the US in 2017 (e.g. the backpage.com case and the deaths of nine people in a lorry trailer in a Walmart car park) and the coverage following addresses by public figures (e.g. Ivanka Trump and Theresa May)
- Forced Labour was the leading topic within the conversation, with much coverage from or about India, one of the most affected countries. Forced Labour was followed by Sexual Slavery and Forced Marriage
- The share of the global discussion provided by top major outlets decreased by a third during the period. The decline reflects both the overall upsurge in the global coverage and the slight decline in output by the major publications
- Top five countries in terms of the volume of Modern Slavery articles are: the US, the UK, India, Australia and Canada. This is a reflection of the focus of this study on English language publications and the size of the media markets in these countries. All countries saw more articles published each year, except Australia which saw less.
- The comparison of the volume of the articles to the size of domestic markets reveals that media in West Africa and South Asia also demonstrated significant interest in the topic

Thomson Reuters Foundation's contribution to the global conversation in 2015-2017:

1. The Foundation grew to become the most prolific of all major publications with a focus on Modern Slavery

The Foundation's output of stories grew year-on-year: by 45% in 2016 and by a further 21% in 2017. As a result the 494 articles the Foundation produced in 2017 on the issue of Modern Slavery is the highest number produced compared to the top 10 most influential publications identified for this study by Meltwater.

The Foundation's coverage was focussed primarily on humanitarian and development aspects of Modern Slavery and not on sensational news that drove much of the upsurge in global coverage of the topic.

2. The Foundation has become one of the most influential sources of news in the global conversation.

- In 2015 the Foundation contributed around 1.5% of the annual global slavery coverage
- In 2016 the share of the Foundation's 'voice' increased to 4.7% of the total coverage
- In 2017 the share of the Foundation's 'voice' decreased to 2.6%, despite an increase in output, due to an overall upsurge in global volume of coverage of almost 26% in 2017
- The Foundation saw an increased amount of its content featured in 'major publications': up from 2.3% in 2015 to 3.8% in 2017, against the overall trend that saw decreasing coverage in major publications in relative terms

3. The Foundation's increased focus on India from early 2016 was ahead of the curve. Other media outlets also increased their coverage of India later that year following the release of Walk Free Foundation's Index.

The most successful aspect of the efforts undertaken by the Thomson Reuters Foundation was the contribution towards the development of a wider and more comprehensive discussion around the issue of Modern Slavery in India. Almost 17% of the stories published by the Times of India in 2017 were provided by the Foundation (up from 1% in 2016 and 0 articles in total in 2015).

4. Forced Labour' was the dominant topic in the Thomson Reuters Foundation's reporting (by volume of articles), followed by Sexual Slavery and Forced Marriage

- The Foundation doubled its contribution to the discussion of Forced Labour and Sexual Slavery during the period. The contribution to Forced Marriage discussion decreased by 0.9%.
- For comparison, the share of major outlets contribution to all three topics has largely remained the same or diminished slightly

5. Increased focus towards the UK in 2017 by Foundation

The Foundation in 2017 started to increase its focus on the issue of Modern Slavery in the UK, maintaining the focus on the developing world, South Asia in particular. The effects of this are likely to be seen in the following year, as was the case with the focus on India.

6. Apart from editorial coverage, the Foundation was seen to take a lead in addressing the issue of Modern Slavery with its inaugural Stop Slavery Award and Monique Villa being cited heavily in 2016 and 2017

Monique Villa was the most influential voice for the Thomson Reuters Foundation in 2016 and 2017. In particular her participation in the inaugural Round Table on Modern Slavery hosted by the Independent and London Evening Standard demonstrated her positioning as an influential voice within the effort to tackle Modern Slavery. The Thomson Reuters Foundation's Stop Slavery Award launch and ceremonies also saw a high level of coverage.

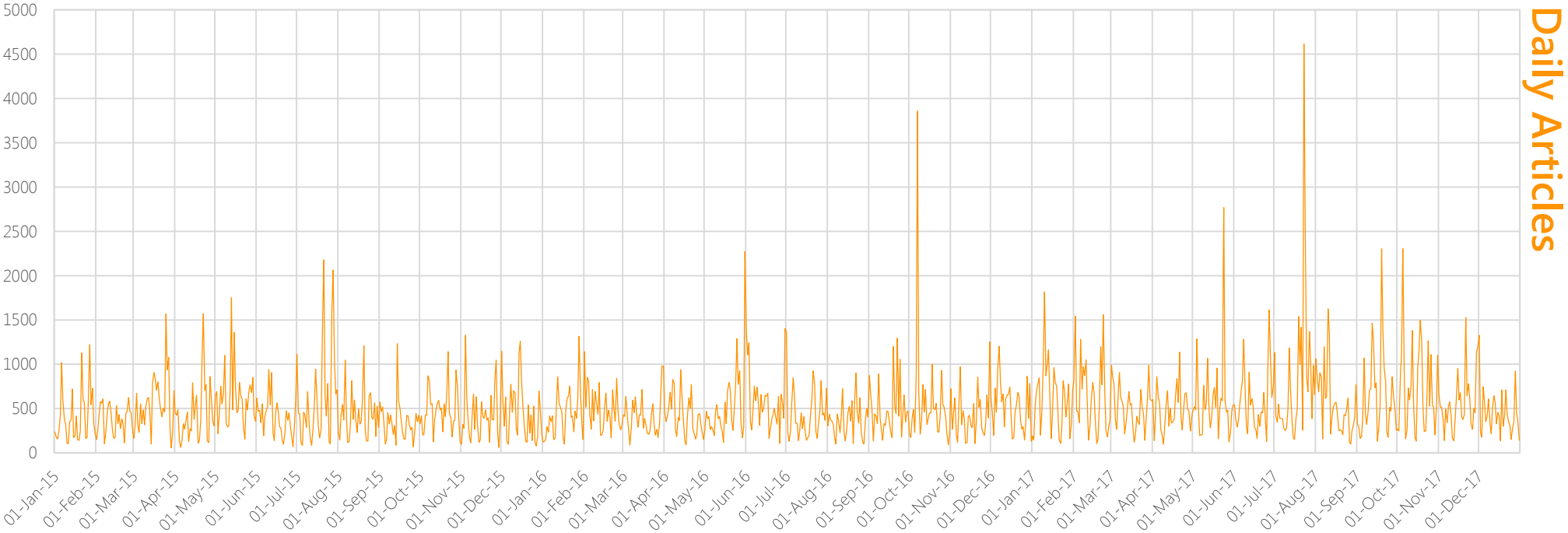
Global Coverage Overview



Articles by Year

2015	170,132
2016	173,757
2017	219,085

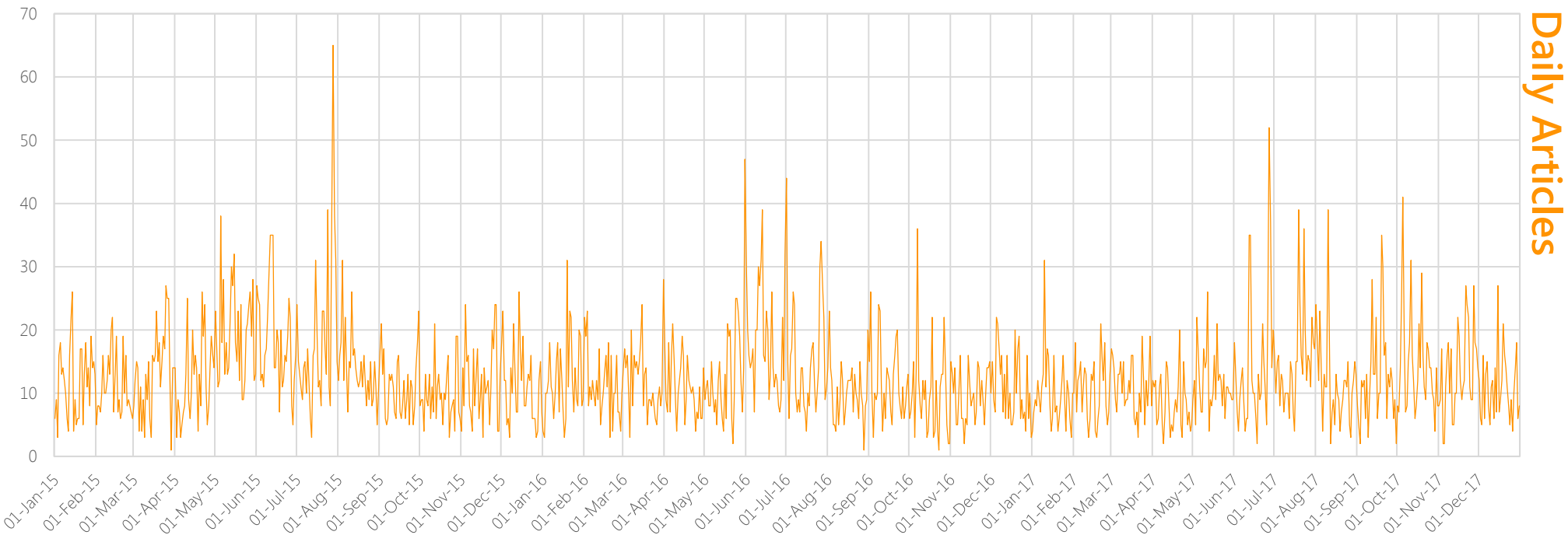
Modern Slavery as a topic demonstrated a growing media presence over 2015-2017, with an increase of 28.8% over the period. The jump seen in 2016-2017 was significant considering that 2013 saw 115,857 articles and 2014 saw 117,115 articles and came on the back of an influential report released by the Walk Free Foundation highlighting the scale of modern slavery with its index. The cause of the rise in 2015 was largely the growing awareness of modern slavery as a result of the British focus on the issue with the passing of the Modern Slavery Act. The trend of growth was punctuated by two main focus areas; the first being the release of new reports and studies, and the second surrounding a series of announcements by political figures such as Ivanka Trump or Theresa May. The clear conclusion here is that major reports about the scale of modern slavery attracted the most interest, especially when coupled with major political figures addressing the issue. It must be noted that the two peaks seen in October 2016 and July 2017 were related to specific cases in the US, which attracted large amounts of coverage due to the large syndication capability of the US media landscape. As such these stories received a high amount of coverage but a comparatively low level of focus in major publications as can be seen on the following page.



Articles by Year

2015	4,957
2016	4,445
2017	4,390

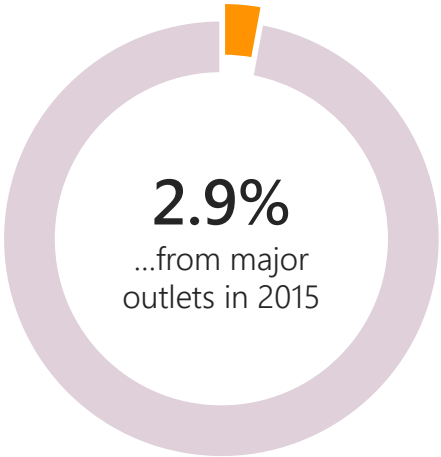
Major outlets actually decreased in the level of coverage of modern slavery that they produced over the period, recording an 11.4% fall over the period from 2015 to 2017. The main reason for this is that coverage of the Modern Slavery Bill, subsequently to become an Act, in the first half of 2015 attracted significant interest. The two spikes in coverage in July 2015 and June 2017 both reflect the influence of US politics on the debate and were both due to the release of US Trafficking in Persons reports. The interesting comparison here is between 2016 and 2017 however, as 2016 saw the Walk Free Foundation’s index receive wider coverage than the Trafficking in Persons report, released on 31st May and 1st July. By contrast the ILO’s index saw less coverage than the US report, with it being released on 19th September. The importance of this is that the US Trafficking in Persons report attracts interest not only because of its highlighting of modern slavery but also because of reactions by the identified and blacklisted countries. Therefore a significant level of coverage it receives is the result of how it fits with wider geopolitical relations. The Walk Free Foundation’s report meanwhile is apolitical and as such the high level of coverage it saw in 2016 demonstrates how influential it was in moving the debate away from the political area, as seen in 2015.



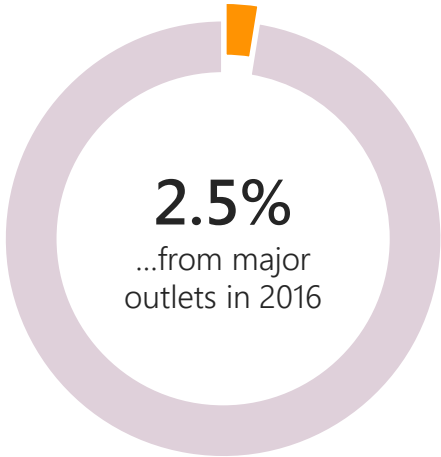
Major Outlets in Overall Coverage

The decline of the share of conversation coming from major outlets from 2015 to 2017 reflects both the overall upsurge in the wider conversation and the slight decline in output by the major publications. Of interest however, is the increase in conversation seen by The Times of India. This reflects the changing dynamic of the conversation of modern slavery: whereas in 2015 it was heavily focused on the US and the UK, and in particular was rooted in the political discussion. From 2016 onwards more focus shifted to the developing world, in particular India, as the scale of modern slavery in the country was highlighted in major indices. The impact of the Thomson Reuters Foundation is included for comparison, but is examined later in this report.

NB: Although the Times of India published a higher number of articles in 2017, 16.8% of those were pick-ups of Thomson Reuters Foundation stories



■ Key Publications ■ Overall



■ Key Publications ■ Overall



■ Key Publications ■ Overall

Outlet	Articles
The Times of India	436
Thomson Reuters Foundation	283
The Guardian	268
The Huffington Post	239
The Independent	152
The Washington Post	136
Los Angeles Times	49
Financial Times	43
Time Magazine	42
Business Insider	32
Telegraph.co.uk	27

Outlet	Articles
The Times of India	566
Thomson Reuters Foundation	409
The Guardian	291
The Washington Post	132
The Independent	115
The Huffington Post	107
Los Angeles Times	65
Business Insider	42
Telegraph.co.uk	29
Financial Times	24
Time Magazine	19

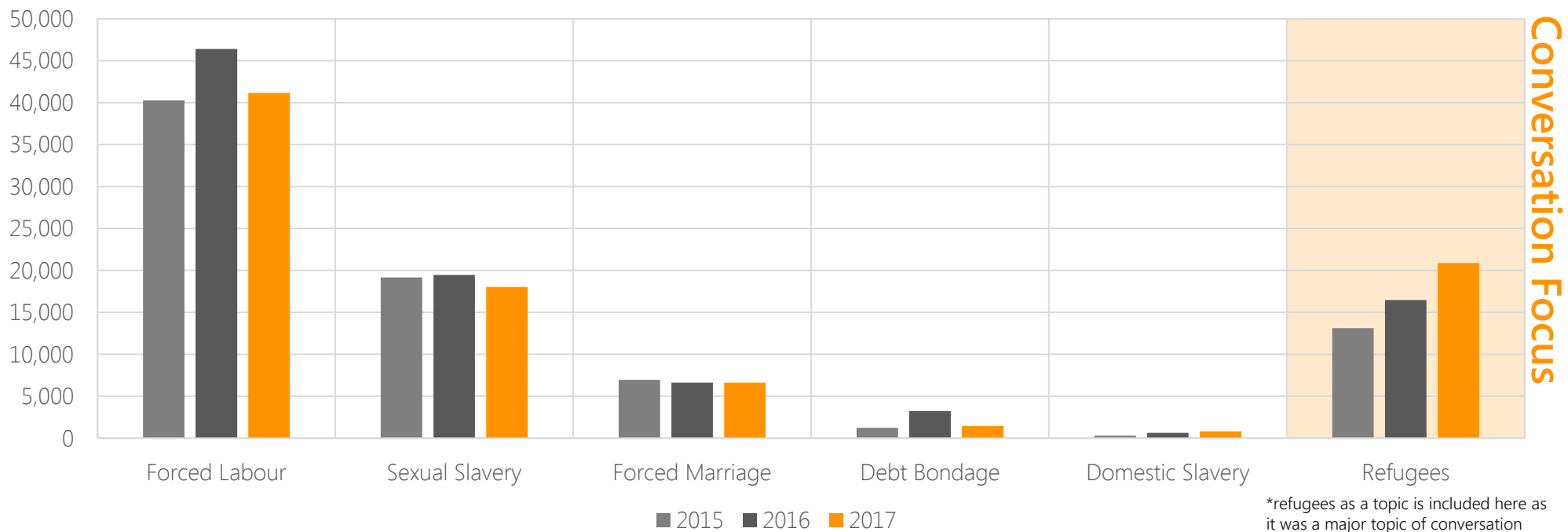
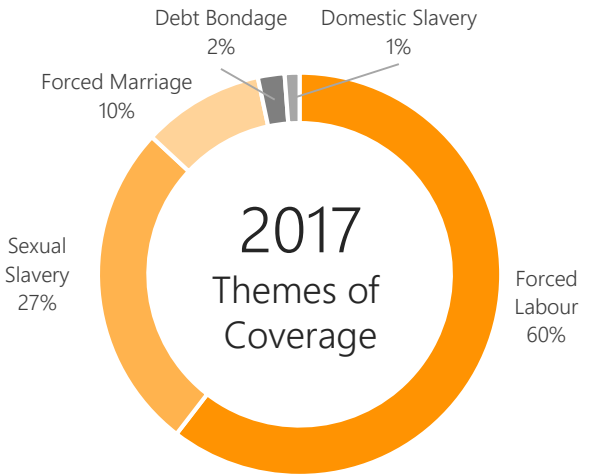
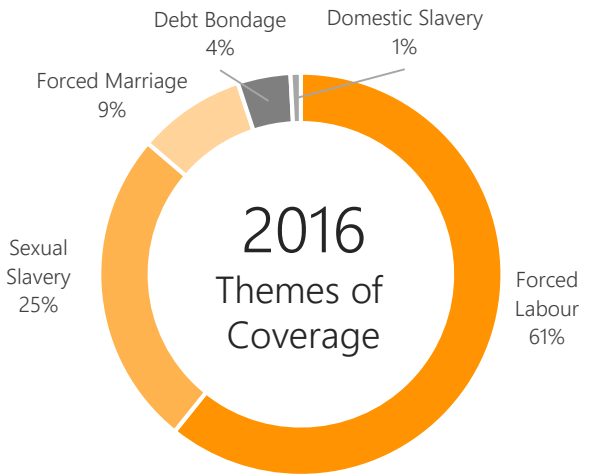
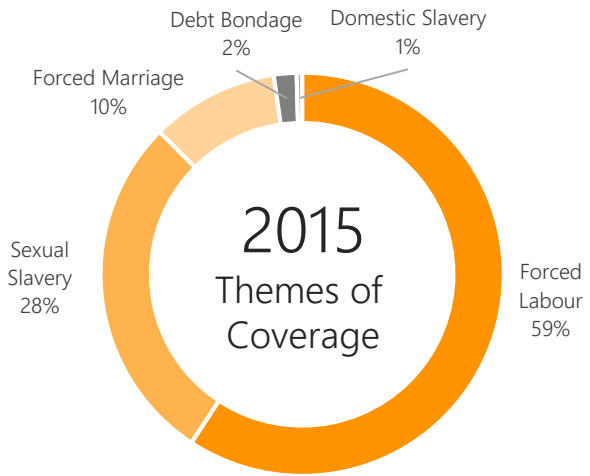
Outlet	Articles
The Times of India	518
Thomson Reuters Foundation	494
The Guardian	218
The Independent	165
The Washington Post	148
The Huffington Post	135
Business Insider	124
Los Angeles Times	86
Telegraph.co.uk	40
Financial Times	29
Time Magazine	26

*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery. The Thomson Reuters Foundation has been included to demonstrate its positioning within the debate.

Overall Coverage Themes

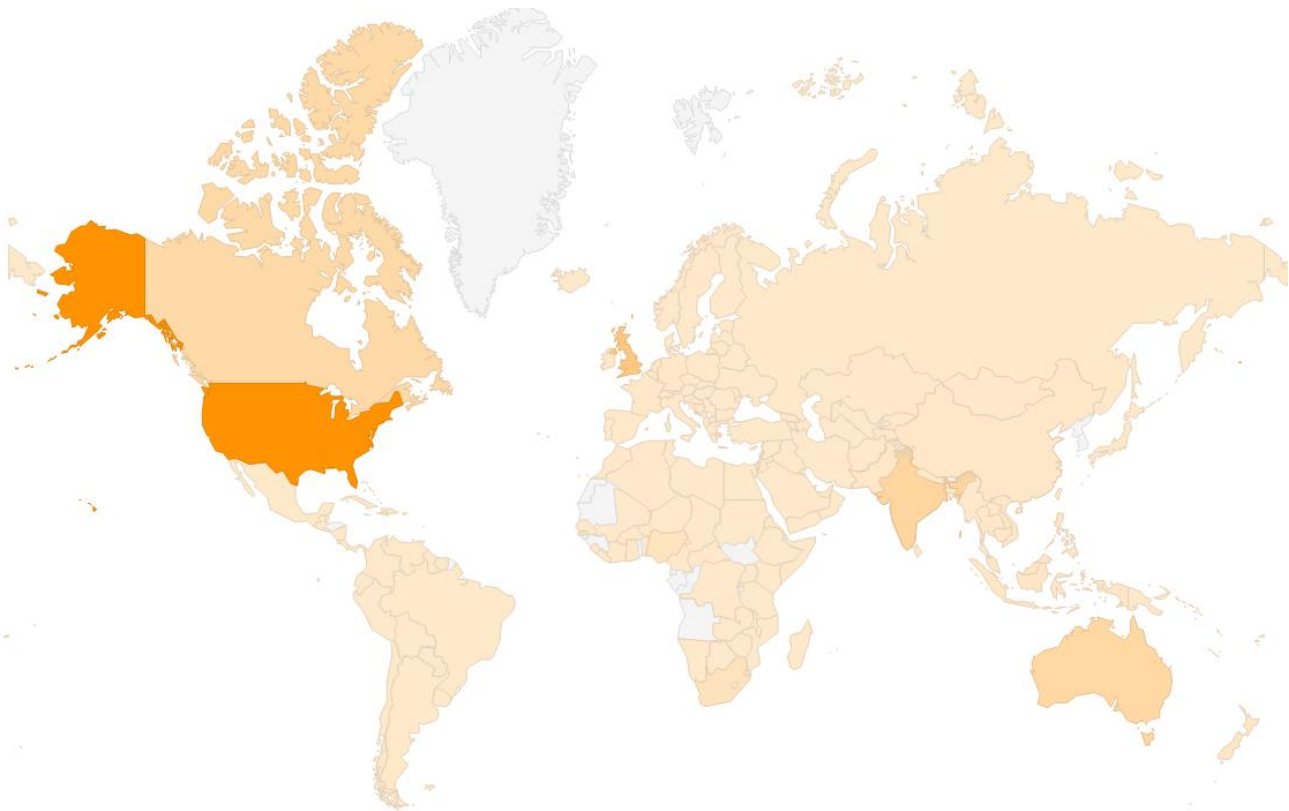
Forced Labour was the most prominent form of modern slavery to be covered across all three years, with the most coverage seen in 2016, when the first Walk Free Foundation's Modern Slavery Index highlighted Forced Labour in particular as the most common form of modern slavery. Overall there was a relatively consistent division between the five main focus areas.

NB: Please note that the total of the six trends identified will not add up to the total number of articles because some articles do not reference a specific form of slavery.

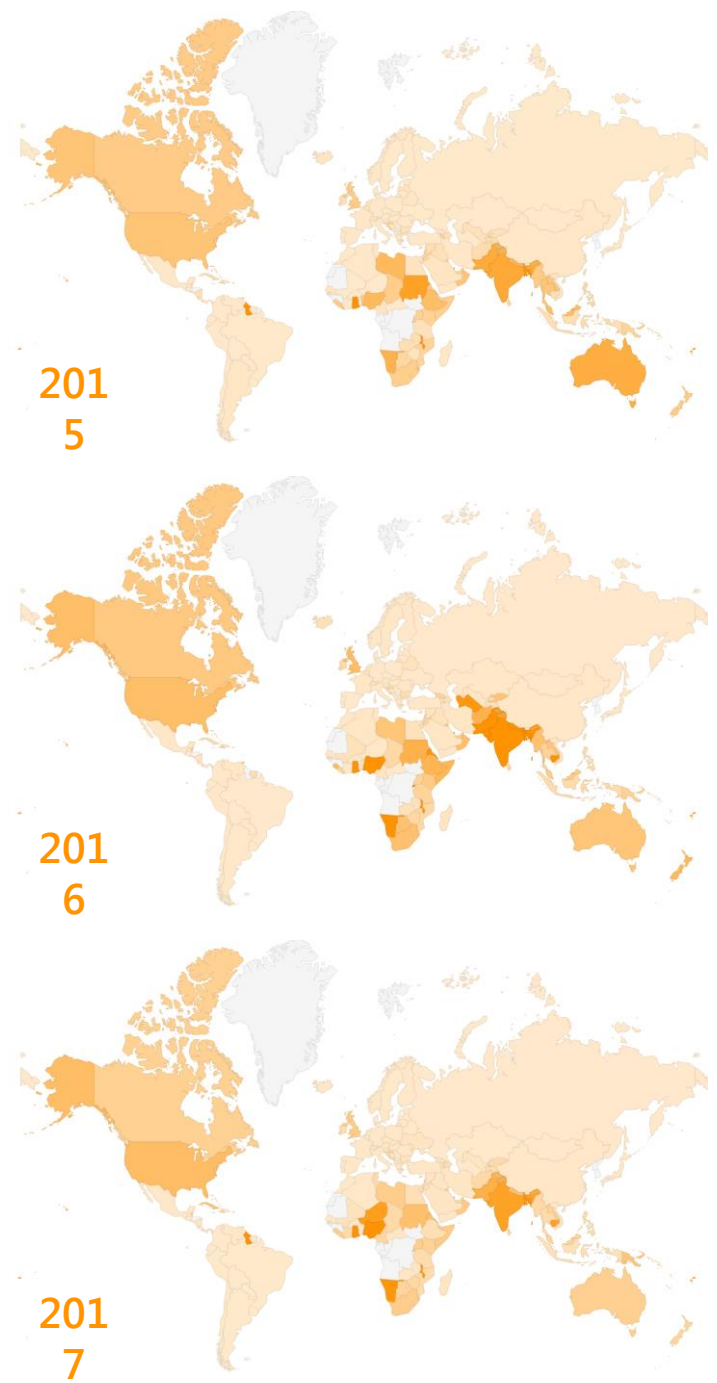


*refugees as a topic is included here as it was a major topic of conversation within the modern slavery discussion.

The US was the most prominent country in terms of the volume of articles focused on modern slavery. In part this was due to the large number of publications in the US, however it was also a reflection of the multiple legal cases in the US in which a form of modern slavery was the basis of the charges. These cases increased across all three years, with notable examples being the Backpage.com trial and the discovery of nine dead migrants in the back of a truck in a Walmart carpark in Texas. The UK also featured a high number of articles. One of the main reasons for this was the introduction of the Modern Slavery Act in 2015 which not only highlighted the issue but also got various actions to tackle modern slavery. The high level of coverage in India is a reflection of the status of India as the home to the most slaves in the world. The coverage was sustained in India because of an ongoing debate around how to tackle the issue of forced labour and child labour, as can be seen by Modi's government commitment to legalising mica mining to combat forced labour.



Country	Articles	2015-17Δ
United States	339,813	+48,709
United Kingdom	68,542	+5,344
India	35,714	+3,717
Australia	34,103	-7,956
Canada	30,705	+1,060
South Africa	11,314	+989
Nigeria	10,260	+3,531
Malaysia	5,585	-970
China	4,599	-39
United Arab Emirates	4,395	+450
Singapore	4,348	-621
Philippines	3,430	-179
Pakistan	3,399	-28
New Zealand	3,389	+145
Ghana	3,121	+672
Indonesia	2,994	-212
Bangladesh	2,923	-340
Thailand	2,607	-654
France	2,131	+122
Viet Nam	1,885	-165



When looking at the number of articles in relation to the size of media markets in each country (i.e. average number articles produced per publication), the geographic breakdown shows a different trend to the overall number of articles. The prominence of the US and UK is still present, and the influence of the US actually increased over the period in question, however Africa and the Indian subcontinent have the largest proportional level of coverage in relation to the size of their media markets.

The reasons for this vary by region. India largely saw a sustained high level of coverage as home to the largest number of slaves and the actions taken or not taken to combat this. West Africa meanwhile saw the largest proportional increase in coverage as the issue of Nigerian prostitution and the enslavement of West Africans in Libya became more apparent.

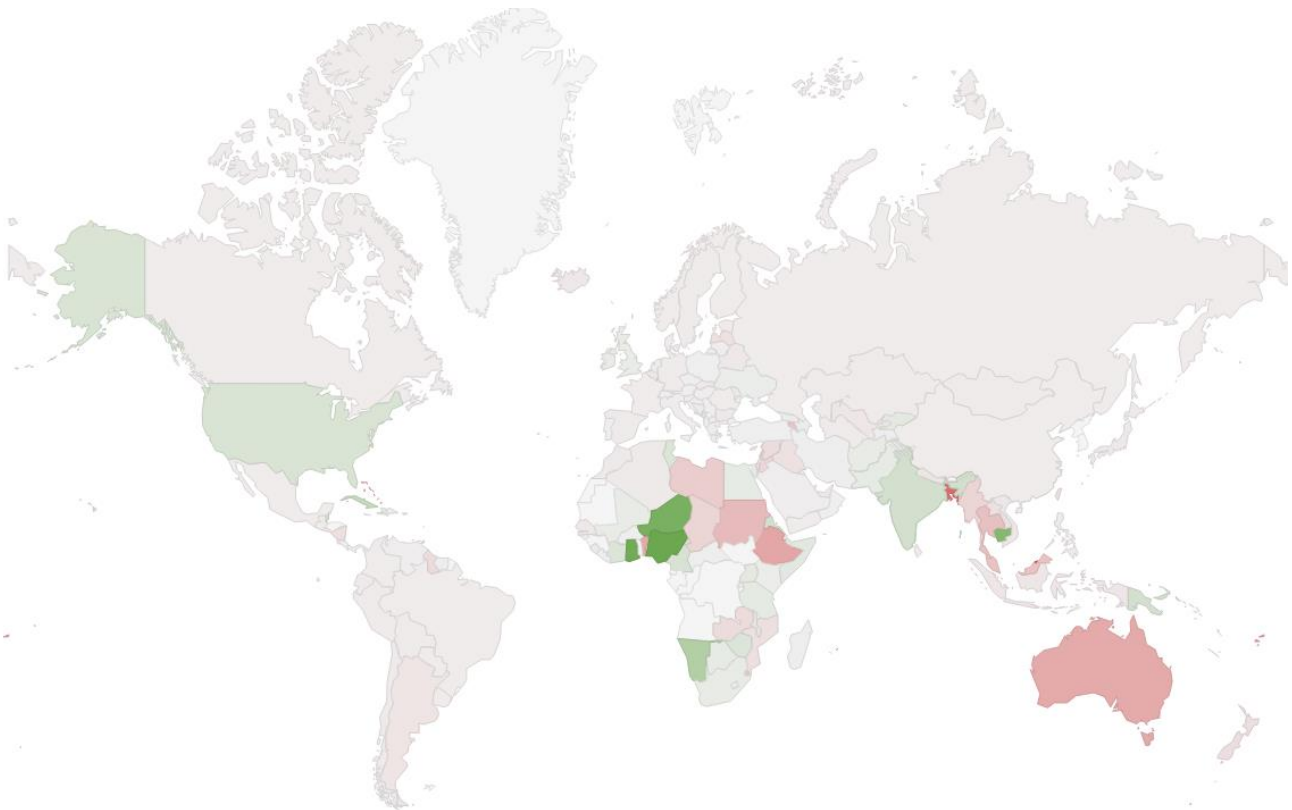
What is clear then is that the perceived scale of slavery as an issue in each respective country resulted in higher coverage in those countries. The only region not to follow this trend was East Asia, in particular China. This however is due to the state influence over the media in the country.

Country	Coverage per Pub.
Ghana	52.0
Bangladesh	45.7
Saint Lucia	41.0
Malawi	39.1
Brunei Darussalam	37.7
Nigeria	35.9
British Indian Ocean Territory	35.0
Fiji	34.0
India	26.7
Namibia	26.4
Eritrea	26.3
Pakistan	25.1
Nepal	21.8
Cambodia	21.3
Somalia	20.4
Qatar	20.4
Rwanda	19.6
Sudan	19.0
Gambia	19.0
Cayman Islands	18.8

The proportional increase in articles per publication shows the change in prominence of the issue of modern slavery on a country by country basis.

West Africa saw the largest increase in coverage of modern slavery relative to the size of its media market. There were two main drivers of this. Firstly, the issue of, predominantly, Nigerian women being trafficked for sexual slavery to Europe became more widely referenced over the period as European countries focused more heavily on combatting modern slavery. Secondly the rising number of West Africans being trapped in modern slavery in an increasingly unstable Libya resulted in increased awareness of the issue of a new form of modern slavery in the countries from which the enslaved were coming.

Meanwhile East Africa saw the largest decrease in coverage as a result of a high level of coverage in 2015 based on the violence in South Sudan and Eritrea. Over the period this attracted less interest as it became a more established conflict. Furthermore Ethiopia saw a decrease in conversation as levels of Ethiopians attempting to migrate either north across the Mediterranean or south towards East and Southern Africa decreased.



*The proportional increase represents the change from 2015 to 2017 in terms of articles per publication in the relevant country.

Country	Proportional Increase
Guam	11.3
Nigeria	11.3
Ghana	10.7
Niger	10.0
Cambodia	8.9
Namibia	5.2
Tokelau	4.5
Malta	4.3
Samoa	4.0
Curacao	3.5
Cuba	3.4
Tuvalu	3.0
India	2.6
Belize	2.6
Eritrea	2.3
Papua New Guinea	2.3
Virgin Islands, British	2.0
Aruba	2.0
Cameroon	2.0
United States	2.0

Thomson Reuters Foundation Created Content



Articles by Year

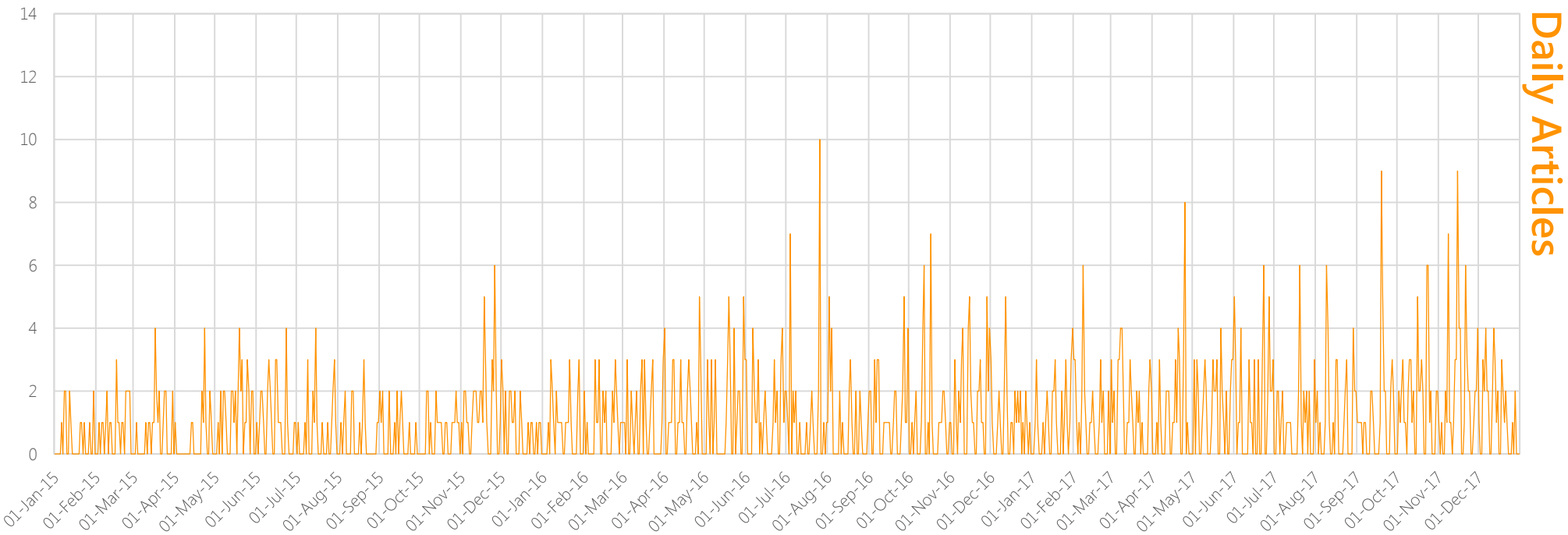
2015 283

2016 409

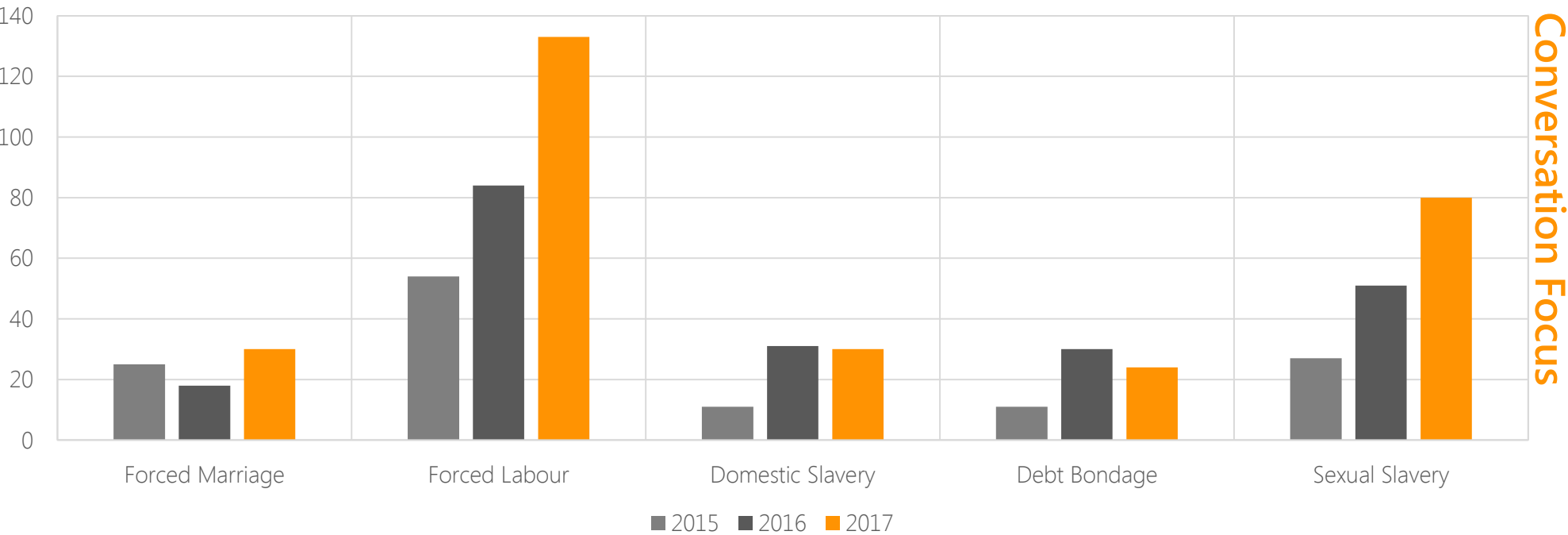
2017 494

The Thomson Reuters Foundation steadily increased its output of content from 2015 to 2017, with the largest growth between 2015 and 2016, whereas the broader conversation saw its major increase in coverage in 2017. The growth of output between 2015 and 2016 was 44.5% and a large portion of this was with the focus on India, in particular in relation to the issue of forced labour. This focus on India continued into 2017, although much of the 20.8% increase that year was also with focus on Britain.

While there were a series of articles in October 2016 following Theresa May’s speech against modern slavery directed towards human traffickers, it was in the second half of 2017 that the main focus on the UK began. Increasingly the Foundation focused on underreported scale of modern slavery in the UK, the lack of awareness of slavery in the UK, with one in five Britons having never heard of the issue, and the failures of the police and border agencies to address the issue.



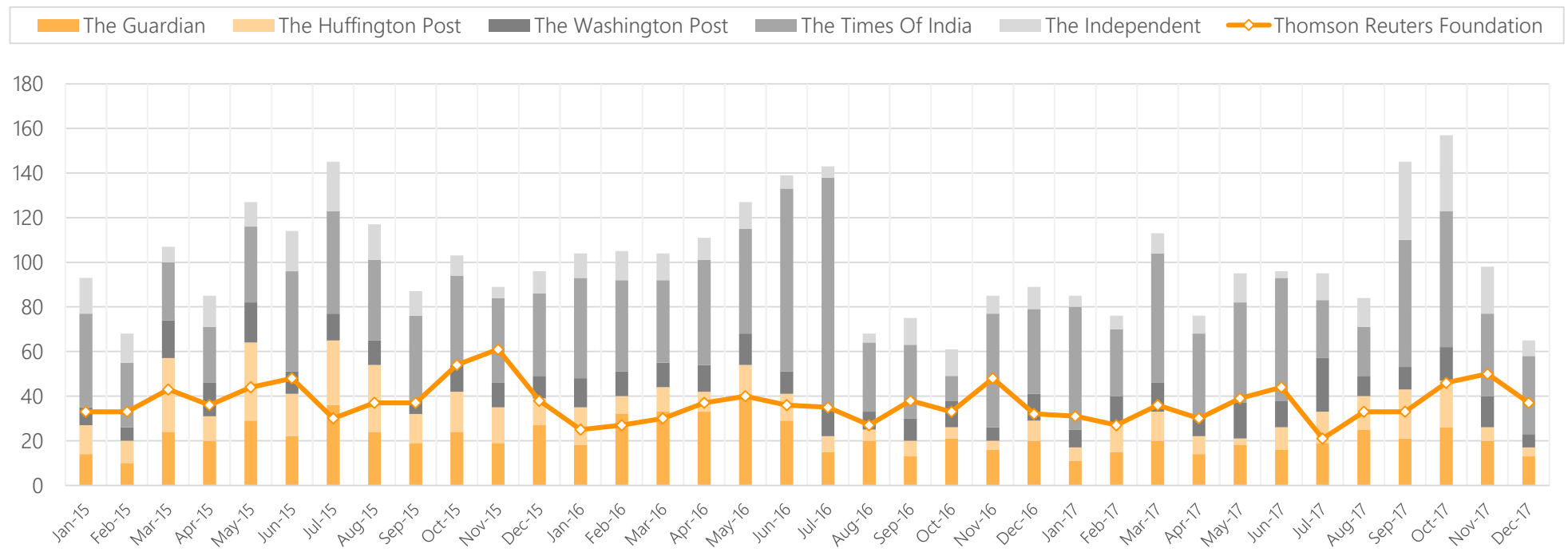
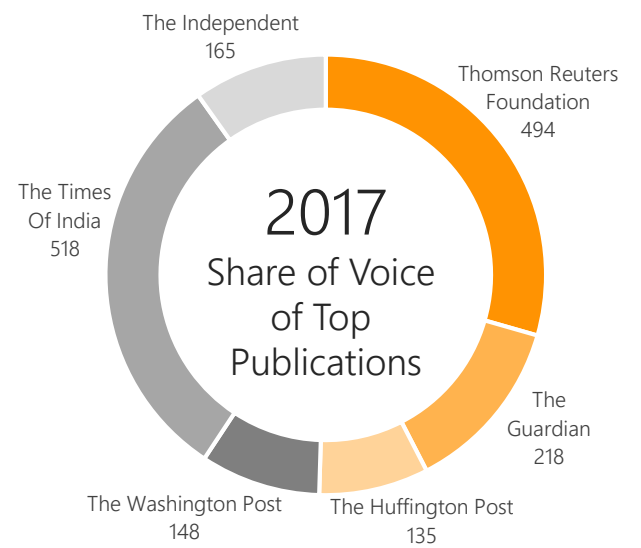
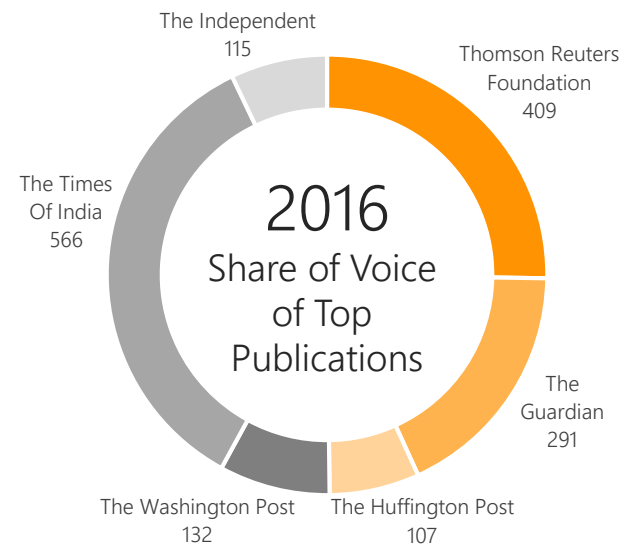
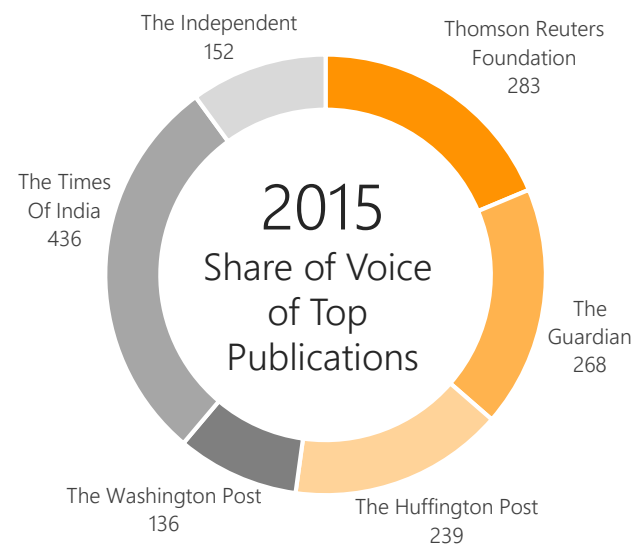
- Forced Labour was the main focus area of the Thomson Reuters Foundation across all three years. Two key drivers are worth highlighting here:
 - Firstly the issue of child labour, which is included in the forced labour results, attracted significant interest as it is a well recognised issue and was identified in the International Labour Organisation’s report in 2017 which highlight the over 150 million children working as child labourers.
 - Secondly the focus of the Foundation on India led to a high level of articles produced about forced labour as it is one of the primary forms of modern slavery in the country.
- Sexual Slavery saw a consistent rise in coverage year on year. The coverage of sexual slavery ranged from cases in the UK, India, and Mexico, to the plight of Rohingya women and Yazidi girls
- The coverage of domestic slavery in 2016 and 2017 was primarily driven by the Walk Free Foundation’s report. From May 2016 onwards, domestic slavery received ongoing coverage with a focus on the trafficking of girls to work as domestic slaves, particularly in Indonesia and the Indian subcontinent.
- Forced Marriage attracted heightened interest in 2015 driven by the African Girls’ Summit on Ending Child Marriage in November 2015. By contrast the majority of articles on forced marriage in 2017 looked at the India, and in particular focused on marital rape of underage brides.



Major Outlet Comparison

The five outlets to the right were highlighted as they produced a consistently high level of articles on the issue of modern slavery.

The Thomson Reuters Foundation clearly increased its share of voice when compared alongside the five other major outlets in terms of content produced. The bottom chart clearly shows how significant the focus on modern slavery in India was in the wider conversation, with the Times of India dramatically increasing its coverage from May to July as Modi's proposed legislation was clarified and discussed.

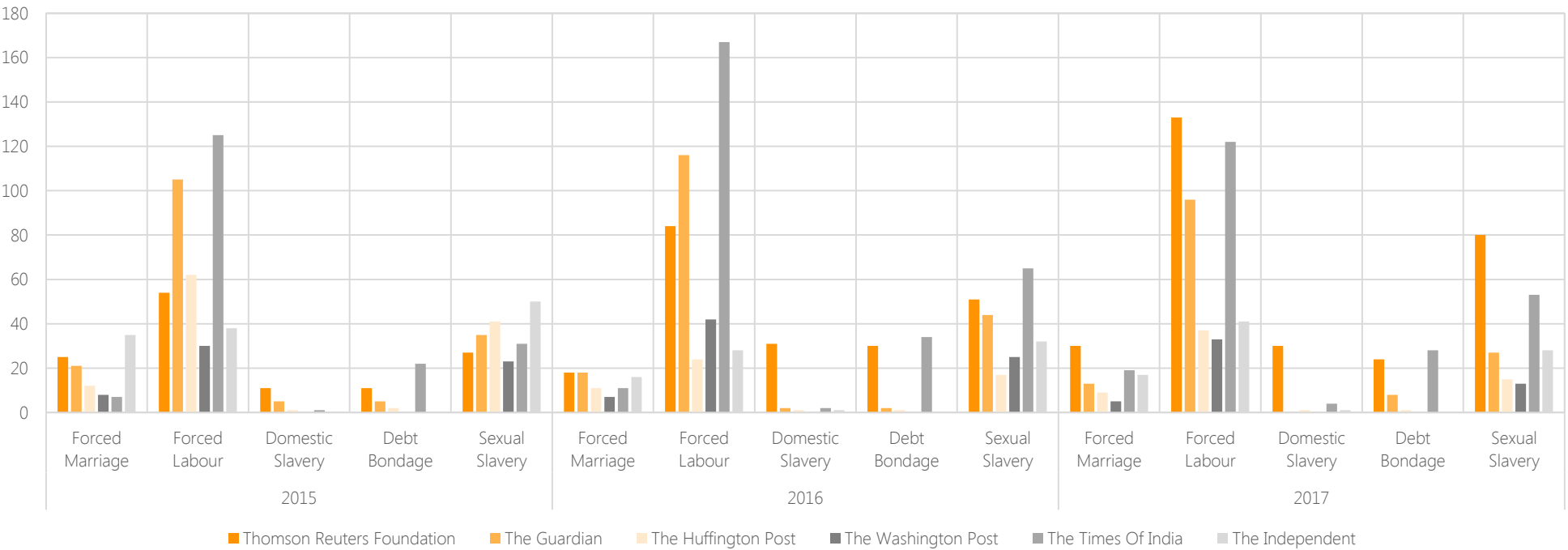
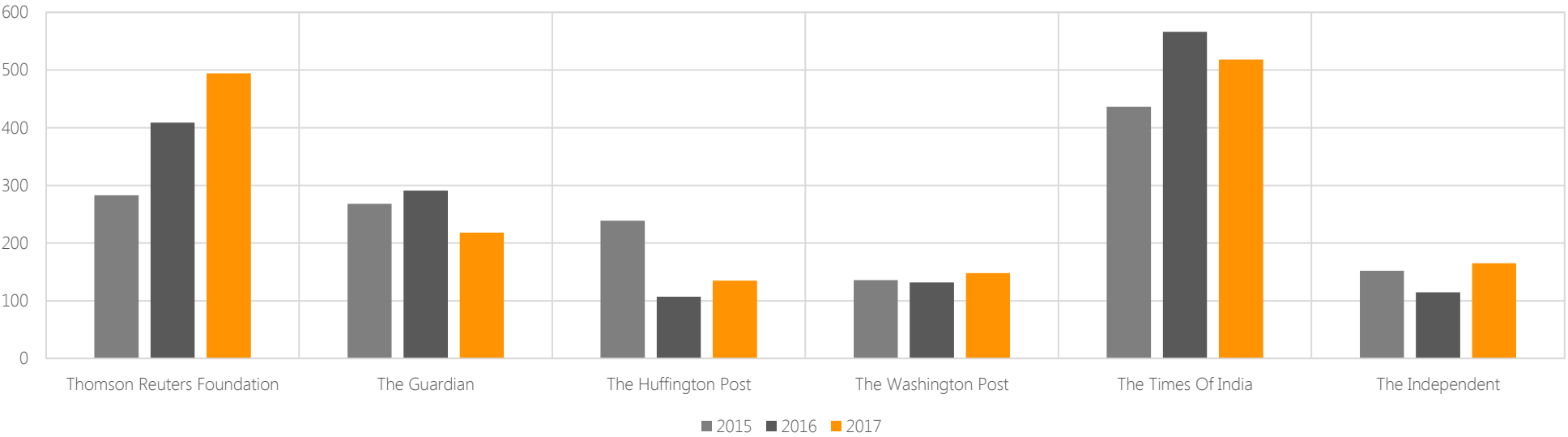


Major Outlet Themes

The top chart shows that the Thomson Reuters Foundation was the only major outlet, compared to the five most prominent outlets, to consistently increase its output year on year.

The main success for the Foundation however over this period was establishing itself as the most prominent voice for each respective form of slavery. This can be seen in the bottom chart, with the Thomson Reuters Foundation producing the most articles on each of the major trends in 2017.

This is particularly significant considering that a proportion of the articles published by the other major outlets include pickups of Thomson Reuters Foundation articles.



Conversation Focus

Thomson Reuters Foundation Driven Content



Articles by Year

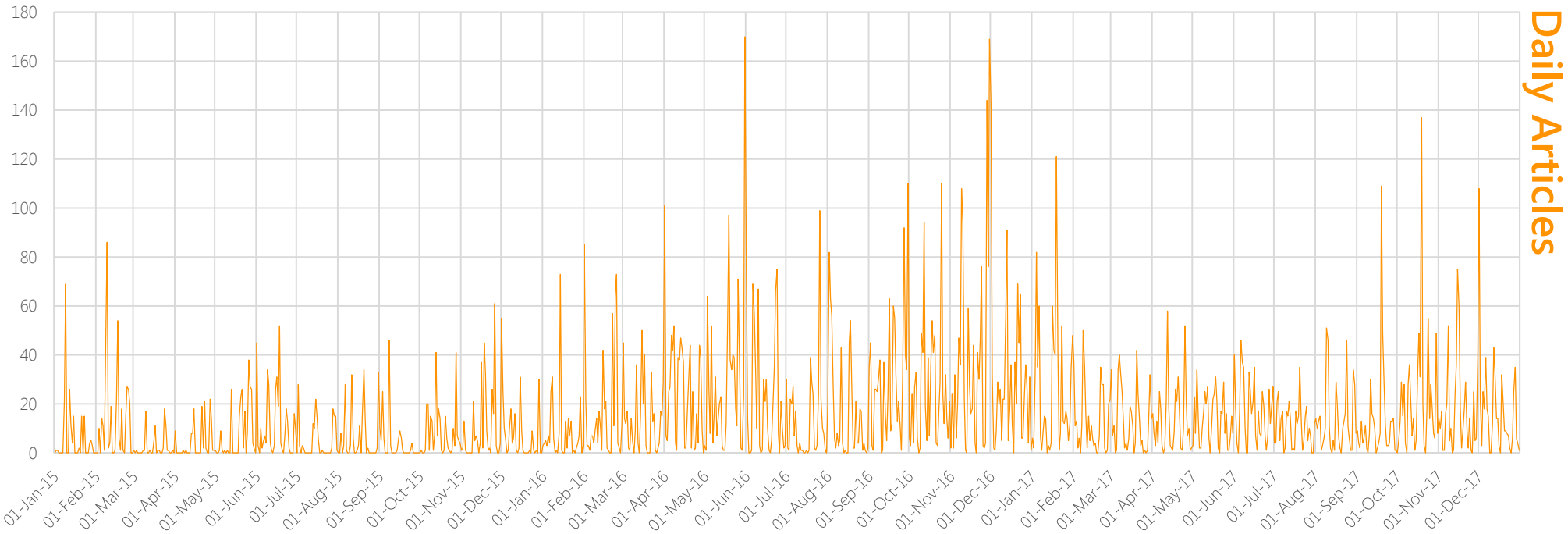
2015 2,618

2016 8,180

2017 5,796

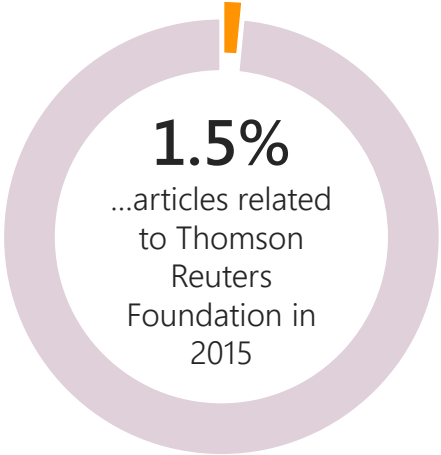
The Thomson Reuters Foundation saw a significant rise in pick-ups and articles referencing the Foundation in 2016 when compared to 2015, with a 212.5% increase. Whilst there was a wide range of stories covered, there were two standout themes in 2016. The first was the Foundation’s coverage of the Walk Free Foundation’s Index, and the second was external coverage of the Stop Slavery Award which was held for the first time at the end of November 2016 and saw Monique Villa cited heavily. This was enhanced by the focus of the Foundation on India in 2016. 2017 however saw a decrease in the number of pick-ups and articles referencing the Foundation. This may have been caused by the most publishers’ attention focussed on breaking news from a series high profile cases in the US, which the Foundation looked at only briefly and did not focus on. Furthermore, the second Stop Slavery Award attracted a lower level of interest and engagement in 2017 compared to the inaugural award in 2016. This is predominantly due to the interest in novel ideas and events within the media, something that can be seen in the decreased engagement with the ILO’s Modern Slavery Index when compared to that of the Walk Free Foundation.

Towards the end of 2017 the Foundation again began to see an increased presence in the media landscape as it focused increasingly on modern slavery in the UK, in particular the efforts being made to tackle it.

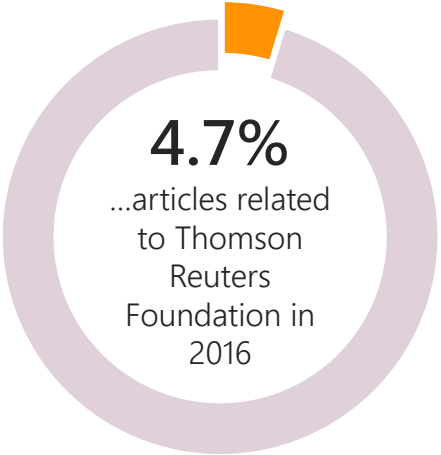


TRF Influence in Conversation

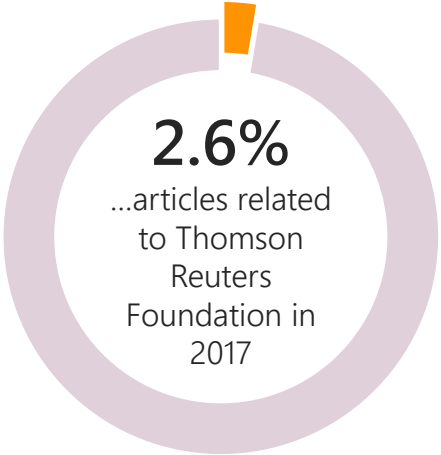
In 2015 the share of the global conversation driven by the Foundation on modern slavery was just 1.5%. 2016 and 2017 saw significantly higher levels of influence by the Foundation. In 2016 the Foundation effectively developed a major voice in the discussion and was producing its most effective content, driving 4.7% of the global conversation. In particular the Foundation's focus on modern slavery in India in early 2016 was highly effective in encouraging more global coverage. Equally the launching of the Stop Slavery Award attracted high interest as the first iteration. The decline in the proportion of overall coverage which referenced the Thomson Reuters Foundation in 2017 to 2.6% can be primarily attributed to an overall upsurge in modern slavery coverage by 26% and to the dominance of breaking news from the US, which the Foundation's coverage did not focus on.



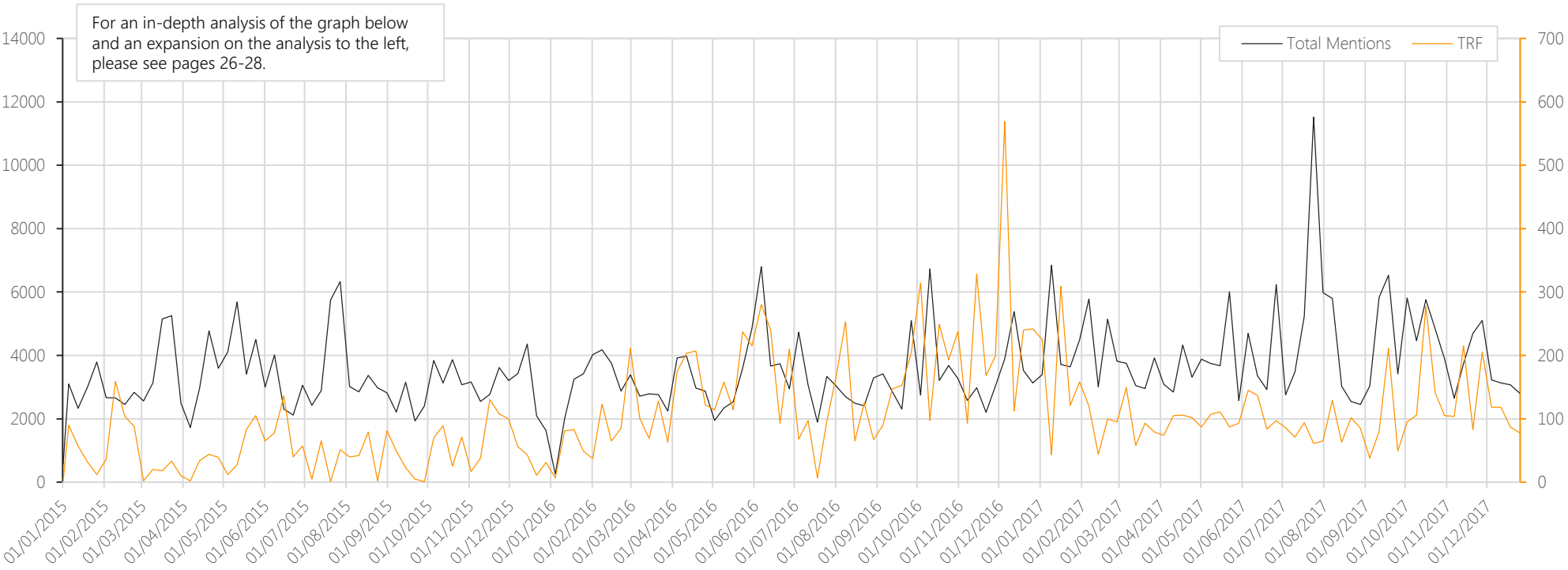
Thomson Reuters Total



Thomson Reuters Total



Key Publications Overall



2015 TRF Influence

The trends highlighted to the right are identified on the basis of a correlation or lack of correlation between Thomson Reuters Foundation articles and the general conversation around Modern Slavery.

The Thomson Reuters Foundation's output in 2015 was less than half of that in 2017, resulting in the smallest 1.5% contribution to the wider conversation across the three years. Coverage seemed to focus primarily on reporting on the findings of other organisations and rights groups, and this reporting was seldom picked up to a significant level. The result was that whilst it highlighted issues that were highlighted in the wider conversation, it did not drive external coverage until the second half of the year / the beginning of the following year.

The Thomson Reuters Foundation had three main focuses in February 2015. The first was the coverage they provided of the analysis by the Environmental Justice Foundation which identified the Thai Government as failing to stamp out labour abuse in its fishing industry. The second looked at the outlawing of child marriage in Malawi. The third looked at a report by Minority Rights Group International and the Ceasefire Centre for Civilian Rights which estimated that up to 10,000 women and girls had been trafficked in Iraq, predominantly by Islamic State.

What this demonstrates is that the Foundation was active in highlighting the issue however its role was one of reporting on the findings of other organisations rather than active investigation. The impact of this can be seen with the low impact of its coverage of the Thai fishing industry, something that would become more widely recognised in March.

In mid-March there was widespread coverage of the US Senate blocking legislation to help victims of human trafficking due to a debate on abortion. The Thomson Reuters Foundation paid little heed to this story as it had covered the proposed bill in February. Also in 2015 its approach was more focused on specific cases and forms of modern slavery. This could be seen by 89.7% of its articles referencing a specific form of slavery in 2015, and as such was out of step with the wider debate on the issue.

The peak on 25th March came as a result of an Associated Press report on the role of modern slavery in Thai fishing. As stated to the left, the Thomson Reuters Foundation had identified this issue before the Associated Press however the comprehensive report by the Associated Press drove the heightened interest. It appears given the low level of pick-ups that the Thomson Reuters Foundation's coverage wasn't effective in highlighting the issue.

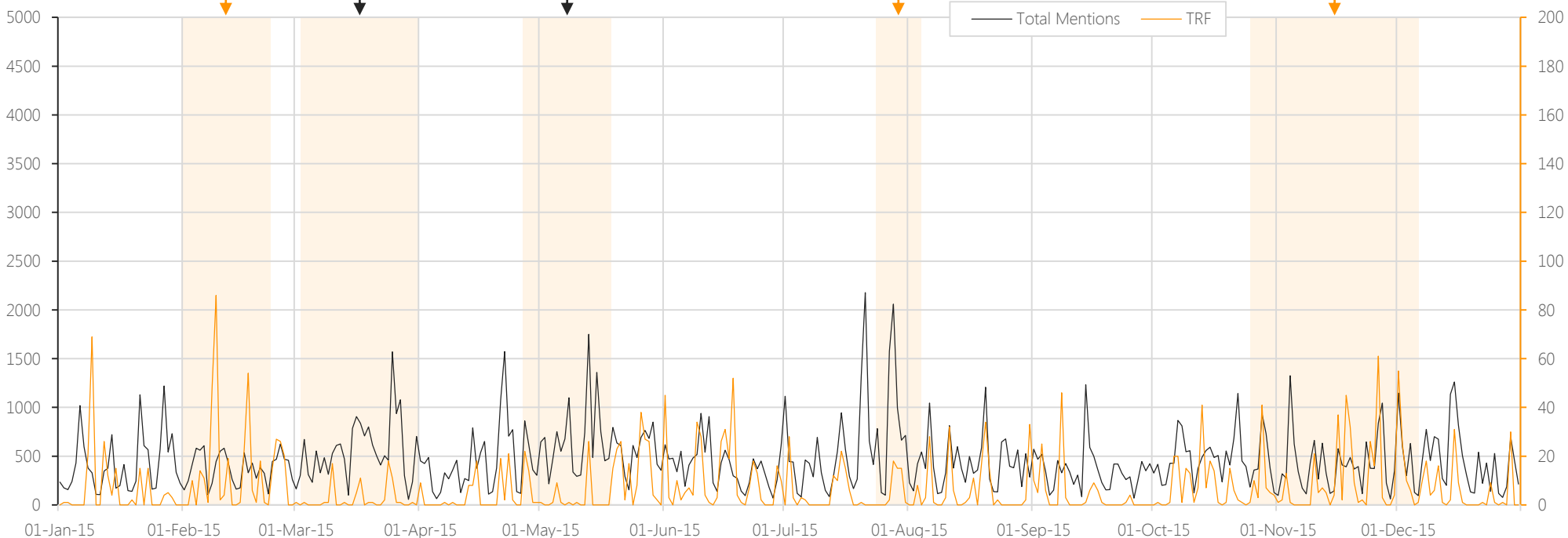
India was the main focus area for May, with the wider conversation of modern slavery looking at India's ban on employment for children under the age of 14. The Thomson Reuters Foundation chose to cover this with greater depth, linking it with the sale of children by their parents in India who needed the money for financial relief. This however generated fewer pickups than expected.

The Thomson Reuters Foundation began to show signs of being in step with the wider discussion of modern slavery as well as driving the conversation with its promotion of two main stories. The first looked at Amnesty International's proposals to push for prostitution to be viewed as a human right. The Foundation contributed to a series of articles which focused on a petition signed by a series of high profile actors including Meryl Streep which called for Amnesty to abandon their proposal. Furthermore the use of drones by the Brazilian Government to tackle forced labour in the agricultural industry came to light as a result of an article put out by the Foundation.

Whilst the period in question saw a wide array of topics being addressed, accounting for the high number of general mentions, the interest shown by major publications such as The Guardian and Vice News in the work produced by the Foundation demonstrates that it was increasingly becoming a major player in the discussion.

The Thomson Reuters Foundation continued to establish itself as a prominent voice in the wider discussion of modern slavery across November. The standout manner in which it demonstrated this came on the back of a series of articles it produced highlighting the UNICEF prediction of a doubling of child brides in Africa by 2050. These were picked up by a number of major publications including the Daily Mail and can be seen as the first point at which the Thomson Reuters Foundation was truly in line with the wider discussion.

This shows that the Thomson Reuters Foundation at the end of 2015 was not only establishing itself within the wider discussion of social media, but furthermore was becoming viewed as a key outlet for reporting on the major developments within the topic.



2016 TRF Influence

The trends highlighted to the right are identified on the basis of a correlation or lack of correlation between Thomson Reuters Foundation articles and the general conversation around Modern Slavery.

2016 saw the Thomson Reuters Foundation beginning to seriously increase its coverage. Whilst 2015 reacted to a wide range of developments without a clear strategic focus, 2016 saw India and Forced labour emerging clearly as priorities. This focus began to emerge in February and resulted in the issue being increasingly spoken about over March and April and reaching a peak in focus following the Walk Free Foundation's Global Slavery Index released on 31st May. Following this at the end of the year came the Stop Slavery Award.

The Thomson Reuters Foundation was late to the coverage of Nestle's supply chain. With most of the pick-ups from the Foundation coming in January, accounting for the spike on the 14th, the Foundation covered the Supreme Court's refusal to dismiss the lawsuit against them yet the main focus of the discussion surrounding their supply chain came in December 2015, in particular the focus on the use of slavery in the Thai shrimping industry. Again it was the Associated Press which ran a report highlighting the issue, demonstrating the success of their study into Thai fishing which was first released in March 2015.

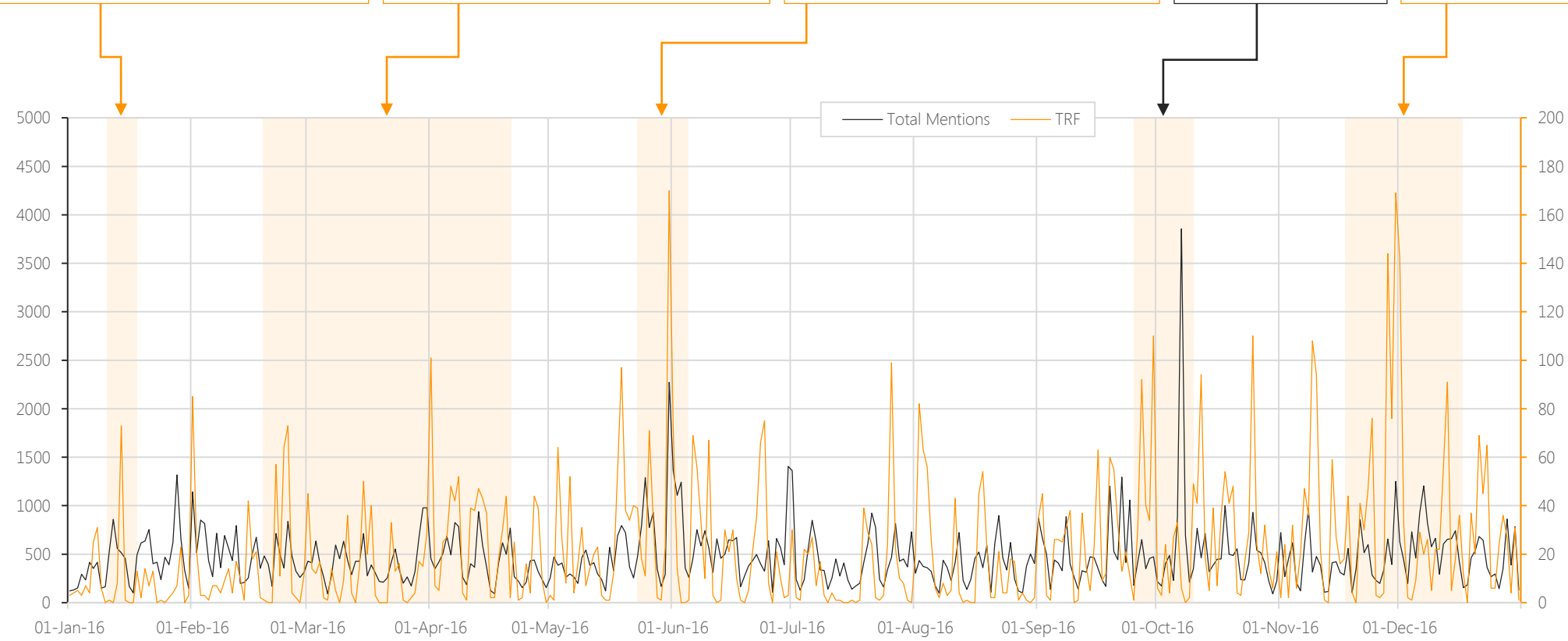
What is apparent here is that in 2015 and the beginning of 2016, the Associated Press led a targeted campaign on Thai fishing which generated significant traction and drove the discussion of modern slavery. The Thomson Reuters Foundation meanwhile had a broad approach which didn't enable it to generate an ongoing narrative to attract interest.

The Thomson Reuters Foundation showed a strong alignment with the general trend across late February, March, and April by focusing on India. It also showed the first significant signs of influencing the direction of the conversation. With between 100 and 150 Foundation pick-ups addressing slavery in India across all three months on average, this was clearly a major focus area for the Foundation. The general conversation however showed a trend of increasing interest in slavery in India with the coverage almost doubling over the period. The Foundation was therefore responsible for around a quarter of all articles relating to Indian slavery in February and around a seventh of all articles in April and May. Clearly then the Foundation was one of the first major organisations to put a heavy emphasis on the issue of modern slavery in India. The subsequent rise in coverage of the issue demonstrates that the Foundation was a driver of the conversation rather than a reactor to the trend.

The Walk Free Foundation's Global Slavery Index released at the end of May highlighted India as the home to the largest number of modern slaves in the world. The shift in focus in February taken by the Foundation, in which it highlighted Indian modern slavery, placed it ahead of the curve. This allowed the Foundation to be ahead of the trend in conversation for the first time and therefore be seen as a driver of the conversation rather than simply a reliable source as it had been at the end of 2015.

Some major topics of the wider conversation, including Backpage.com, had shifted to an area which did not align with the focus of the Foundation which focussed instead on a law change in California to decriminalise child prostitution and the increased use of mobile phones in the developing world to report child labour.

The end of November saw the Foundation's first Stop Slavery Award given to two technology companies, HP Enterprise and NXPs. Focus on tech was later furthered with a story covering the work done by Applied DNA Sciences to identify slave labour produced cotton products.



2017 TRF Influence

The trends highlighted to the right are identified on the basis of a correlation or lack of correlation between Thomson Reuters Foundation articles and the general conversation around Modern Slavery.

2017 was a year of consolidation for the Thomson Reuters Foundation, following a shift from the predominantly reactive approach of 2015, to the focus on modern slavery in the developing world, particularly India, and on forced labour, in 2016. By 2017 as an established voice the Foundation could not only continue its coverage of trends in the developing world, notably by looking at the Rohingya, but further extend its focus on the efforts taken in the UK to tackle modern slavery as well as the issues of slavery within the supply chains.

The impact of the Backpage.com case again overshadowed the focus of the Thomson Reuters Foundation accounting for the disparity in coverage seen in mid-January. The announcement that Backpage.com was closing its adult section on 10th January attracted widespread interest and drew the attention of the wider conversation around modern slavery. The Foundation meanwhile continued its focus on slavery in India, with the standout stories looking at the potential outlawing of commercial surrogacy in India and the award given to two Indian schoolgirls for helping to catch cross-border traffickers in West Bengal.

The disparity of focus between the Foundation and the wider conversation shows that when not aligned with the wider conversation, the Foundation sees less impact. This does not however mean that this misalignment is wrong, but rather that when misaligned there is an inevitable outcome in which the stories driven by the Foundation see lower coverage.

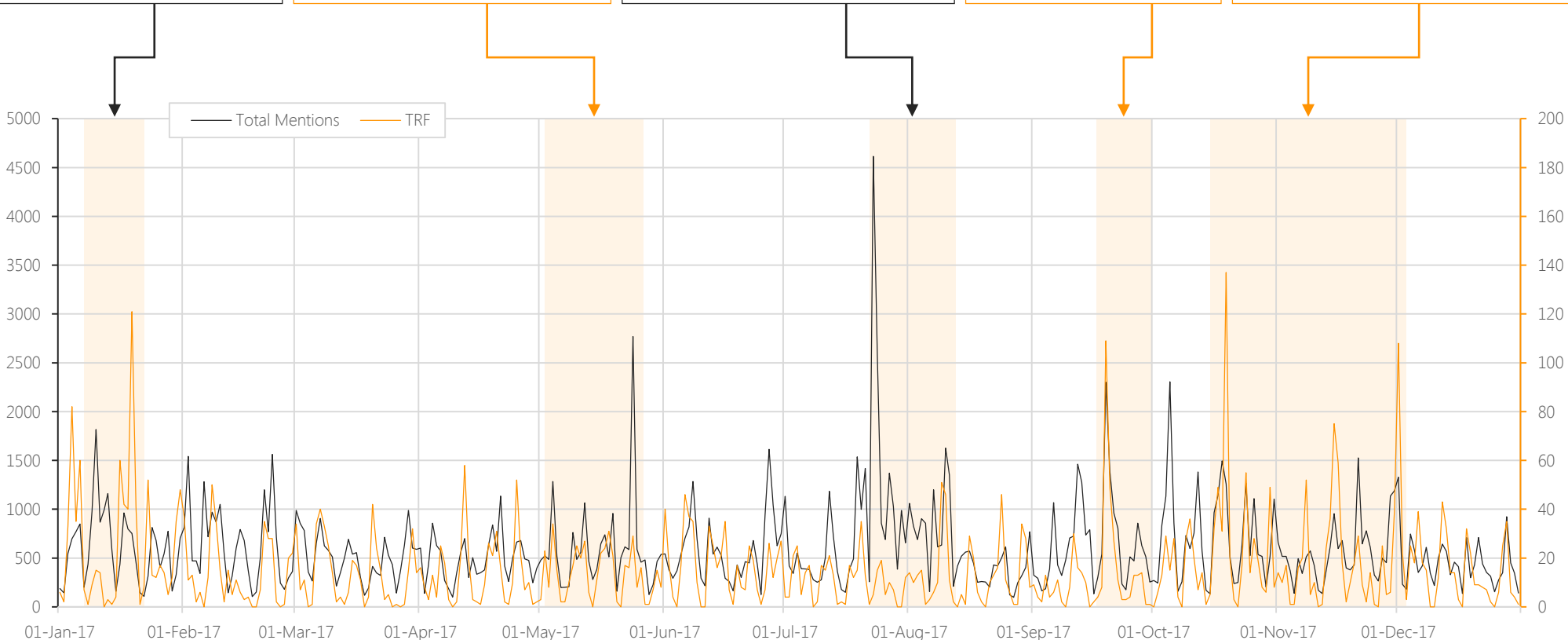
The Thomson Reuters Foundation was closely aligned with the wider conversation in May as can be seen below. Whilst the peak on the 24th reflects Donald Trump's visit to the Vatican and Ivanka Trump's speech on human trafficking, something not covered by the Foundation, this was not reflective of the alignment across the month. Rather it was the focus on the fate of Rohingya child brides and the legalisation of mica mining in India which aligned the Foundation with the wider conversation. Subsequently both issues saw a rise in coverage and attention, demonstrating that the Foundation was influential in raising awareness of the developments. In particular, on the back of the UN survey which found that more than half of Rohingya girls ended up as child brides, the Thomson Reuters Foundation was one of the first to highlight the study and subsequently helped the total numbers of articles looking at the Rohingya jump from 40 in April, to 167 in June.

The dramatic spike on the 23rd July came as a result of the discovery of 9 people dead in the back of a trailer in a Walmart carpark in Texas. The subsequent peak on the 27th July was due to the charging of three people in relation to a Californian sex trafficking ring. The lack of coverage of these by the Foundation demonstrates a trend first seen regarding the Backpage.com case, in which the Foundation focuses on highlighting trends within modern slavery and the release of major reports and findings by international organisations and rights groups. As such it sees a low amount of pick-ups when individual cases, particularly from the US, are popular. This demonstrates a consistent methodology being followed by the Foundation which is effective when cases such as those above aren't being spoken about. Furthermore the peak on the 10th August was due to the NCA highlighting the prevalence of modern slavery in the UK, a further reflection of the focus of the Foundation on cases in the developing world rather than the US or UK.

The release of the latest figures from the Walk Free Foundation which identified 40 million slaves worldwide saw the Thomson Reuters Foundation in alignment with the wider discussion of modern slavery. The implication of this was that the Foundation continued in its role as a key organisation in the coverage of modern slavery. As such it operates as an effective vector for the distribution of information around major studies due to its position within the media world. Whilst the distribution of the figures by the Walk Free Foundation cannot be considered to have been driven by the Thomson Reuters Foundation, it is clear that covering these major events and announcements forms a key part of the Foundation's strategy.

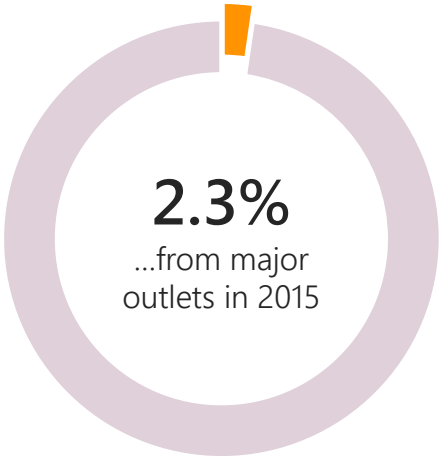
Interestingly there was an alteration in the focus of the Thomson Reuters Foundation around this time. Whilst from mid-2016 to mid-2017 the focus had been predominantly on the issue of modern slavery in the developing world, and India in particular, following September 2017 there was an increased level of coverage of the actions being taken in the UK and US in particular to tackle modern slavery. This can be seen with the coverage on the 19th October of the US sex trafficking sweep which rescued 84 children, as well as the calls for UK efforts to combat modern slavery being preventative rather than reactive. This was the first instance in which pick-ups of issues in the UK and US were high showing an alteration of strategy placing the Foundation more in line with the wider conversation.

The focus on the developing world was also sustained, in particular with the coverage of the plight of the Rohingya and the awarding of the Stop Slavery Award to four more companies in November.

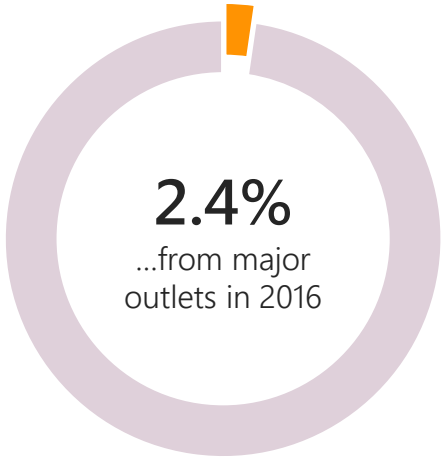


Major Outlets in TRF Coverage

The Thomson Reuters Foundation saw increasing levels of engagement and pick ups in major publications from 2015-2017. The major cause for this was the higher utilisation of Thomson Reuters Foundation articles by the Times of India in 2017.



■ Key Publications ■ Overall



■ Key Publications ■ Overall



■ Key Publications ■ Overall

Outlet	Articles
The Huffington Post	13
Business Insider	3
The Guardian	2
Financial Times	1
The Washington Post	0
The Independent	0
Telegraph.co.uk	0
The Times of India	0
Los Angeles Times	0
Time Magazine	0

Outlet	Articles
The Huffington Post	17
Business Insider	11
The Times of India	4
The Guardian	3
The Washington Post	1
Time Magazine	1
The Independent	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0

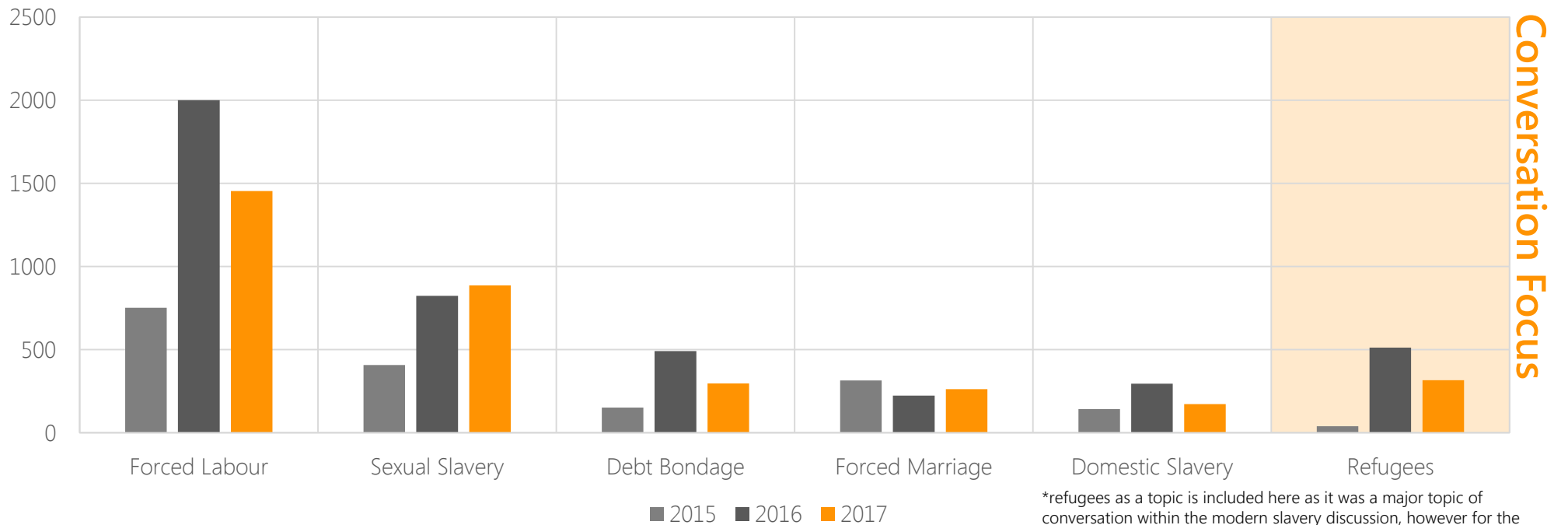
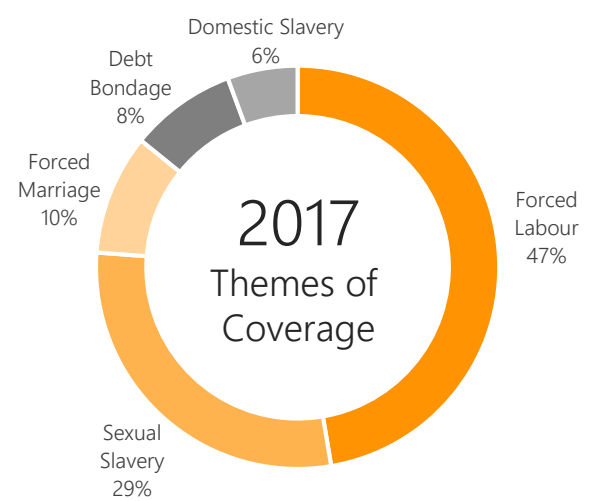
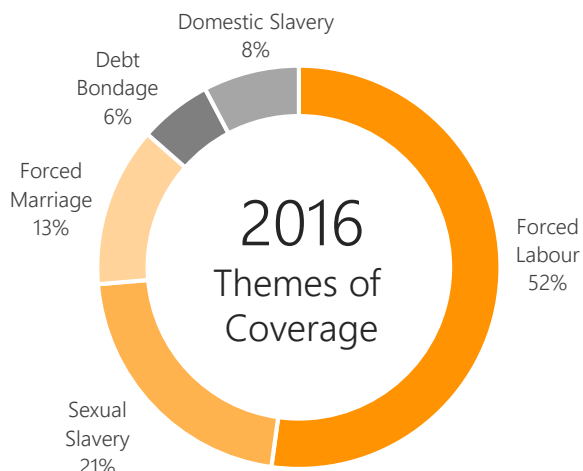
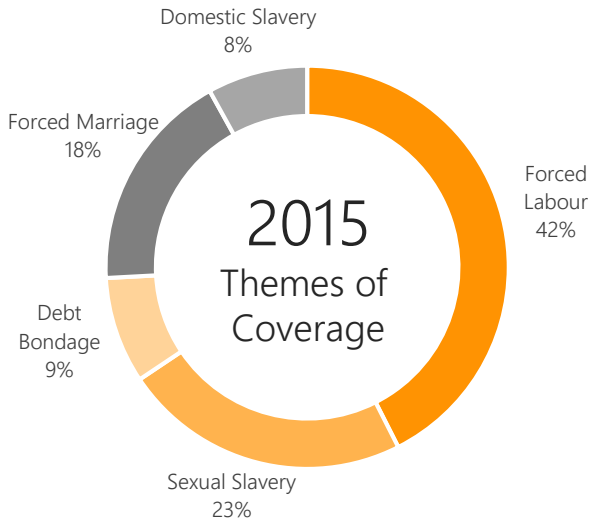
Outlet	Articles
The Times of India	132
The Independent	10
The Huffington Post	2
Business Insider	2
The Guardian	1
Telegraph.co.uk	1
The Washington Post	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.

TRF Influenced Themes

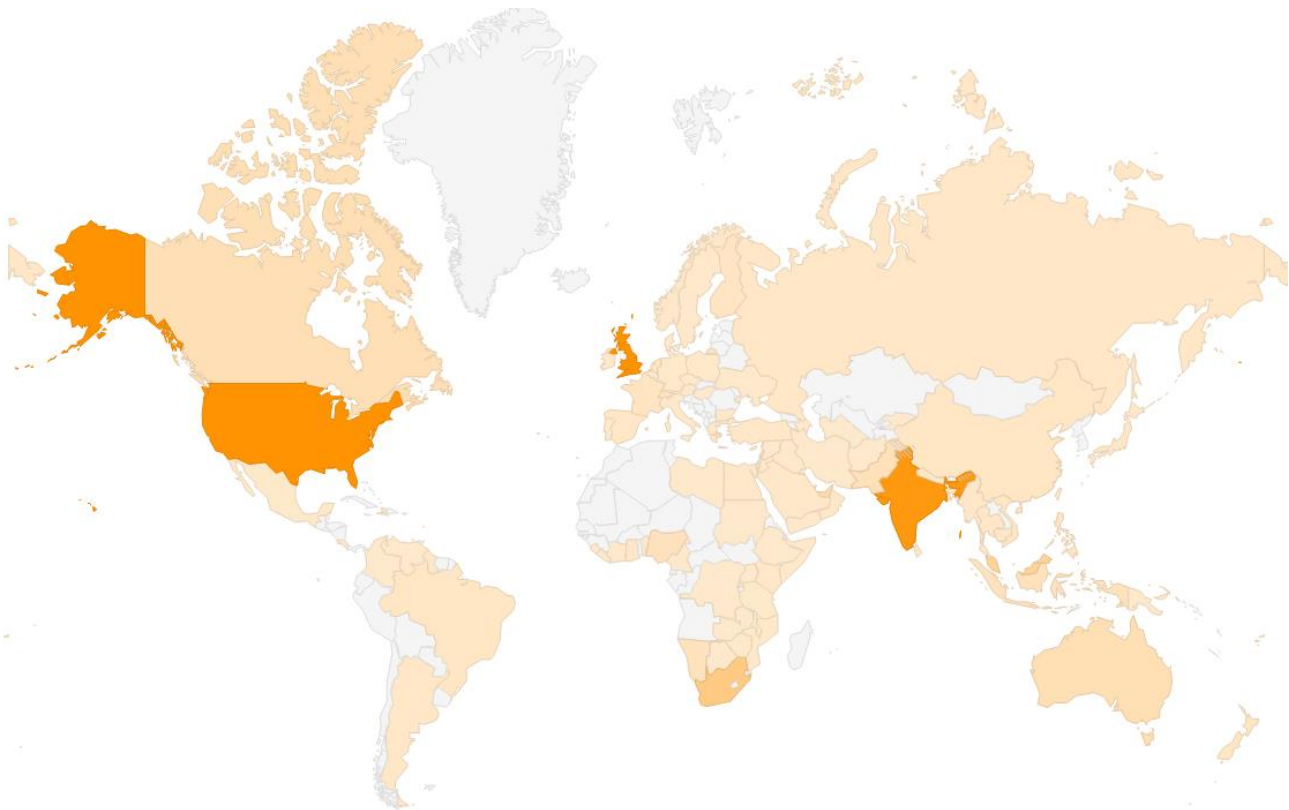
In line with the wider conversation, forced labour was the major form of slavery in which articles reference the Thomson Reuters Foundation. Sexual slavery however saw the largest increase between 2015 and 2017, demonstrating that the Thomson Reuters Foundation was increasingly focusing on the issue.

Please note that the total of the six trends identified will not add up to the total number of articles because some articles do not reference a specific form of slavery.

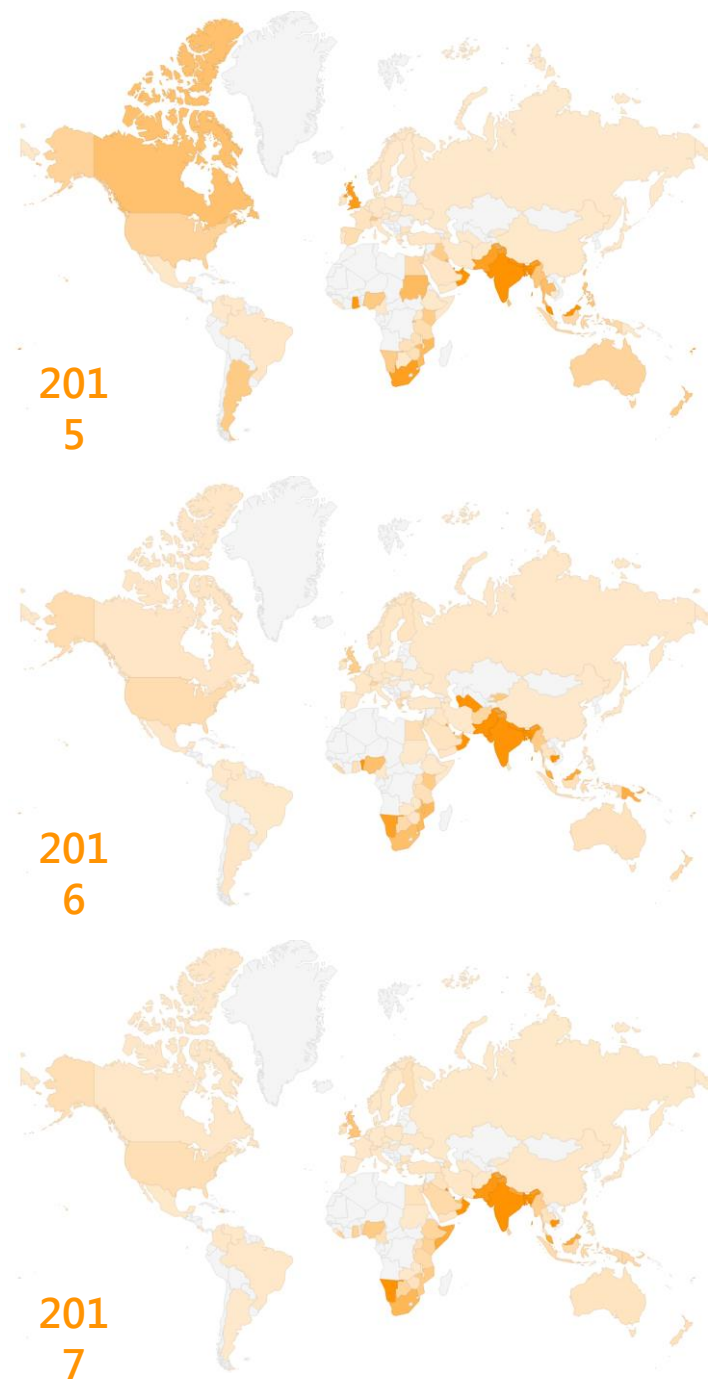


*refugees as a topic is included here as it was a major topic of conversation within the modern slavery discussion, however for the Foundation it seemed to be of secondary importance.

The global distribution of the Thomson Reuters Foundation’s coverage was far more balanced than the overall global trend. Whilst the US was the largest producer of content in relation to the Foundation, the gap between the top three countries was far more moderate. The reason for this encompasses three aspects. Firstly the Foundation did not focus on US specific stories to the same extent as the wider debate. Secondly the basing of the Foundation in London meant that a larger number of publications from the UK picked up on the content put out, notably the Daily Mail which was a major source of pick-ups for the Thomson Reuters Foundation. Thirdly the focus across 2016 on modern slavery in India resulted in a higher than expected level of coverage there. Namibia was the country with the highest ratio of articles to reference the Thomson Reuters Foundation, with more than one in three articles referencing the Foundation. This is largely a reflection however of a media landscape which is relatively reliant on third party content. This does not however detract from a relatively high level of engagement with the issue of modern slavery in Southern Africa which related to the Thomson Reuters Foundation, something at odds with the wider conversation which saw a higher than expected level of coverage in West Africa.



Country	Articles	2015-17Δ
United States	5,022	+889
United Kingdom	3,548	+817
India	2,280	+632
South Africa	916	+260
Singapore	777	+3
Malaysia	617	+154
United Arab Emirates	433	+63
Australia	282	+14
Canada	265	-140
Pakistan	215	+61
Nigeria	204	+44
Switzerland	176	-17
Indonesia	168	+60
Namibia	160	+82
Virgin Islands, British	136	+2
Qatar	128	+49
France	126	-6
Bangladesh	120	+41
Philippines	114	+10
Hong Kong	105	+41



India saw consistently high levels of coverage in relation to the Thomson Reuters Foundation. This shows the impact of a focused approach by the Foundation, in particular the focus in 2016 which resulted in the highest level of pick-ups from and references to the Thomson Reuters Foundation.

Furthermore the decline in the proportional level of UK coverage seen was the result of the Foundation largely shifting away from a Western centric focus in 2016 from 2015.

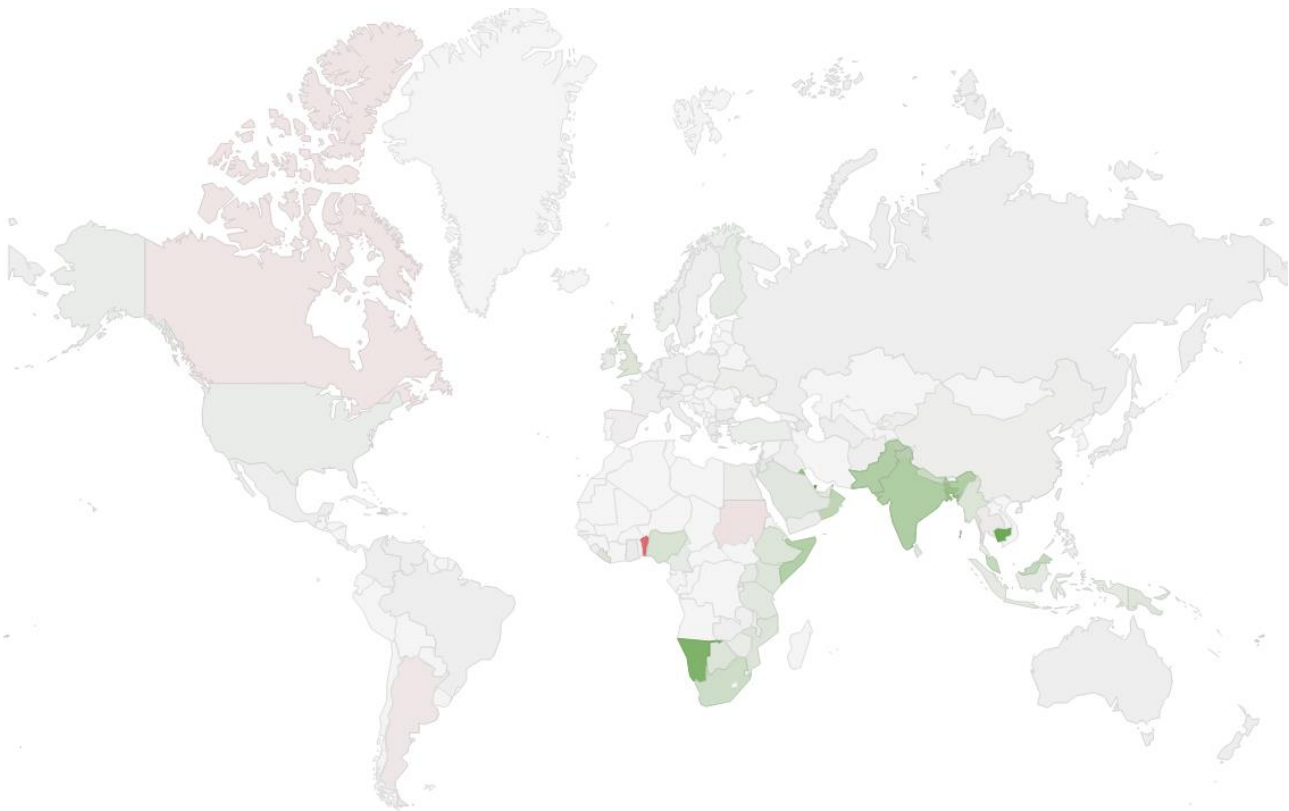
Overall therefore it is clear to see the impact that the Thomson Reuters Foundation had, as the areas on which it focused most strongly, referenced it the most regularly.

Country	Coverage per Pub.
Qatar	2.6
Cambodia	2.0
Nepal	2.0
Benin	2.0
Turkmenistan	2.0
Oman	1.9
Bangladesh	1.9
India	1.7
Namibia	1.6
Pakistan	1.6
Tokelau	1.5
Kuwait	1.5
Malta	1.4
Singapore	1.3
Malaysia	1.2
British Indian Ocean Territory	1.0
United States Virgin Islands	1.0
South Africa	0.9
Bahrain	0.8
United Arab Emirates	0.8

The proportional increase in articles per publication shows the change in prominence of the issue of modern slavery on a country by country basis.

The Thomson Reuters Foundation saw a dramatically different media landscape in terms of increased and decreased coverage levels. Whilst Southern Africa saw a large increase statistically this was predominantly a reflection of the increased activity of the Foundation from 2015 to 2017 which was heavily picked up, particularly in Namibia which relied on third party sources for a significant amount of its coverage.

The most prominent increase over the period however came in India and the surrounding nations as the Thomson Reuters Foundation dramatically increased its focus on the area from 2015 to 2016 and sustained that focus into 2017.



*The proportional increase represents the change from 2015 to 2017 in terms of articles per publication in the relevant country.

Country	Proportional Increase
Qatar	1.0
Cambodia	1.0
Namibia	0.8
Kuwait	0.6
Bangladesh	0.6
Malta	0.6
India	0.5
Pakistan	0.4
Somalia	0.4
Oman	0.4
Holy See (Vatican City State)	0.3
Malaysia	0.3
Nepal	0.3
South Africa	0.2
Nigeria	0.2
Mozambique	0.1
Botswana	0.1
Ethiopia	0.1
United Kingdom	0.1
Liberia	0.1

Conclusion



Focus on the developing world, India in particular

The most successful aspect of the efforts undertaken by the Thomson Reuters Foundation was the contribution towards the development of a wider and more comprehensive discussion around the issue of modern slavery in India. The Foundation began to focus on India effectively in February 2016, with greatest coverage in May 2016 through to July 2016. Furthermore, whilst the general conversation only saw a minor increase between 2015 and 2016 of 2%, India saw a rise of 34%. Whilst this should not be put down to the efforts of the Foundation alone, it is clear that the Foundation contributed to this increasing awareness of the issue of modern slavery.

This can be seen with the shift taken by The Times of India, which in 2015 did not cite the Foundation in relation to modern slavery. In 2017 however it cited the Foundation in 132 articles demonstrating the growth of the Foundation as a respected source of information amongst a significant Indian publication. The focus of the Thomson Reuters Foundation on India could be seen increasingly over the period, with the overall discussion of modern slavery in India seeing a 10% rise from 2015 to 2017 whilst articles in India relating to the Thomson Reuters Foundation saw a 28% increase over the same period.

The two other main areas in the developing world which the Foundation focused on were South East Asia and the Arabian Peninsula. Whilst the impact in these areas was far less than that seen in India, this was probably a reflection of the smaller and less developed discussion in these regions around modern slavery. Whilst the wider discussion of modern slavery in South East Asia increased in line with the increase seen in relation to the conversation driven by the Foundation, for Qatar and Kuwait, the growth in Foundation driven coverage was far more significant than the growth in the overall discussion. Effectively then the Foundation contributed to an overall increase in the discussion in India, whereas in the Arabian Peninsula that increase in external coverage (i.e. that not driven by the Foundation) is yet to be seen.

Entering the US & UK Media Landscape

The Thomson Reuters Foundation does not seem to be currently focusing heavily on breaking news from the US, such as for example the backpage.com links to trafficking, although it does report on the significant events in the country.

From 2017 the Foundation has added focus on the UK and the issue of modern slavery there, with the discussion predominantly revolving around the increasing efforts of the Government to tackle the matter and the failures thus far in doing so, particularly on the part of the police and border agencies.

Major Outlets

The Thomson Reuters Foundation consistently grew its coverage by comparison to the other major outlets identified. In particular when compared to the five largest outlets, it was the only one to demonstrate a sustained year on year growth in output. This is particularly relevant as most of the major outlets focused on political developments such as the US Trafficking in Persons reports, notably the one released in 2015, and the passage of the Modern Slavery Act in 2015. This meant that when the focus of the wider conversation shifted away from a predominantly political stance in 2015 towards a more developmental and humanitarian approach in 2016, the other outlets saw a fall in coverage whilst the Foundation did not. This is important given that the Foundation saw an increase in the number of times it was cited by major publications between 2015 and 2017, rising from 60 to 212. In the same period the overall number of articles covering modern slavery in the key publications fell from 4,957 in 2015 to 4,390 in 2017. Effectively Thomson Reuters Foundation has strengthened its role as a source of anti-slavery information for the key publications.

Top 3 areas of focus

1. Forced Labour

The global discussion around forced labour saw between 40,000 and 46,000 stories per year from 2015 – 2017. The result of this was that in 2017 almost 20% of all articles about modern slavery addressed forced labour, demonstrating the central position of forced labour in the discussion of modern slavery. The coverage in major outlets grew from 752 articles in 2015 to 1,999 articles in 2016 and 1,454 articles in 2017 the share of the voice decrease slightly from 0.4% in 2015 and 2016 to 0.3% in 2017. The Thomson Reuters Foundation was a key voice in this discussion, becoming the major outlet producing the most articles on the issue of forced labour in 2017 with 133 articles.

2. Sexual Slavery

Sexual slavery saw a decline in overall coverage between 2015 and 2017, dropping from 19,174 to 18,016. The Thomson Reuters Foundation however saw an increase in references to it over the same period from 408 to 886. The result was that the Thomson Reuters Foundation was referenced in 5% of all articles looking at sexual slavery in 2017.

3. Forced Marriage

Forced marriage saw a relatively stable level of coverage across 2015 – 2017 with all three years seeing between 6,500 and 7,000 articles, although it should be noted that 2015 did see the most coverage. In this case then forced marriage was out of step with forced labour and sexual slavery in that it attracted the least coverage in 2016 where forced labour and sexual slavery attracted the most coverage in 2016. Furthermore it was a focus area of the major publications, with them generating over 3% of the coverage over all three years.

Detailed Overview of Topics

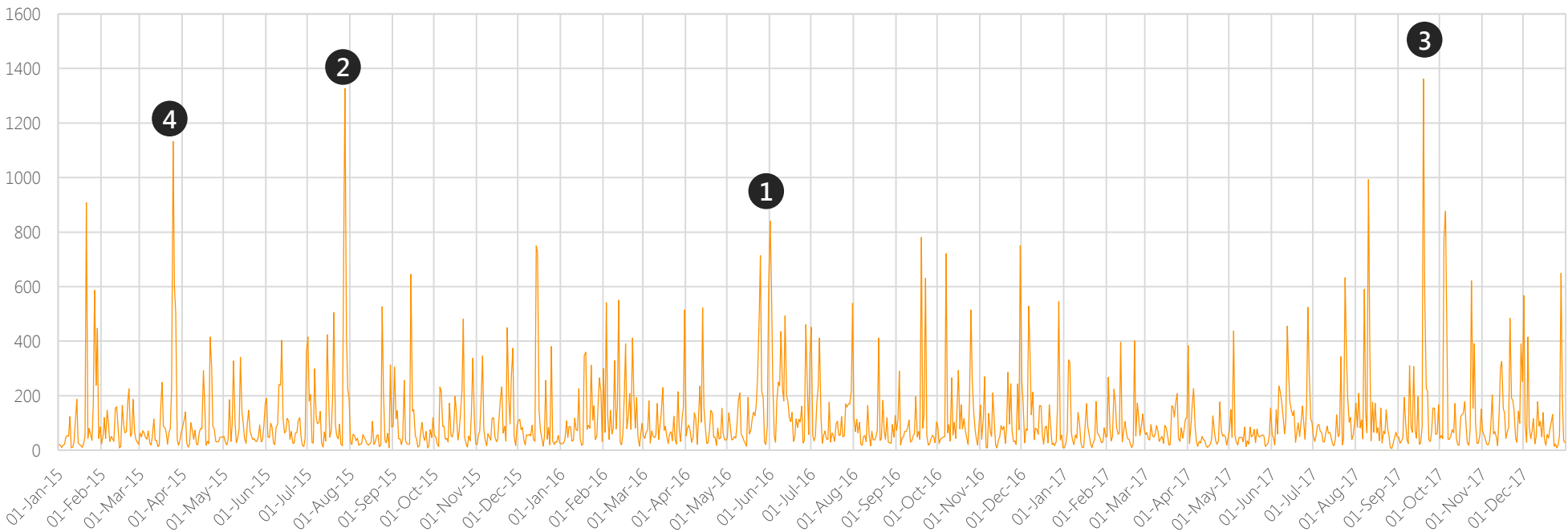
Forced Labour



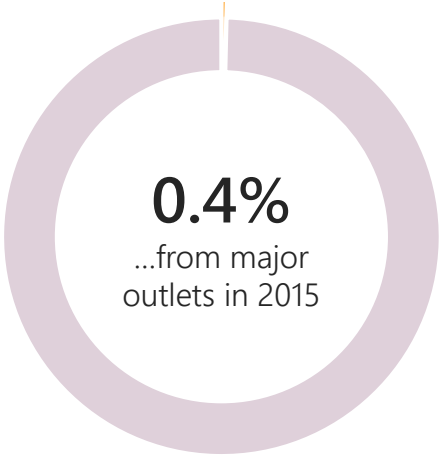
Articles by Year

2015	40,259
2016	46,411
2017	41,154

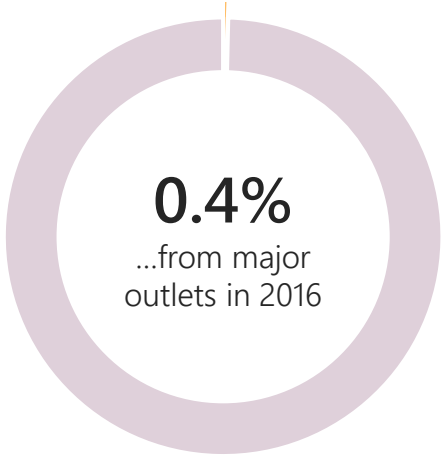
- 1 The report by the Walk Free Foundation, which estimated 45 Million people were enslaved, led to the peak on 31st May 2016. Forced Labour was only mentioned in a generic manner in this instance.
- 3 The peak on 19th September reflected a similar trend with the report by the International Labour Organisation highlighting that 25 Million people were enslaved by Forced Labour, with a particular focus on child labour.
- This ultimately demonstrates that Forced Labour was the most prominent form of modern slavery.
- 2 The peak in coverage on 28th July was the result of the announcement that Brazil was planning to use drones to fight forced labour in rural areas.
- 4 The spike in conversation on 25th March surrounded that of slavery within the fishing and seafood industry. A series of high-reaching articles by the likes of the Huffington Post and MSN covered the story of a video interview by Associated Press, filmed secretly in Burma by a sympathetic worker.
- The prominence of Forced Labour in the 2017 report was further compounded by Theresa May describing it as a “scourge”, alongside modern slavery and human trafficking.
- This reflects a trend in which Forced Labour is often spoken about as an issue in itself beyond modern slavery.
- It is clear that within the international community forced labour is perceived to be one of the most widespread and serious forms of slavery, which is reflected in the high level of coverage it saw with the release of the two Walk Free Foundation indices.



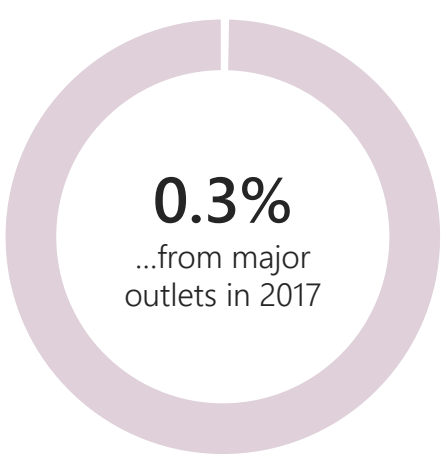
Daily Articles



■ Key Publications ■ Overall



■ Key Publications ■ Overall



■ Key Publications ■ Overall

Outlet	Articles
The Guardian	67
Thomson Reuters Foundation	54
The Huffington Post	45
The Washington Post	22
The Independent	17
Financial Times	14
Los Angeles Times	10
Business Insider	7
The Times of India	7
Time Magazine	4
Telegraph.co.uk	3

Outlet	Articles
Thomson Reuters Foundation	84
The Guardian	72
The Washington Post	29
The Huffington Post	17
The Times of India	17
Business Insider	14
The Independent	11
Telegraph.co.uk	7
Los Angeles Times	5
Time Magazine	5
Financial Times	4

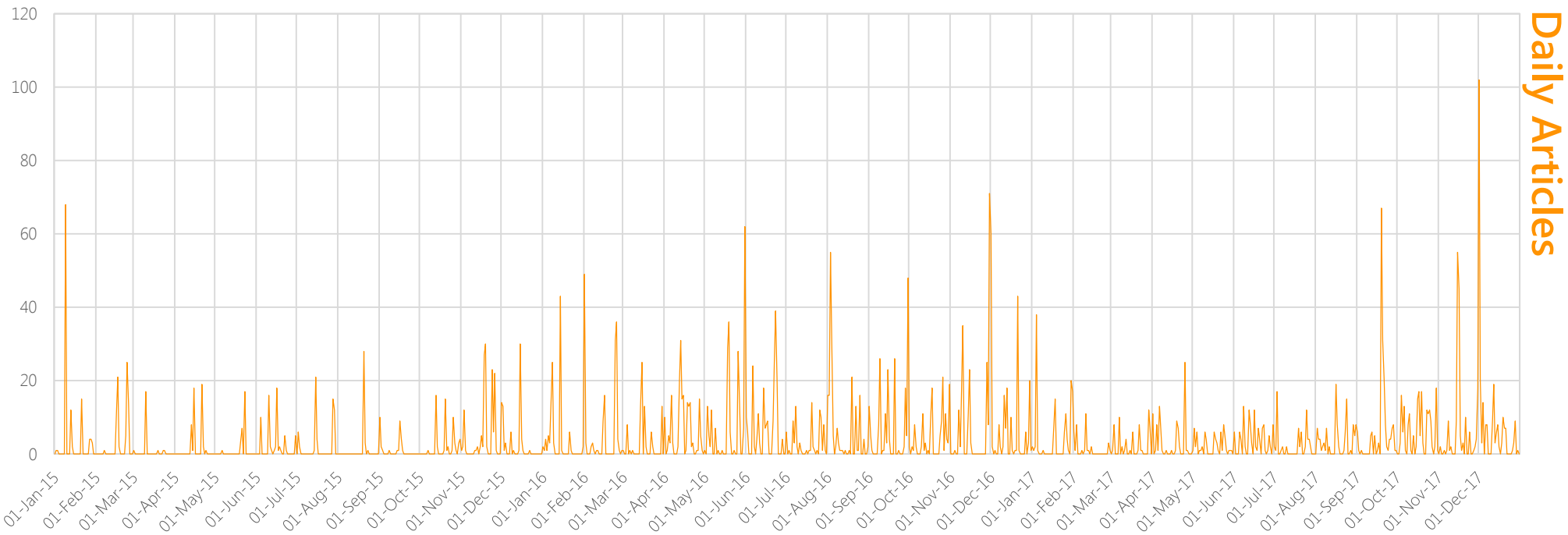
Outlet	Articles
Thomson Reuters Foundation	133
The Guardian	68
The Times of India	46
The Independent	30
The Huffington Post	29
The Washington Post	27
Business Insider	18
Los Angeles Times	14
Financial Times	8
Telegraph.co.uk	7
Time Magazine	4

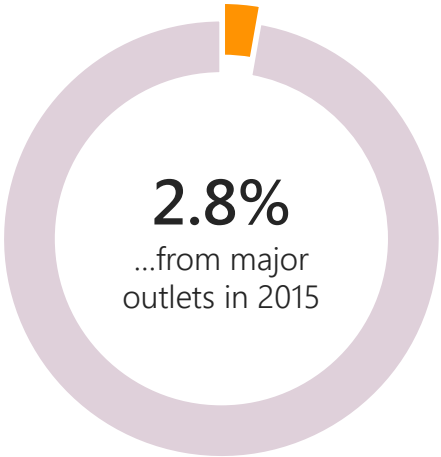
*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.

Articles by Year

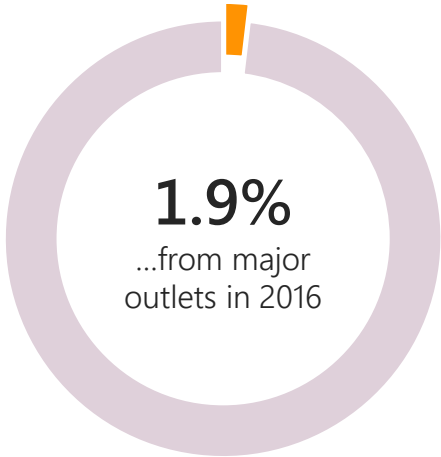
2015	752
2016	1,999
2017	1,454

- Similar to Sexual Slavery, there was an increase in Thomson Reuters Foundation coverage between 2015 and 2016. Unlike Sexual Slavery, Forced Labour decreased in mentions between 2016 and 2017.
- The greatest peak in coverage came on the 1st December 2017, as MGM MACAU received Global Recognition for their efforts in fighting human trafficking.
- The second spike was driven by the combination of two different stories:
 - Hotels across Britain joined forces to fight modern slavery, a move orchestrated by a campaign that was launched at the Trust Women’s conference, held by Thomson Reuters Foundation.
- The awarding of the Stop Slavery Award to NXP at the end of the November 2016 as a result of their work in removing slavery from their supply chain. This shows the active work that the Thomson Reuters Foundation are doing to undermine slavery beyond the publication of articles.
- The peak on 19th September 2017 related to the release of the ILO report which saw a number of articles published by the Thomson Reuters Foundation being heavily syndicated.
- This in turn subsequently reflects the Thomson Reuters Foundation’s efforts in placing themselves as a key player in major report coverage.
- The evidence for this is that from 2015 – 2017, the Thomson Reuters Foundation saw a steady increase in its proportional contribution to the conversation from 1.4% to 2.9% over the period.
- In particular the focus of the Thomson Reuters Foundation on child slavery in 2016 matches the trends seen in the wider conversation, showing that the Thomson Reuters Foundation is aligned with the wider modern slavery discussion in this area.

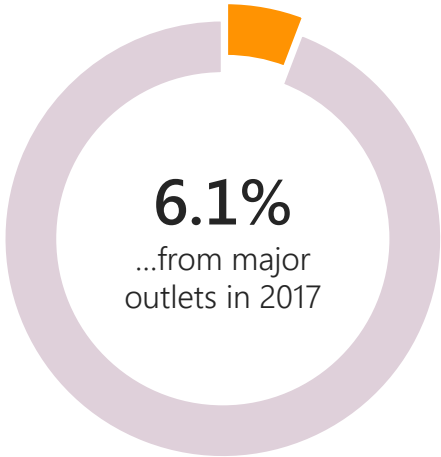




■ Key Publications ■ Overall



■ Key Publications ■ Overall



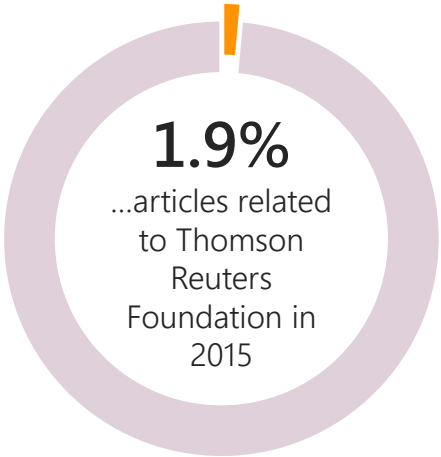
■ Key Publications ■ Overall

Outlet	Articles
The Huffington Post	6
Business Insider	1
Financial Times	1
The Washington Post	0
The Guardian	0
The Independent	0
Telegraph.co.uk	0
The Times of India	0
Los Angeles Times	0
Time Magazine	0

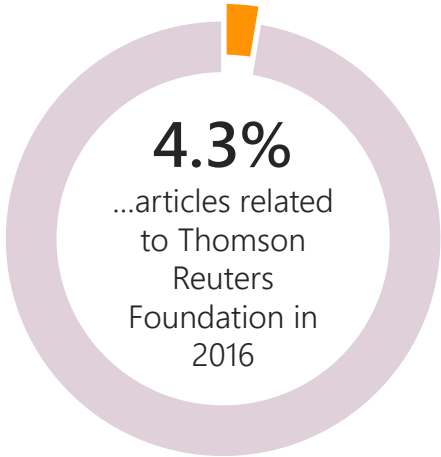
Outlet	Articles
Business Insider	4
The Huffington Post	3
The Times of India	1
Time Magazine	1
The Washington Post	0
The Guardian	0
The Independent	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0

Outlet	Articles
The Times of India	42
The Independent	2
The Huffington Post	1
The Guardian	1
Business Insider	1
The Washington Post	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

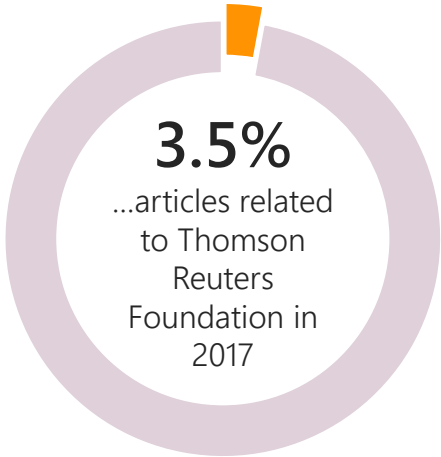
*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.



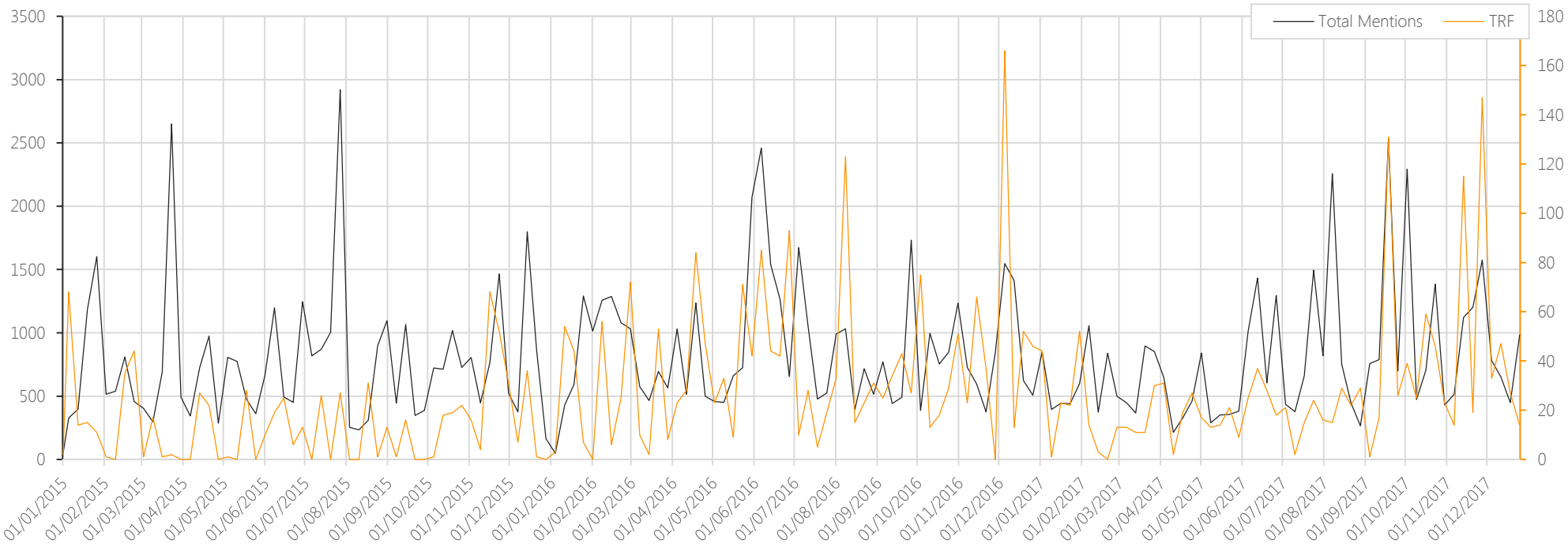
Thomson Reuters Total

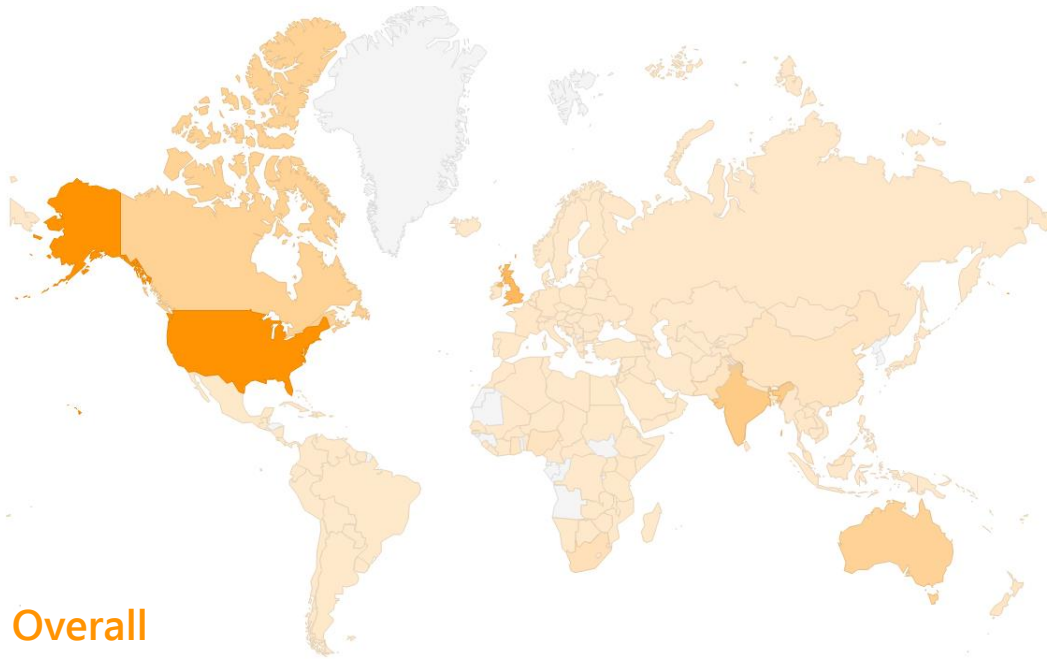


Thomson Reuters Total



Key Publications Overall



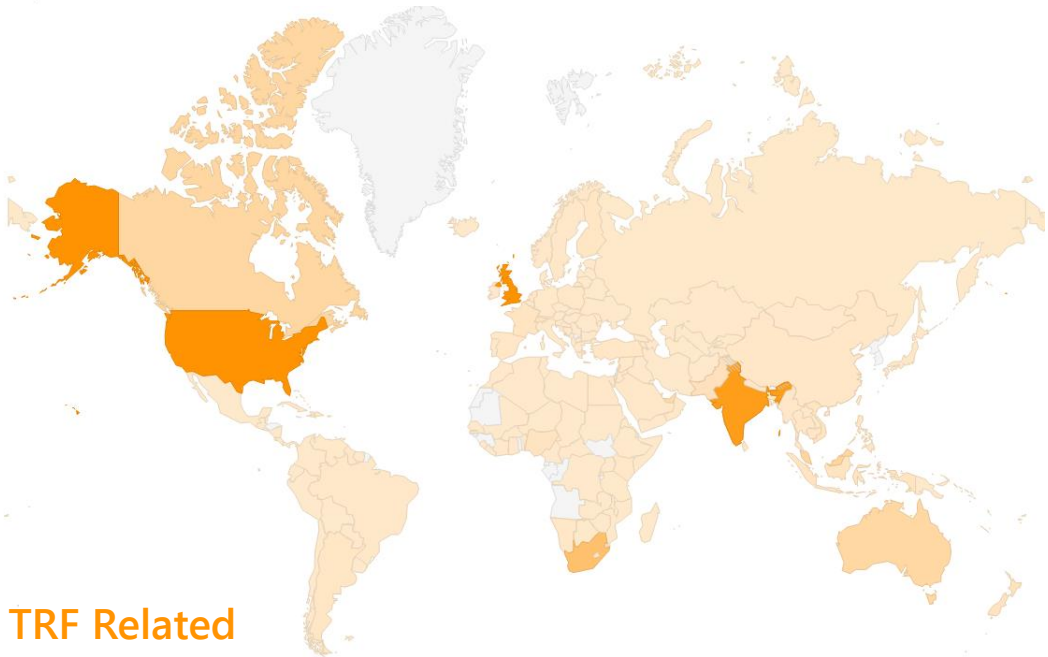


Overall

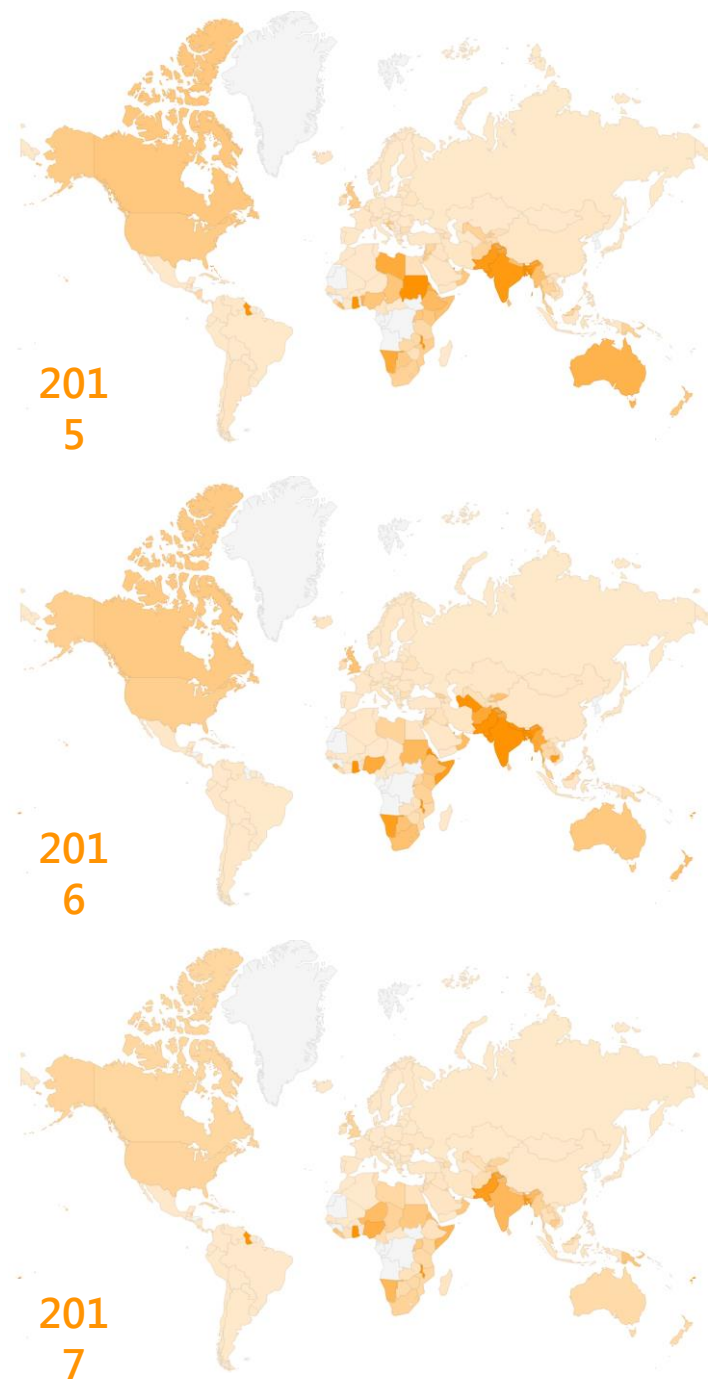


Country	Articles
United States	59,969
United Kingdom	16,542
India	10,257
Canada	8,090
Australia	7,871
South Africa	3,036
Nigeria	1,644
Pakistan	1,491
China	1,448
Singapore	1,119

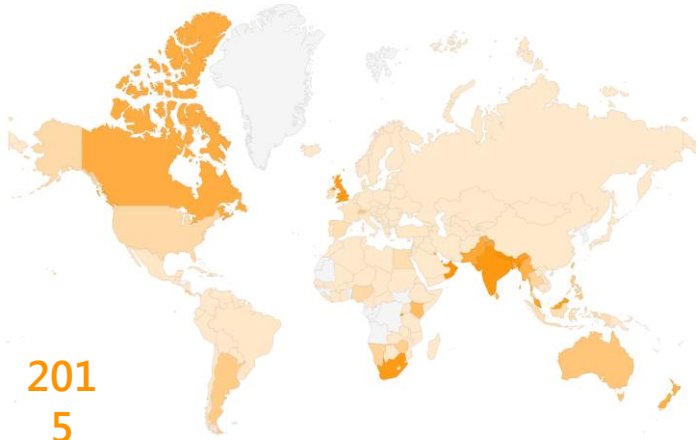
Country	Articles
United States	1,136
United Kingdom	986
India	497
South Africa	263
Singapore	196
Malaysia	125
Canada	116
Australia	113
United Arab Emirates	94
Switzerland	45



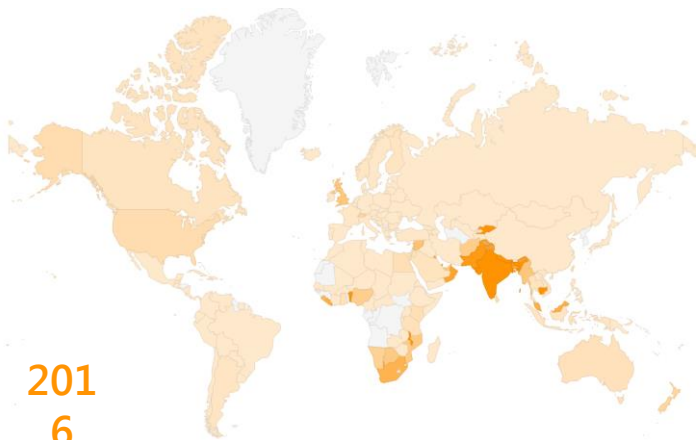
TRF Related



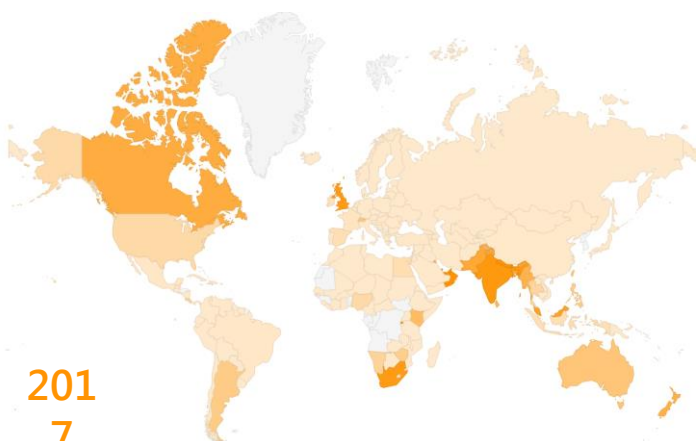
Country	Articles per Pub.
Ghana	18.00
Fiji	16.89
Guyana	16.67
Malawi	14.25
Bangladesh	12.55
United States Virgin Islands	11.50
Brunei Darussalam	11.33
Pakistan	11.04
Guam	10.00
Saint Lucia	8.50
Eritrea	8.33
Northern Mariana Islands	8.00
India	7.66
Namibia	6.59
Sudan	6.13
Qatar	6.12
Somalia	6.00
British Indian Ocean Territory	6.00
Nigeria	5.75
Cayman Islands	5.63



2015



2016



2017

Country	Articles per Pub.
Turkmenistan	1.00
Benin	0.78
Cambodia	0.68
Brunei Darussalam	0.67
Guam	0.67
Qatar	0.53
Malta	0.44
Malawi	0.38
India	0.37
Oman	0.35
Singapore	0.32
Pakistan	0.32
Nepal	0.32
Bangladesh	0.27
South Africa	0.26
Liberia	0.25
Kuwait	0.24
Malaysia	0.24
Holy See (Vatican City State)	0.20
Kyrgyzstan	0.19

Sexual Slavery



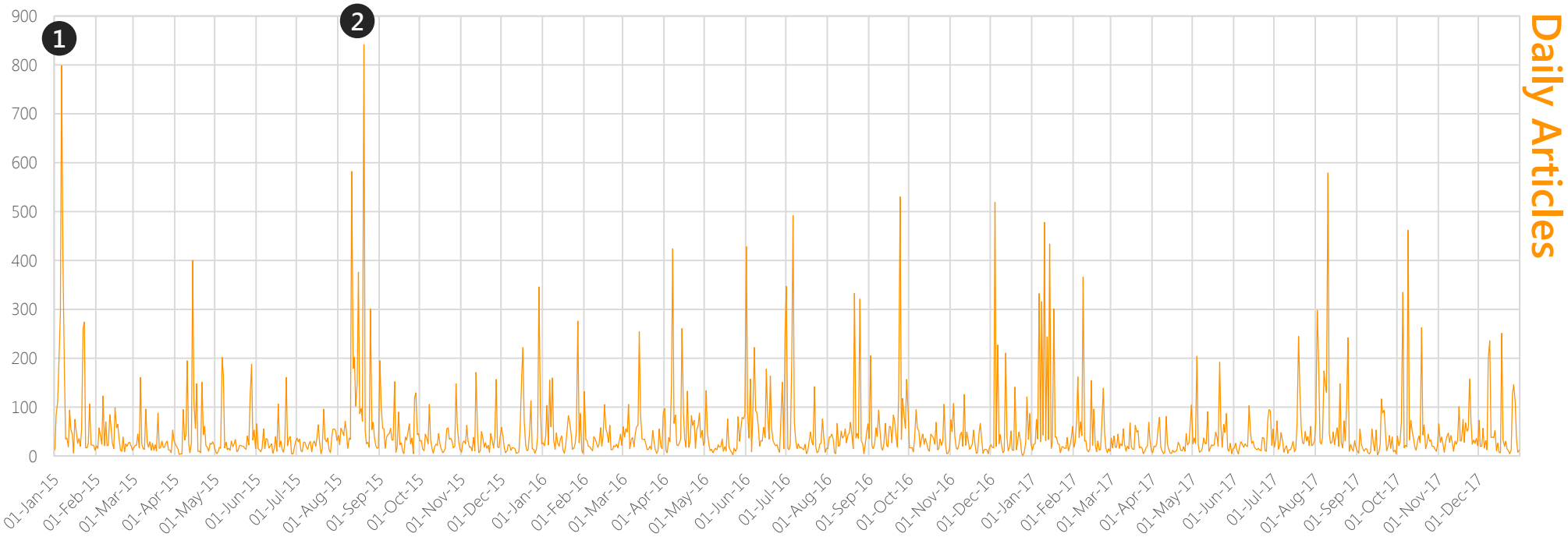
Articles by Year

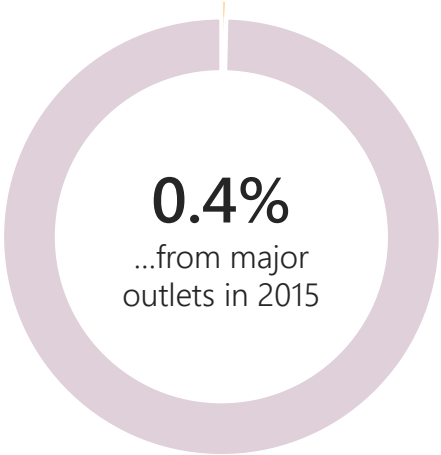
2015 19,174

2016 19,474

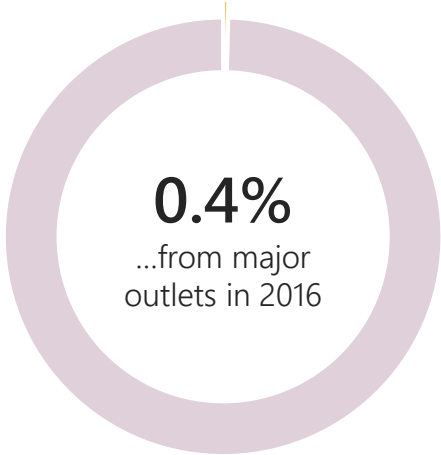
2017 18,016

- Sexual Slavery saw the most consistent rate of coverage over the period of any of the major topics of conversation highlighted in this report, although that coverage level was significantly lower than the coverage of forced labour.
- ① The 1st January 2015 saw a peak of coverage surrounding Kony's rebellion, which is accused of the world's worst atrocities including keeping girls as sex slaves.
- ② The 20th August 2015 saw a spike in conversation as a result of Amnesty International's landmark resolution, generating discussions on licensed prostitution. This was not specific to Sexual Slavery but highlighted it as one of the forms that is prominent.

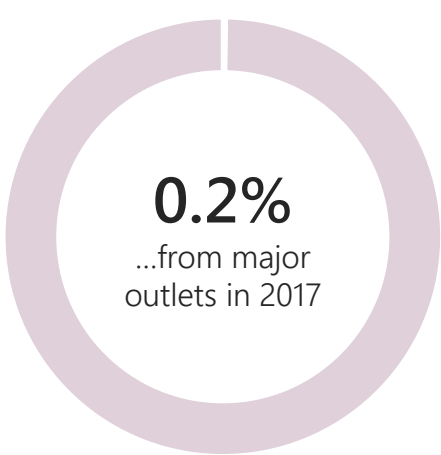




■ Key Publications ■ Overall



■ Key Publications ■ Overall



■ Key Publications ■ Overall

Outlet	Articles
The Independent	50
The Huffington Post	40
The Guardian	35
The Times of India	31
Thomson Reuters Foundation	27
The Washington Post	23
Time Magazine	11
Business Insider	8
Telegraph.co.uk	8
Los Angeles Times	4
Financial Times	1

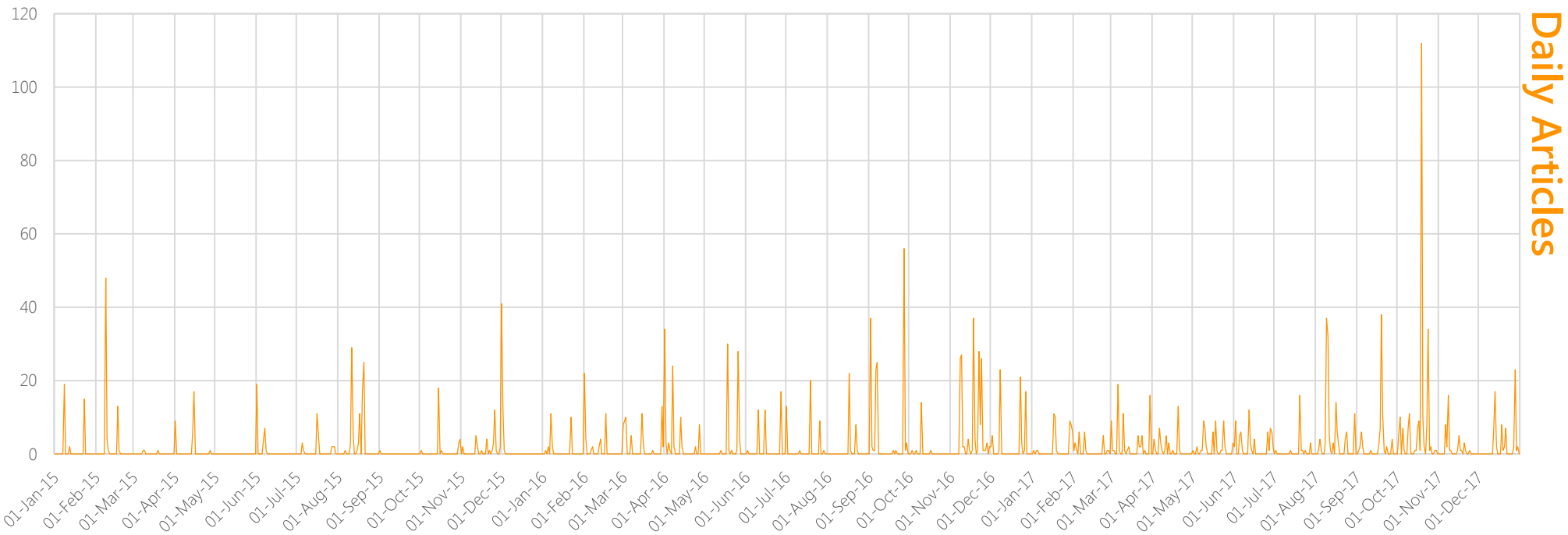
Outlet	Articles
The Times of India	65
Thomson Reuters Foundation	51
The Guardian	44
The Independent	32
The Washington Post	25
The Huffington Post	17
Business Insider	7
Los Angeles Times	6
Time Magazine	3
Telegraph.co.uk	1
Financial Times	1

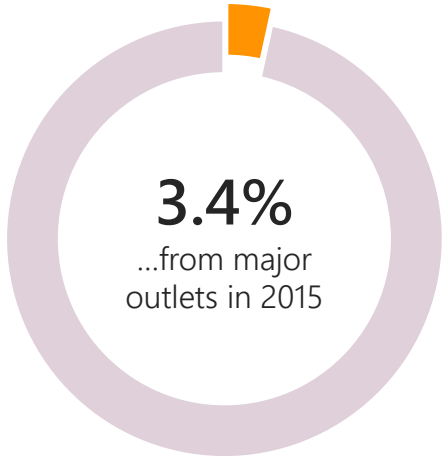
Outlet	Articles
Thomson Reuters Foundation	80
The Times of India	53
The Independent	28
The Guardian	27
The Huffington Post	15
Telegraph.co.uk	14
The Washington Post	13
Business Insider	5
Los Angeles Times	4
Financial Times	4
Time Magazine	0

*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.

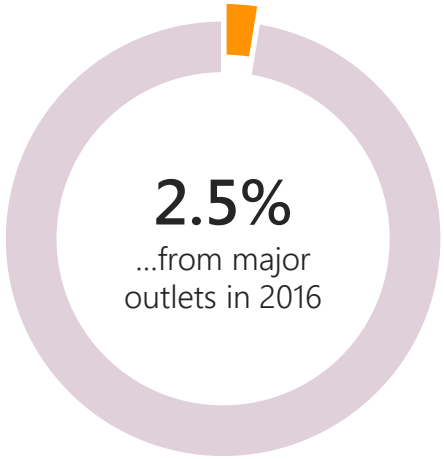
Articles by Year

2015	408	<ul style="list-style-type: none">Thomson Reuters Foundation continued to see an increased impact in coverage throughout the three years (2.1%, 2015 to 4.9%, 2017).This came as a result of overall conversation around the topic plateauing around 18,000 articles whilst Thomson Reuters Foundations own coverage increased by 117%.The Thomson Reuters Foundation continued to be seen as the go to contact for interviews and releases, with a notable example being the comments Houtan Homayounpour made to the Thomson Reuters Foundation on 19th September 2017. These comments related to the report released by the ILO, Walk Free Foundation, and International Organisation for Migration.12% of Thomson Reuters Foundations coverage in 2017 came from one major story on the 19th of October 2017, regarding U.S Authorities rescuing 84 children from child sex trafficking resulting in a 120 arrests.
2016	823	
2017	886	





■ Key Publications ■ Overall



■ Key Publications ■ Overall



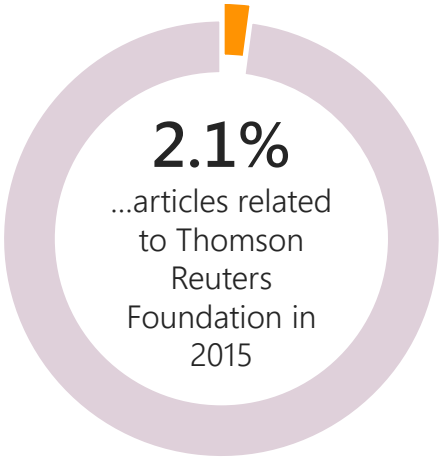
■ Key Publications ■ Overall

Outlet	Articles
The Huffington Post	2
The Guardian	2
Business Insider	2
The Washington Post	0
The Independent	0
Telegraph.co.uk	0
The Times of India	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

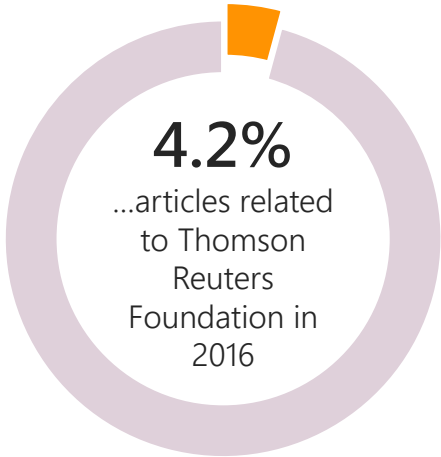
Outlet	Articles
The Huffington Post	3
Business Insider	2
The Washington Post	0
The Guardian	0
The Independent	0
Telegraph.co.uk	0
The Times of India	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

Outlet	Articles
The Times of India	22
The Independent	3
Telegraph.co.uk	1
The Huffington Post	0
The Washington Post	0
The Guardian	0
Business Insider	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

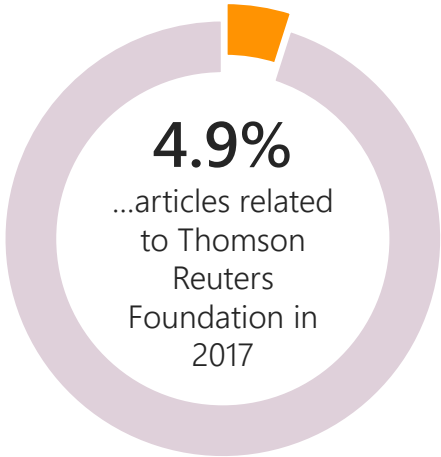
*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.



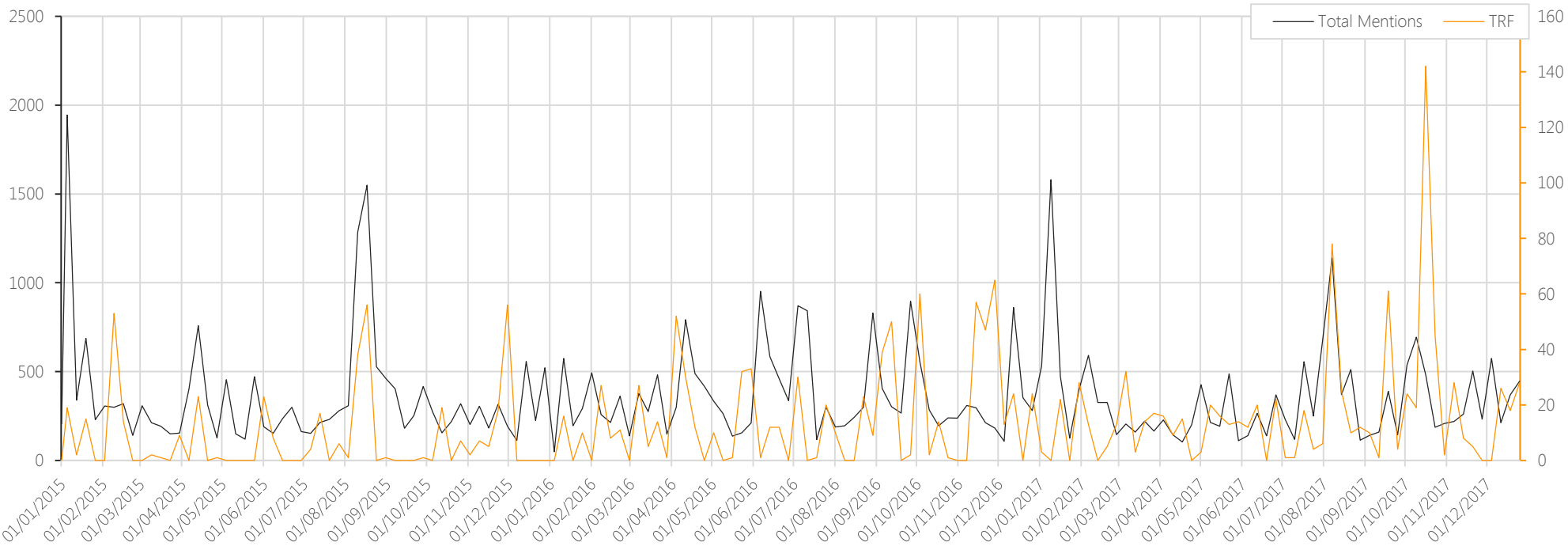
Thomson Reuters Total

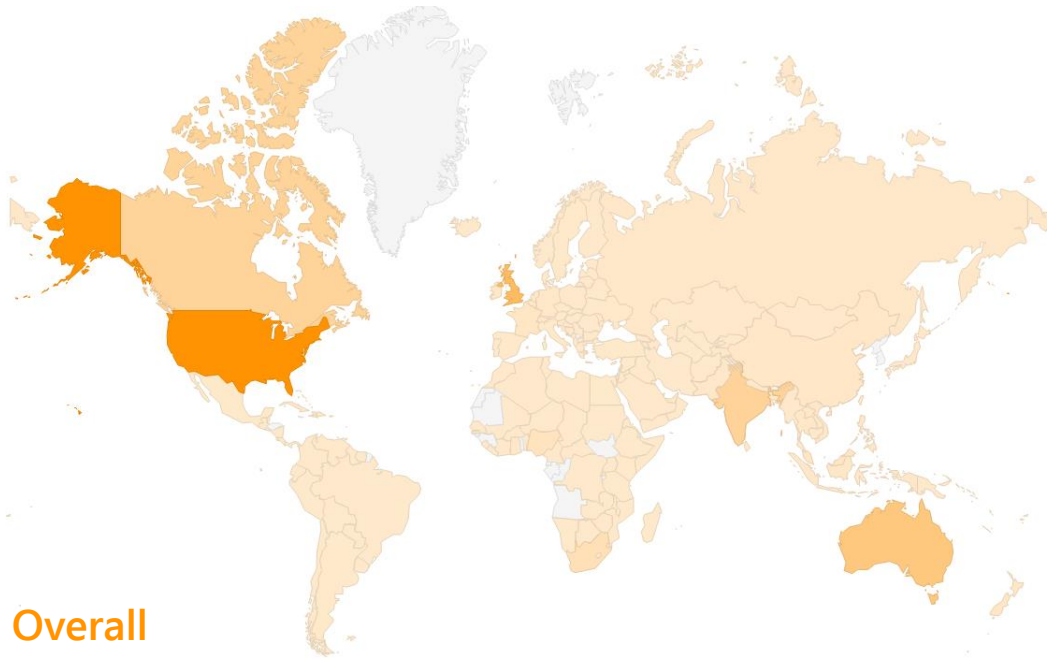


Thomson Reuters Total



Key Publications Overall



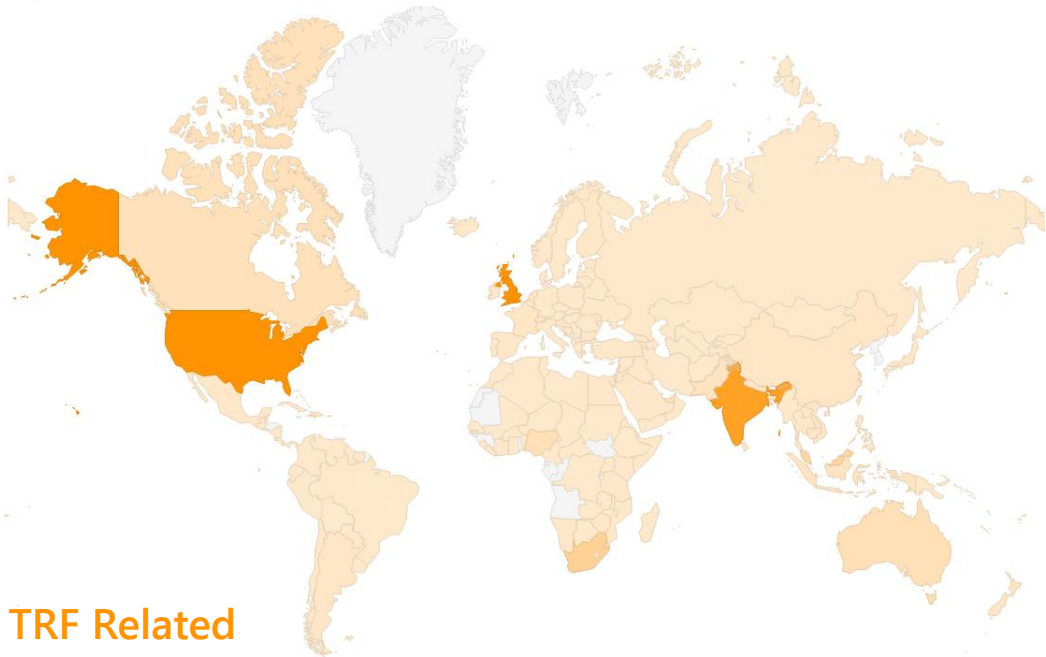


Overall

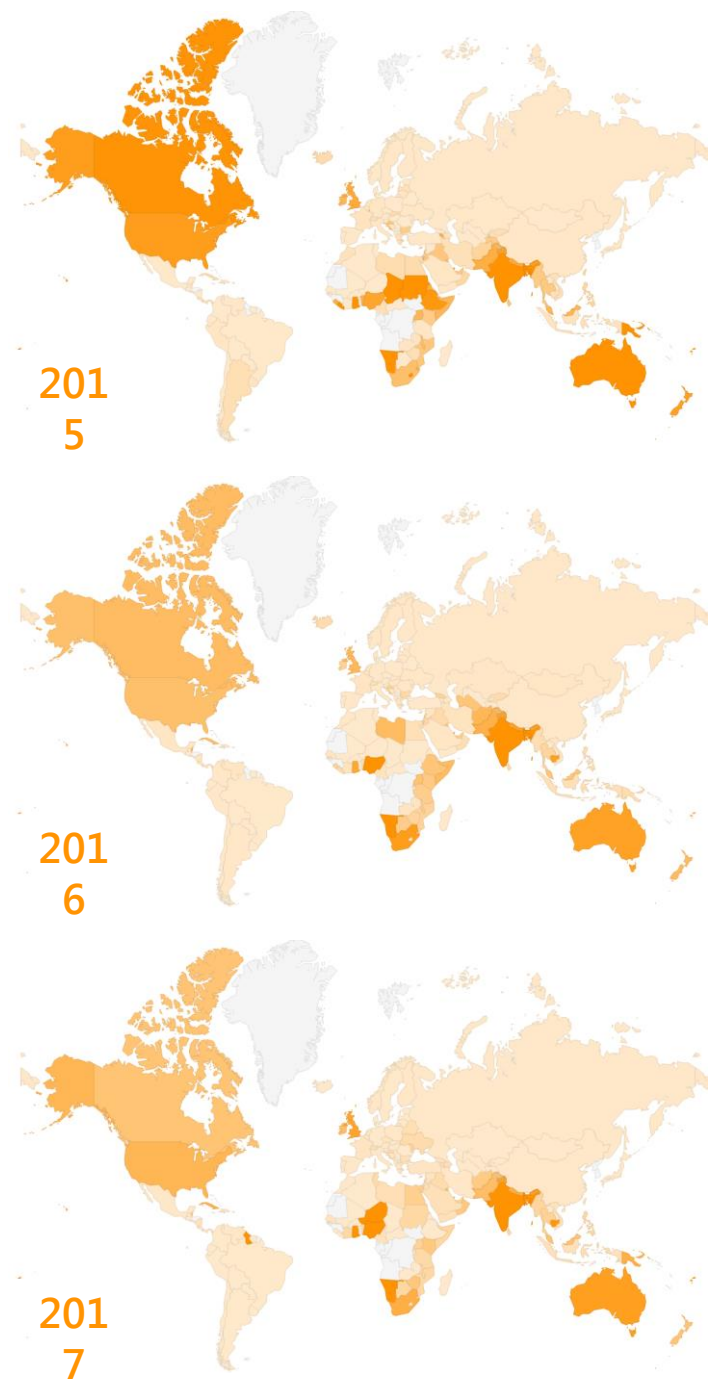


Country	Articles
United States	27,509
United Kingdom	7,266
Australia	5,228
India	3,453
Canada	3,392
South Africa	1,415
Nigeria	877
Korea	775
Malaysia	475
Singapore	469

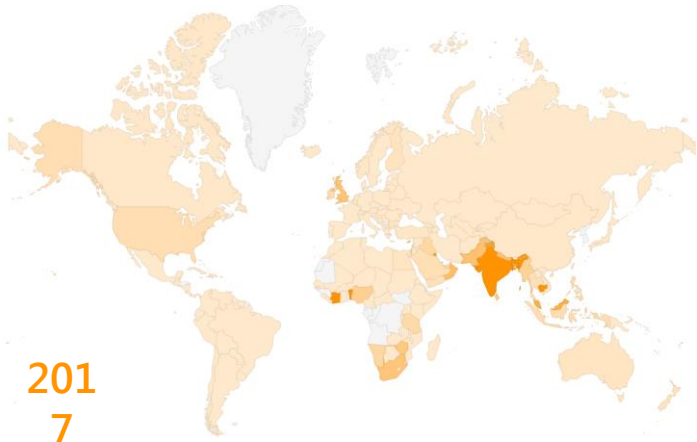
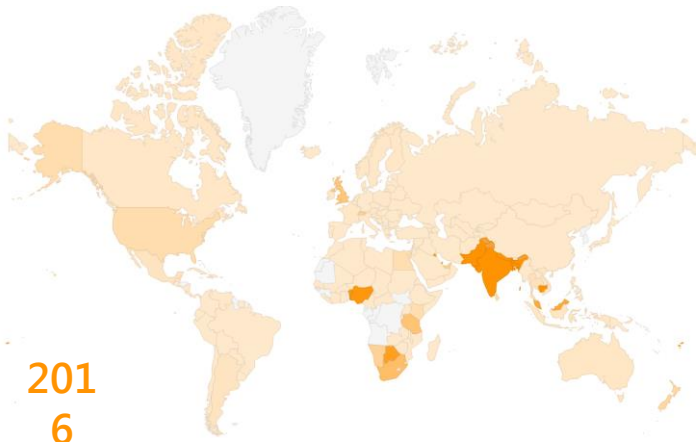
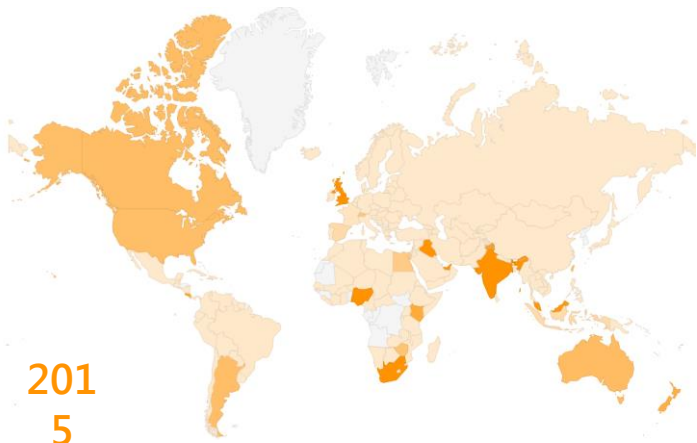
Country	Articles
United States	687
United Kingdom	476
India	282
South Africa	95
Malaysia	70
Singapore	70
United Arab Emirates	41
Australia	36
Nigeria	34
Canada	29



TRF Related



Country	Articles per Pub.
Nigeria	3.07
India	2.58
Namibia	2.53
Ghana	2.52
Tokelau	2.50
Brunei Darussalam	2.33
Australia	2.23
Antigua and Barbuda	2.00
Saint Lucia	2.00
Bangladesh	1.92
Fiji	1.89
Malta	1.68
Nepal	1.50
South Africa	1.40
Cambodia	1.36
Korea	1.35
United Kingdom	1.34
Qatar	1.31
Bahrain	1.29
Seychelles	1.25



Country	Articles per Pub.
Kuwait	0.27
Bangladesh	0.23
Cambodia	0.23
India	0.21
Malta	0.20
Pakistan	0.14
Nepal	0.14
Malaysia	0.14
Cote D'Ivoire	0.13
Nigeria	0.12
Singapore	0.11
Fiji	0.11
Qatar	0.10
Holy See (Vatican City State)	0.10
South Africa	0.09
United Kingdom	0.09
United Arab Emirates	0.07
Bahrain	0.07
Botswana	0.07
Tanzania	0.05

Forced Marriage



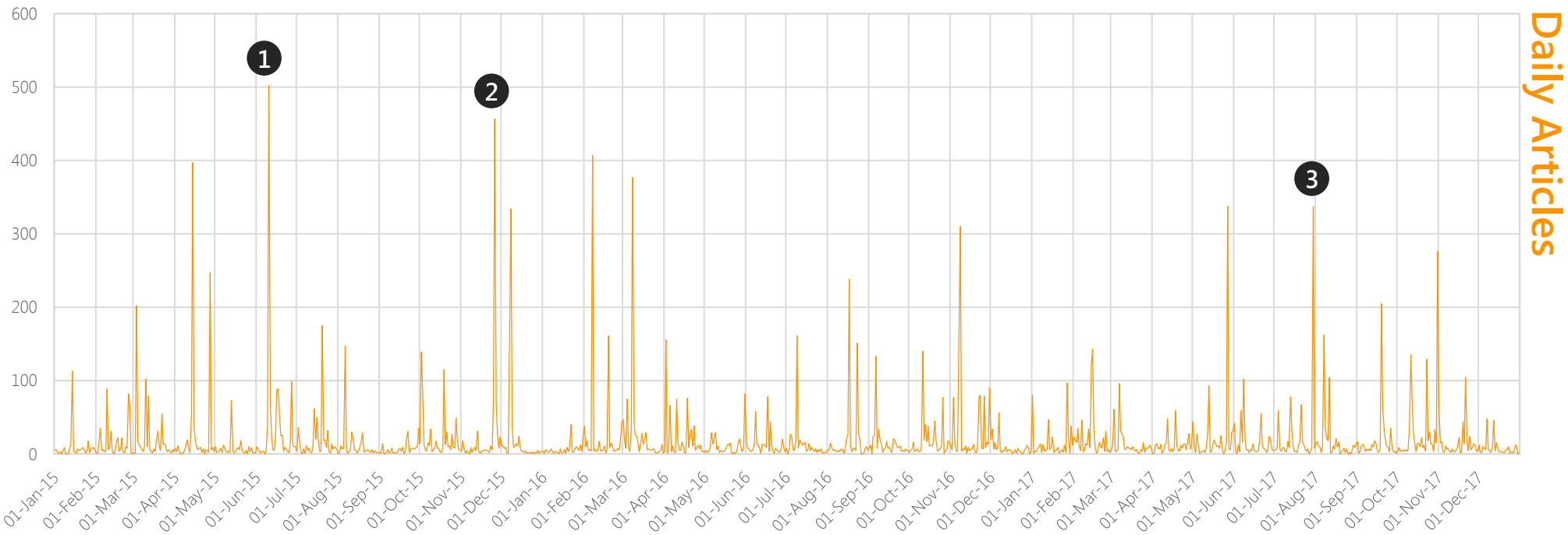
Articles by Year

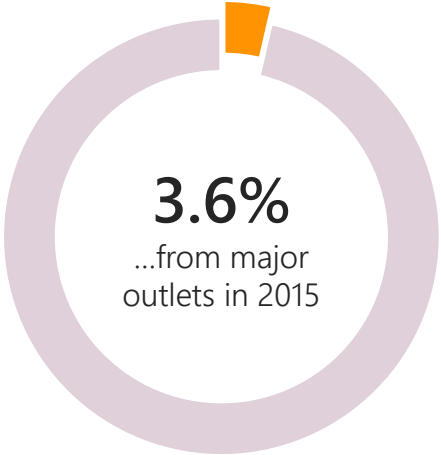
2015 6,962

2016 6,614

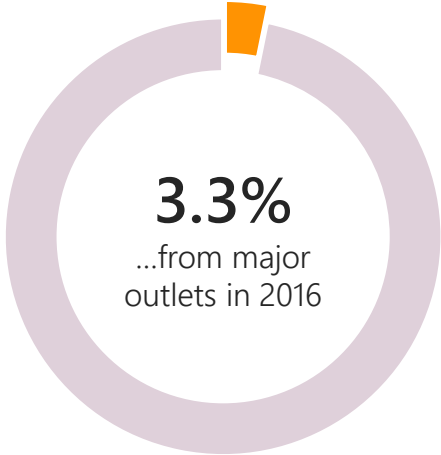
2017 6,638

- 1 The peak on 10th June 2015 reflects Britain’s first conviction of Forced Marriage, yet the coverage does not address the issue of Forced Marriage specifically.
- 2 The peak on 26th November 2015 is the result a report revealing that the number of child brides is forecasted to soar in Africa by 2050.
 - This demonstrates the influence of major global events on the conversation of modern slavery as regions such as the Africa fail to generate the same amount of content, explaining why Forced Marriage saw a comparatively low level of coverage as it is not seen prominently in the West.
- 3 Revelations that more help is being provided than ever before for children in Britain who fear being forced into marriages led to a spike mentions on July 30th 2017.
 - This type of coverage was not continued across the period due to the nature of conversation surrounding the primary forms of slavery, with many major stories being published sporadically.

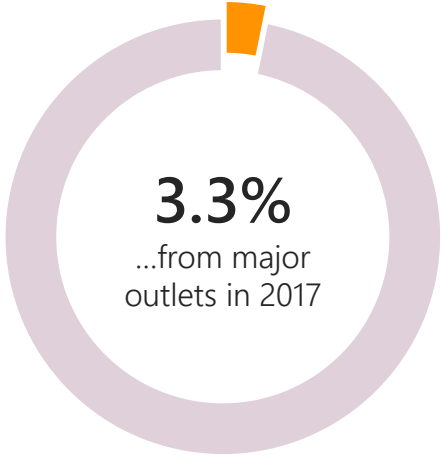




■ Key Publications ■ Overall



■ Key Publications ■ Overall



■ Key Publications ■ Overall

Outlet	Articles
The Independent	35
Thomson Reuters Foundation	25
The Guardian	21
The Huffington Post	12
The Washington Post	8
The Times of India	7
Business Insider	3
Telegraph.co.uk	3
Time Magazine	2
Los Angeles Times	0
Financial Times	0

Outlet	Articles
The Guardian	18
Thomson Reuters Foundation	18
The Independent	16
The Huffington Post	11
The Times of India	11
The Washington Post	7
Telegraph.co.uk	5
Business Insider	1
Time Magazine	1
Los Angeles Times	0
Financial Times	0

Outlet	Articles
Thomson Reuters Foundation	30
The Times of India	19
The Independent	17
The Guardian	13
The Huffington Post	9
The Washington Post	5
Business Insider	4
Telegraph.co.uk	3
Los Angeles Times	1
Financial Times	1
Time Magazine	1

*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.

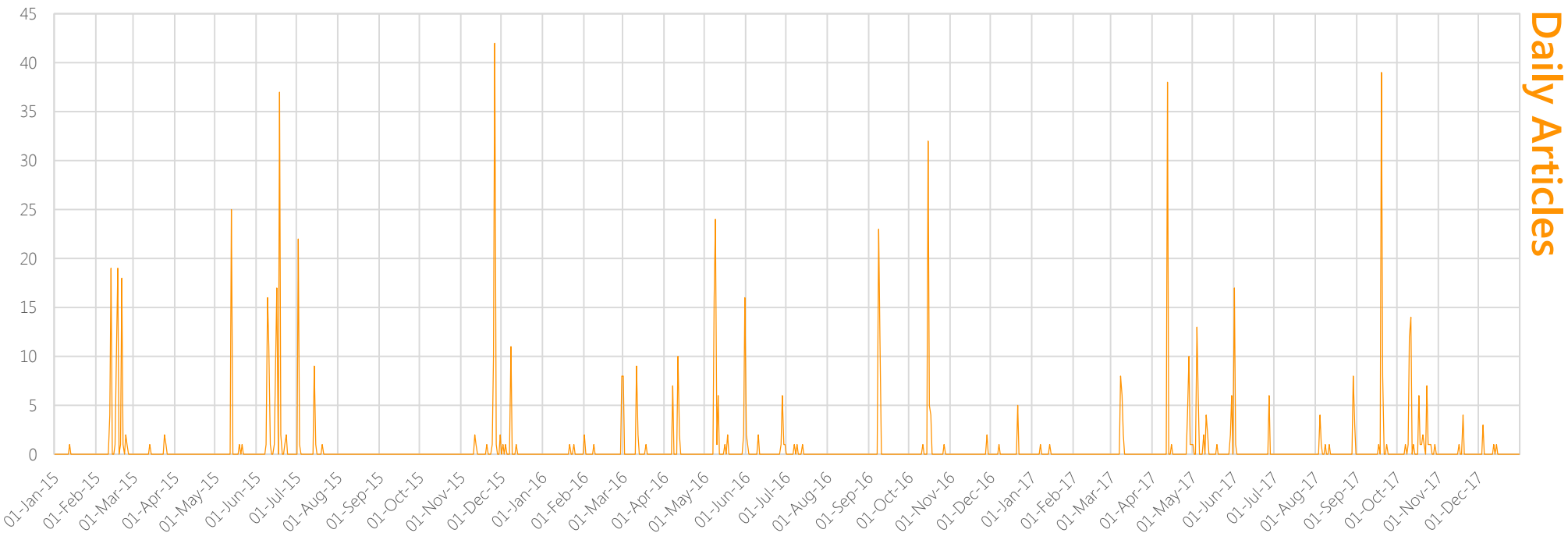
Articles by Year

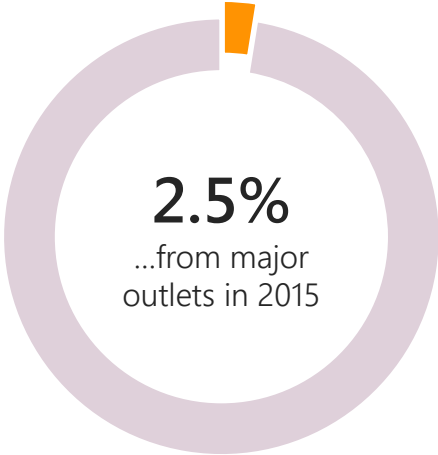
2015 315

2016 223

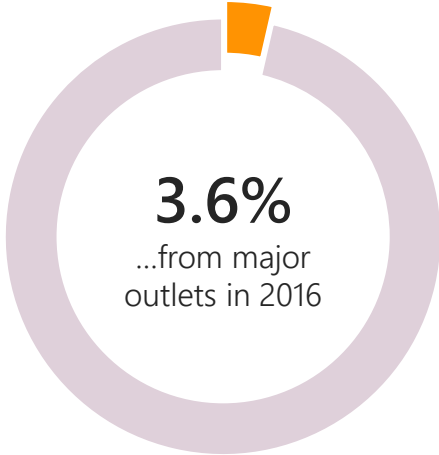
2017 262

- Forced Marriage saw a peak in coverage in late 2015 as a result of an UN report on the rise in African child brides.
- Whilst Forced Marriage was listed as a key topic of conversation, solutions were not the key focus.
- The spike in 12th April 2017 was notable as it surrounded the introduction of new laws and legislations.
- Over this period, there was a shift in conversation from the topic of Forced Marriage in conjunction with incidents, problems and other forms of slavery (pre-2017), to a proactive positive movement in terms of coverage, with a focus on articles about the enforcement of new laws changing the shape of modern slavery by the end of the period.
- Whilst the contribution of the Thomson Reuters Foundation remained consistent over the period, fluctuating between 3-5% of the conversation, it saw a marked increase in coverage in major outlets, with the proportion rising from 2.5% in 2015 to 8.2% in 2017.
- This demonstrates that the Foundation is increasingly being recognised amongst major outlets as a key voice in the discussion of forced marriage.





■ Key Publications ■ Overall



■ Key Publications ■ Overall



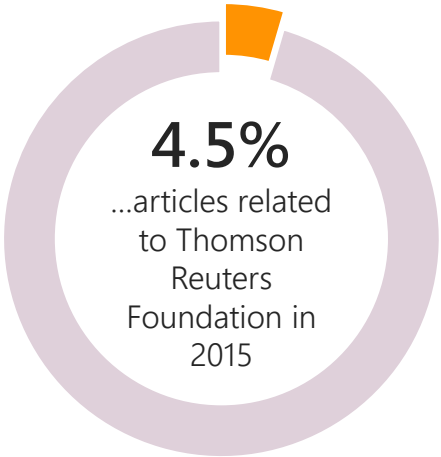
■ Key Publications ■ Overall

Outlet	Articles
The Huffington Post	0
The Washington Post	0
The Guardian	0
Business Insider	0
The Independent	0
Telegraph.co.uk	0
The Times of India	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

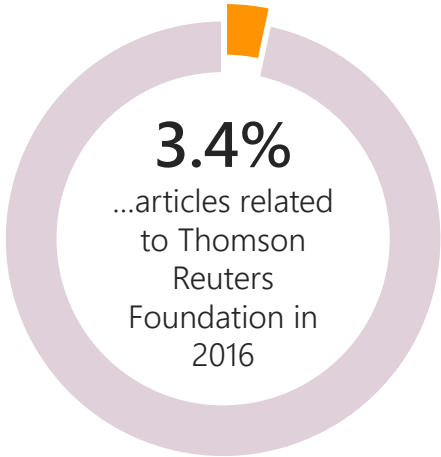
Outlet	Articles
The Huffington Post	1
The Washington Post	0
The Guardian	0
Business Insider	0
The Independent	0
Telegraph.co.uk	0
The Times of India	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

Outlet	Articles
The Times of India	9
The Huffington Post	1
The Independent	1
The Washington Post	0
The Guardian	0
Business Insider	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

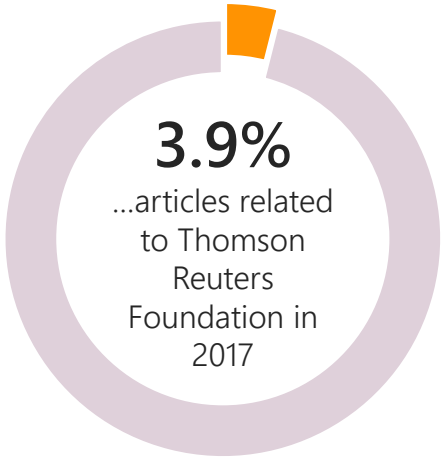
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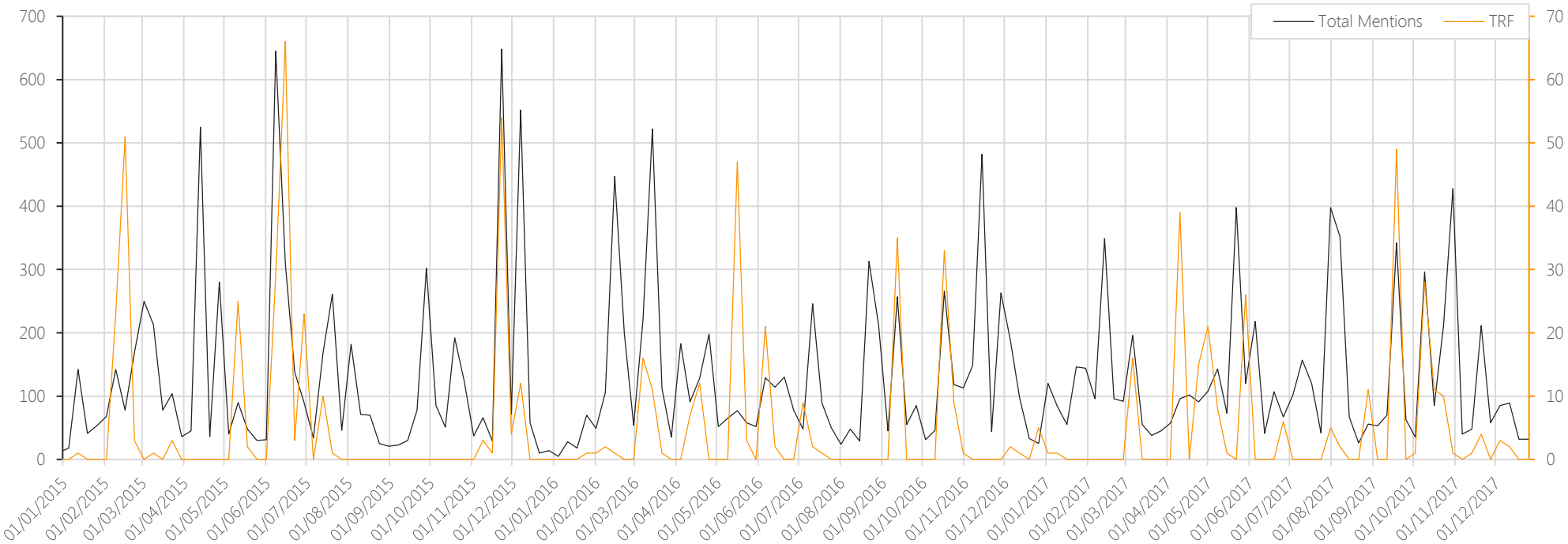
Thomson Reuters Total

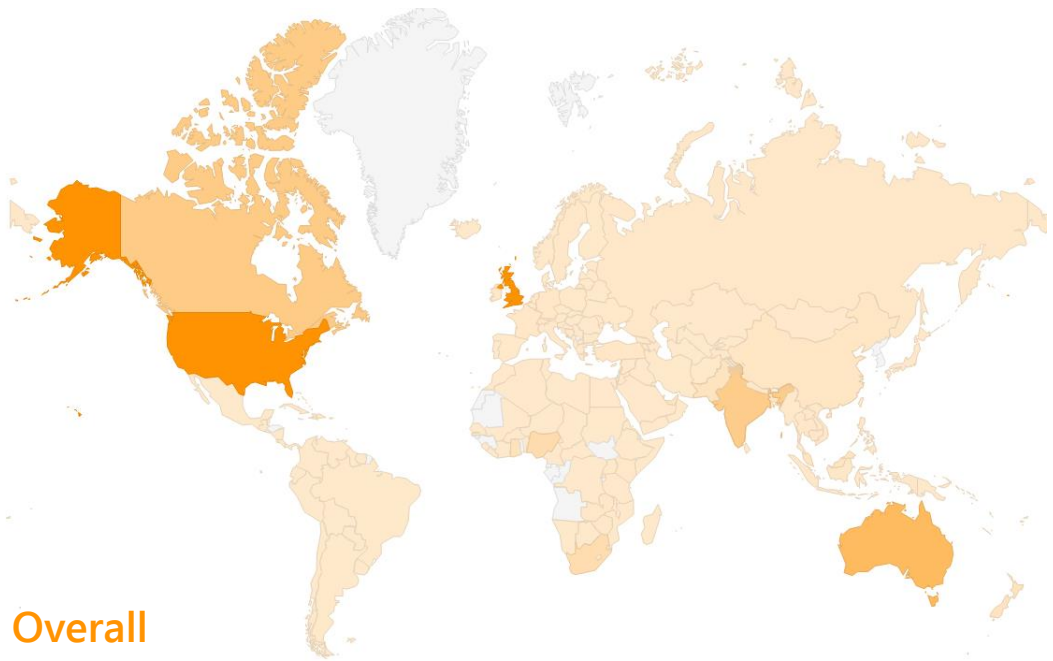


Thomson Reuters Total



Key Publications Overall



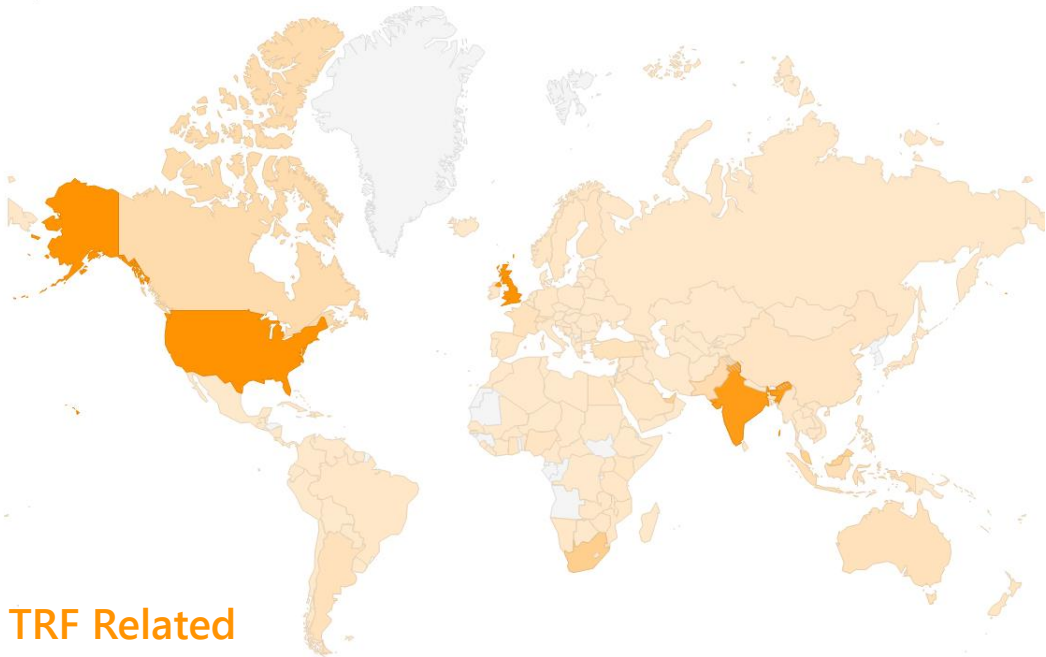


Overall

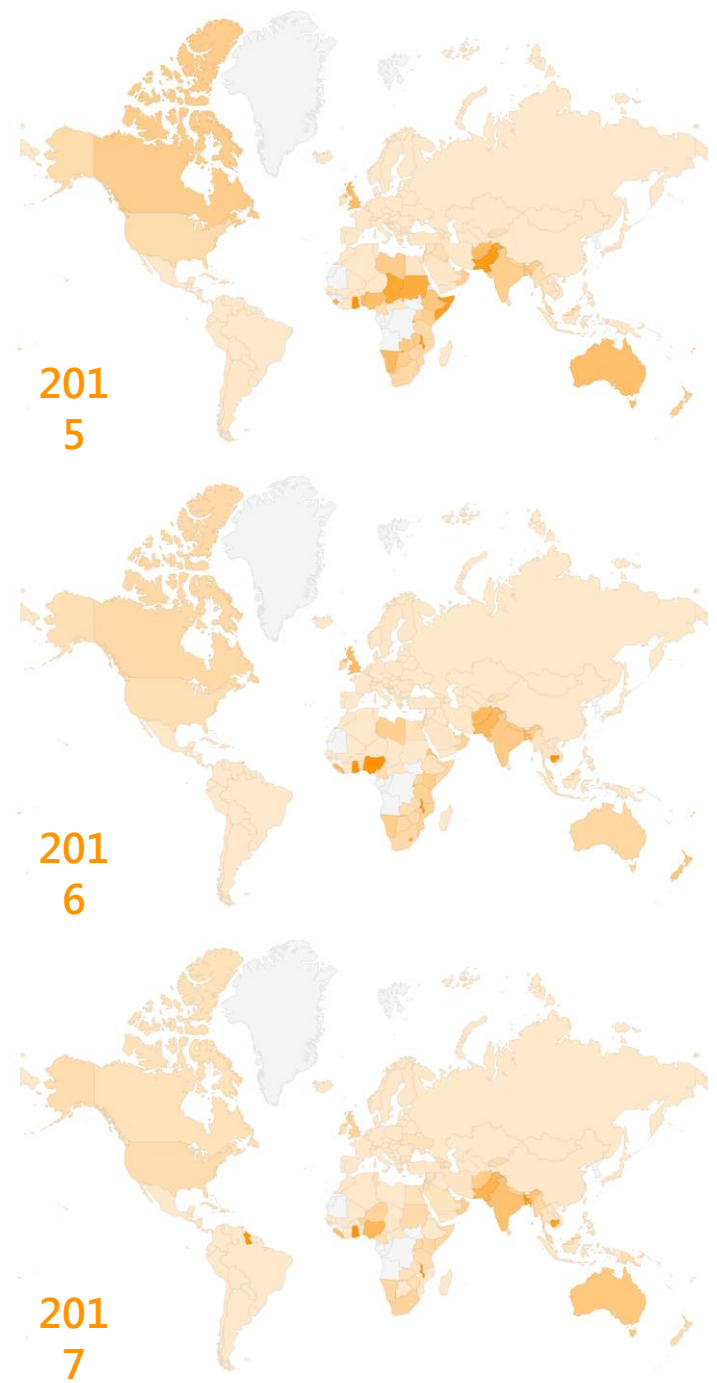


Country	Articles
United States	2,648
United Kingdom	1,047
Australia	748
India	505
Canada	204
South Africa	204
Nigeria	137
Ghana	91
United Arab Emirates	77
Malaysia	69

Country	Articles
United Kingdom	66
United States	46
India	44
Malaysia	15
South Africa	11
United Arab Emirates	8
Indonesia	7
Pakistan	6
Australia	6
Bangladesh	5



TRF Related



Country	Articles per Pub.
Gambia	8.33
Ghana	4.25
United States Virgin Islands	3.50
Malawi	3.13
Cambodia	2.23
Guam	2.00
Nigeria	1.78
Bangladesh	1.70
Guyana	1.67
Pakistan	1.53
Brunei Darussalam	1.33
Sierra Leone	1.22
Afghanistan	1.06
Rwanda	1.00
Saint Lucia	1.00
Palau	1.00
British Indian Ocean Territory	1.00
Trinidad and Tobago	0.95
United Kingdom	0.91
Somalia	0.86

201
5

201
6

201
7

Country	Articles per Pub.
Malta	0.20
Bangladesh	0.14
Mozambique	0.13
Virgin Islands, British	0.13
Kuwait	0.12
Pakistan	0.11
Benin	0.11
Qatar	0.10
India	0.07
Rwanda	0.06
Malaysia	0.06
United Arab Emirates	0.05
Ghana	0.05
Holy See (Vatican City State)	0.05
Sri Lanka	0.05
Cambodia	0.05
Singapore	0.04
Cyprus	0.04
Tanzania	0.03
South Africa	0.03

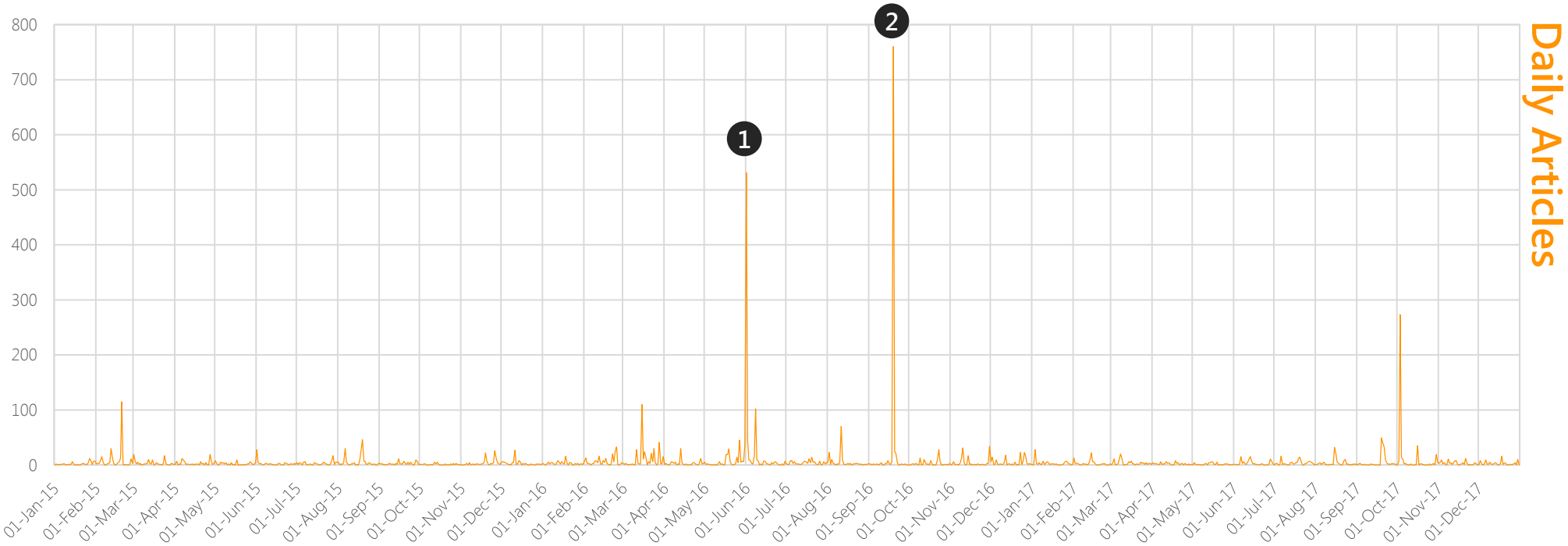
Debt Bondage

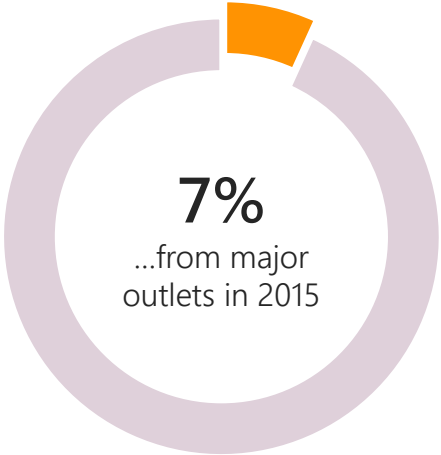


Articles by Year

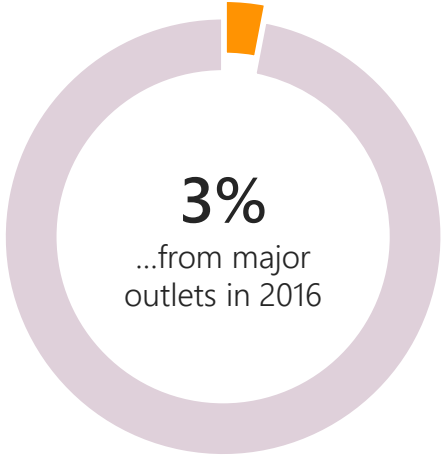
2015	1,237
2016	3,239
2017	1,457

- 1 Debt Bondage saw massive coverage in 2016 as a result of the report on May 31st 2016 which highlighted India specifically.
- 2 The 19th September 2016 saw a peak as a result of Hawaiian promises of support for victims and reform of the legal system to protect fisherman caught in a form of Debt Bondage on fishing vessels.
- Beyond these two events Debt Bondage was quite minor reflecting its limited exposure to the western world where most coverage and action originates from.
- This issue of regional focus was compounded by the UN having to defend the statistics released on 31st May to confirm that they were not singling out India.

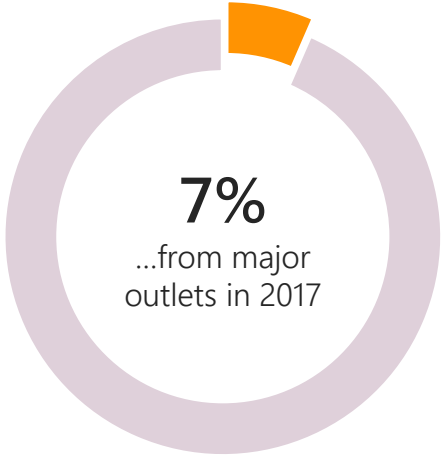




■ Key Publications ■ Overall



■ Key Publications ■ Overall



■ Key Publications ■ Overall

Outlet	Articles
The Times of India	22
Thomson Reuters Foundation	11
The Guardian	5
The Huffington Post	2
Business Insider	2
Financial Times	1
The Washington Post	0
The Independent	0
Telegraph.co.uk	0
Los Angeles Times	0
Time Magazine	0

Outlet	Articles
The Times of India	34
Thomson Reuters Foundation	30
The Guardian	2
The Huffington Post	1
The Washington Post	0
Business Insider	0
The Independent	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

Outlet	Articles
The Times of India	28
Thomson Reuters Foundation	24
The Guardian	8
Business Insider	2
The Huffington Post	1
Los Angeles Times	1
Time Magazine	1
The Washington Post	0
The Independent	0
Telegraph.co.uk	0
Financial Times	0

*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.

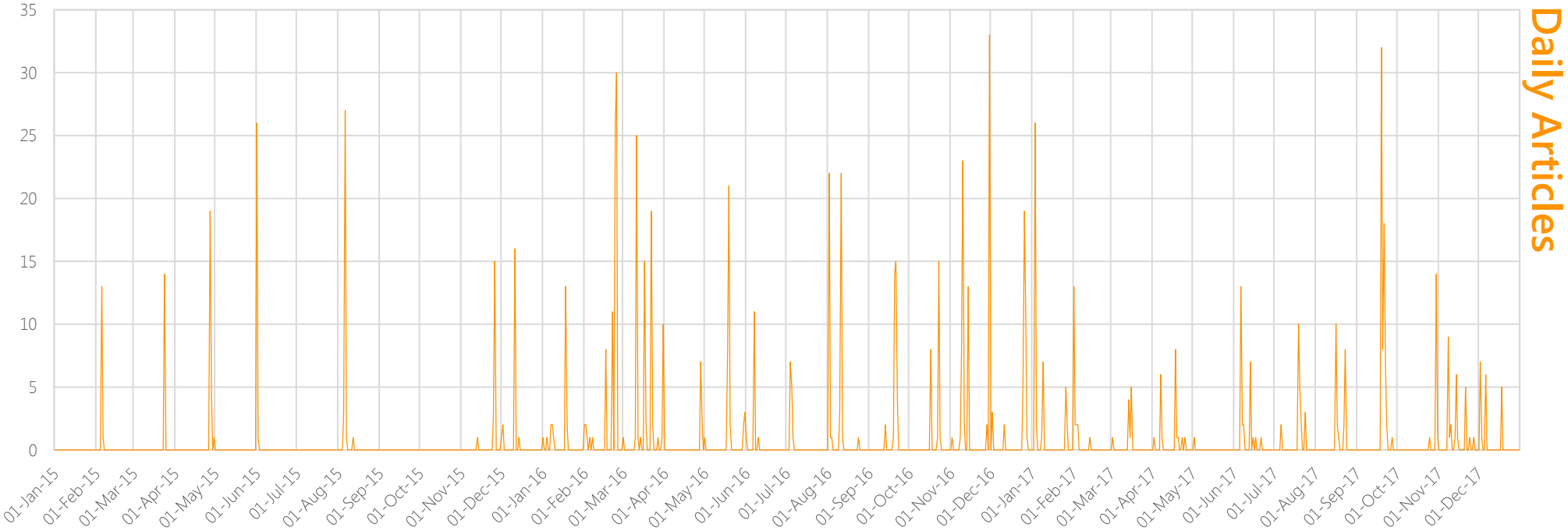
Articles by Year

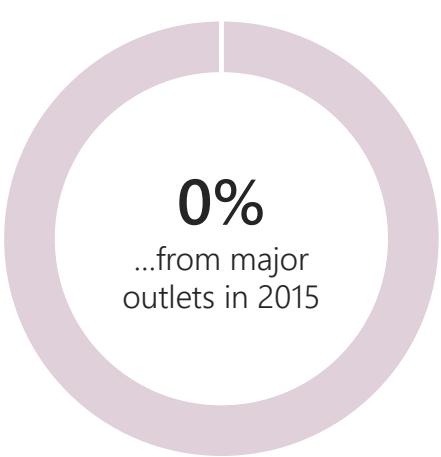
2015 151

2016 491

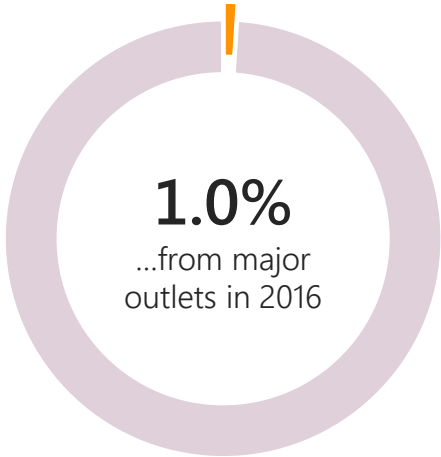
2017 297

- Debt Bondage followed the pattern of Forced Labour with a peak in 2016 articles generated by the Thomson Reuters Foundation.
- The spike in coverage on the 30th November 2016 consisted of a series of stories covering the conjoining of various hotel groups in the fight against modern slavery.
- Similar to Forced Labour, coverage regarding Debt Bondage began after the November/December 2016 award given to NXP. The award-winner specifically highlighted their desire to combat Debt Bondage in their press release, in which included a reference to the increasingly positive impact that the Thomson Reuters Foundation has made toward combatting Debt Bondage
- The above illustrates that Debt Bondage and Forced Labour share a strong link following the overlap of multiple peaks in coverage, exemplified by coverage driven on the 19th September 2017.
- The Thomson Reuters Foundation saw a high level of contribution to the debt bondage discussion across all three years, rising from 12.2% of the conversation to 20.4% of the conversation.
- This was largely the result of general coverage of debt bondage dropping off significantly in 2017 whilst the Thomson Reuters Foundation continued to generate content on the issue.
- Whilst this may at first seem to show that the Foundation hasn't had an impact on highlighting the issue, in reality when considering that the proportion of articles in major outlets driven by the Thomson Reuters Foundation it is clear that the issue of debt bondage is in an earlier stage of widespread recognition.
- This can be seen because with the Thomson Reuters Foundation seeing no articles in major outlets in 2015, it saw 17, or 6%, in 2017, demonstrating that the issue is being increasingly highlighted.

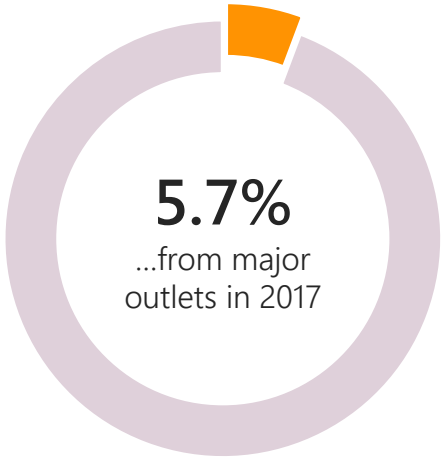




■ Key Publications ■ Overall



■ Key Publications ■ Overall



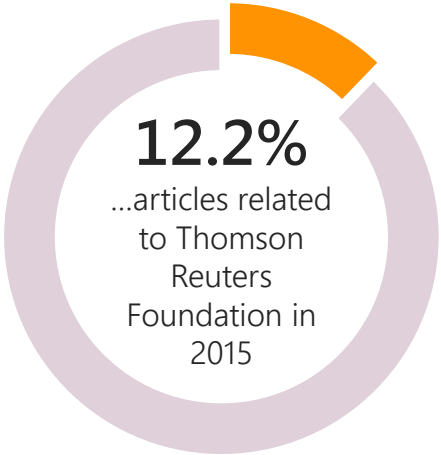
■ Key Publications ■ Overall

Outlet	Articles
The Huffington Post	0
The Washington Post	0
The Guardian	0
Business Insider	0
The Independent	0
Telegraph.co.uk	0
The Times of India	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

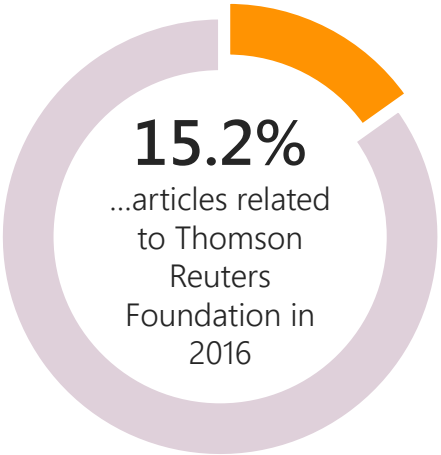
Outlet	Articles
The Huffington Post	1
The Times of India	1
The Washington Post	0
The Guardian	0
Business Insider	0
The Independent	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

Outlet	Articles
The Times of India	9
Business Insider	1
The Huffington Post	0
The Washington Post	0
The Guardian	0
The Independent	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

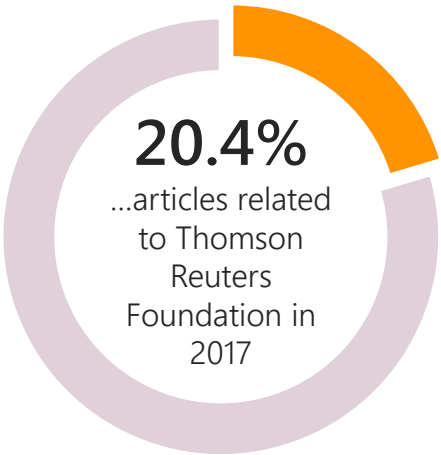
*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.



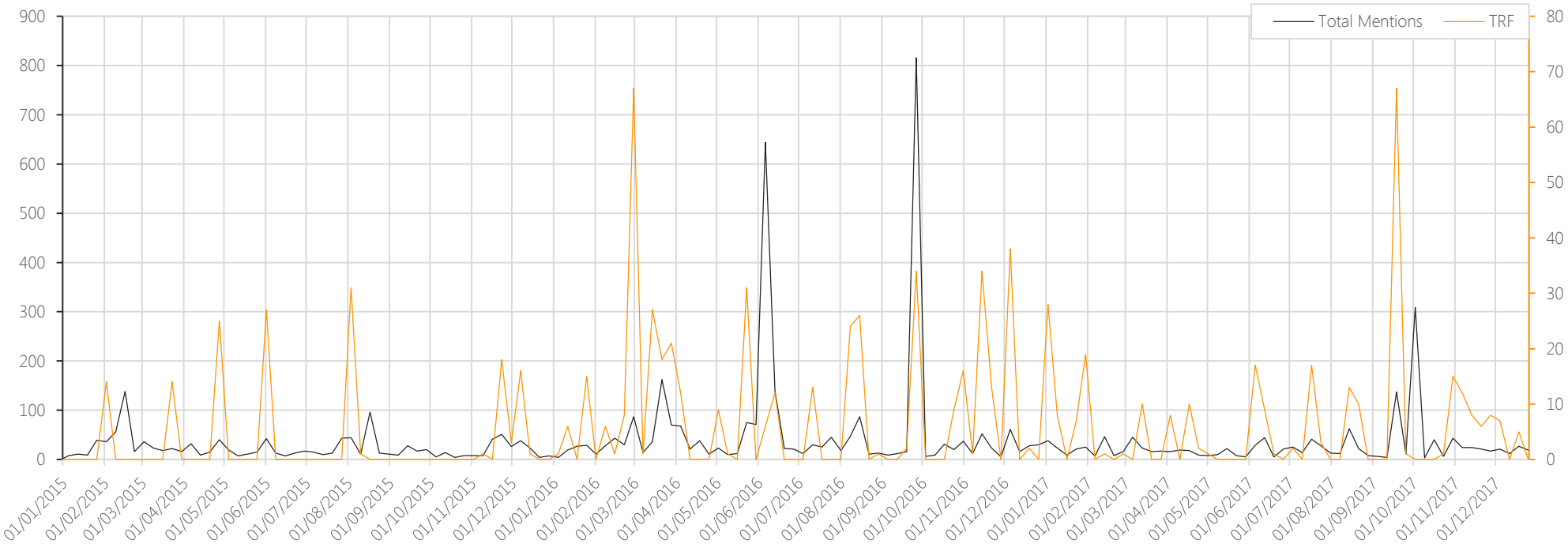
Thomson Reuters Total

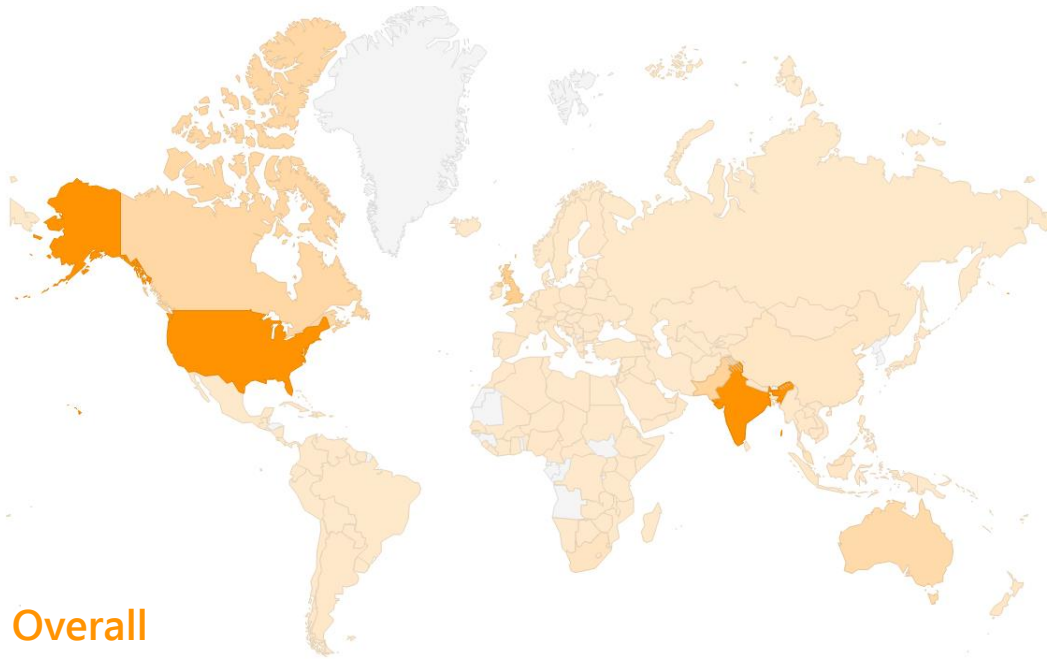


Thomson Reuters Total



Key Publications Overall



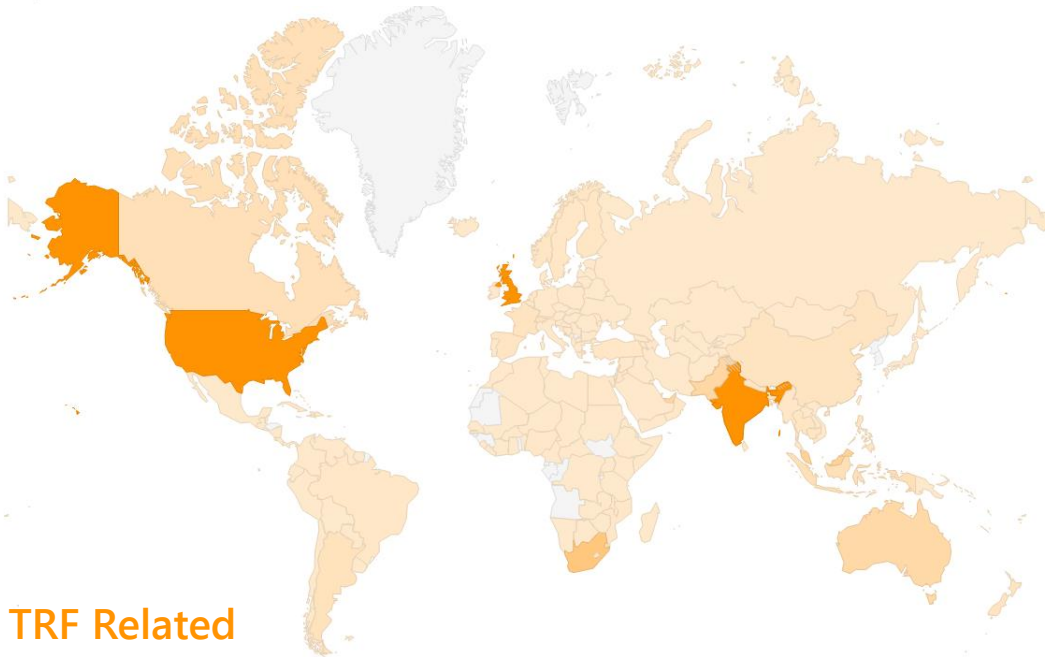


Overall



Country	Articles
United States	2,485
India	1,393
United Kingdom	378
Pakistan	293
Canada	241
Australia	200
Singapore	87
Malaysia	74
United Arab Emirates	74
South Africa	66

Country	Articles
United States	218
United Kingdom	203
India	184
Singapore	51
South Africa	42
Malaysia	28
United Arab Emirates	25
Pakistan	21
Australia	20
Canada	11



TRF Related



Country	Articles per Pub.
Pakistan	2.17
India	1.04
Guam	1.00
United States Virgin Islands	1.00
Bangladesh	0.83
Qatar	0.67
Guyana	0.67
Nepal	0.64
Cambodia	0.59
Oman	0.55
Virgin Islands, British	0.43
Malta	0.28
Antigua and Barbuda	0.25
Armenia	0.23
Bahrain	0.21
Kuwait	0.20
Afghanistan	0.18
Namibia	0.18
Maldives	0.17
Myanmar	0.15

201
5

201
6

201
7

Country	Articles per Pub.
Malta	0.24
Cambodia	0.18
Pakistan	0.16
India	0.14
Nepal	0.14
Qatar	0.12
Kuwait	0.12
Bangladesh	0.11
Oman	0.10
Singapore	0.08
Mozambique	0.07
Malaysia	0.05
Holy See (Vatican City State)	0.05
Myanmar	0.05
United Arab Emirates	0.04
South Africa	0.04
United Kingdom	0.04
Cyprus	0.04
Jordan	0.03
New Zealand	0.02

Domestic Slavery



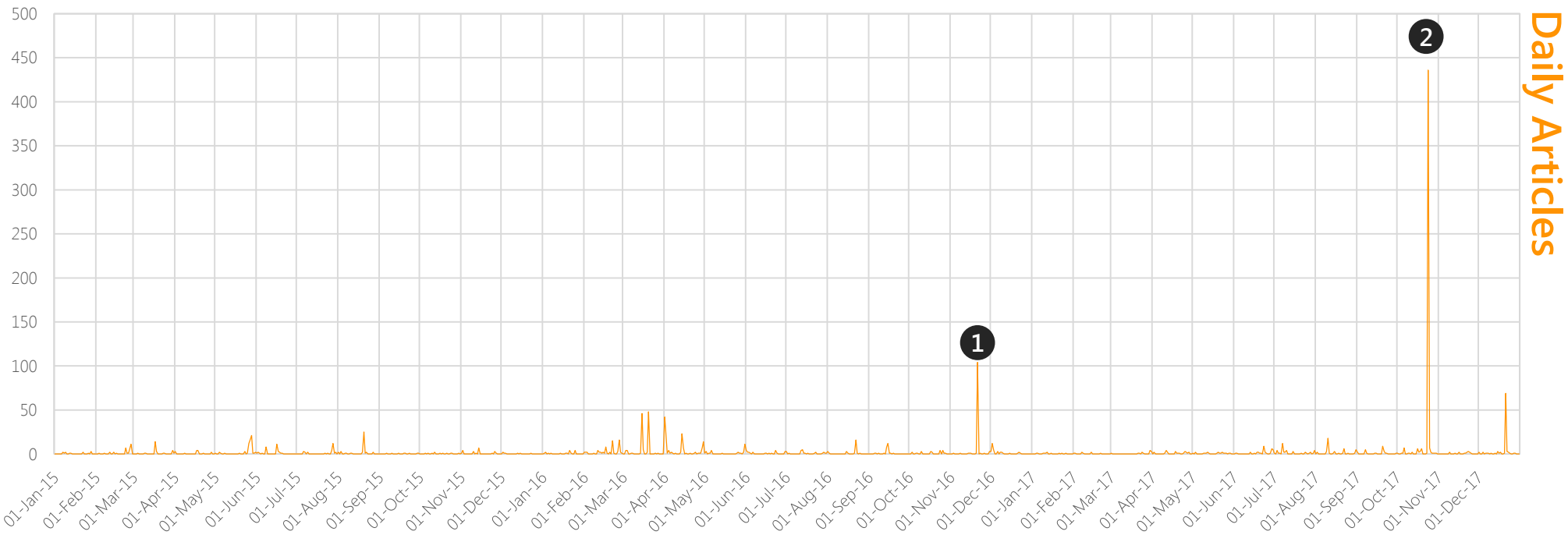
Articles by Year

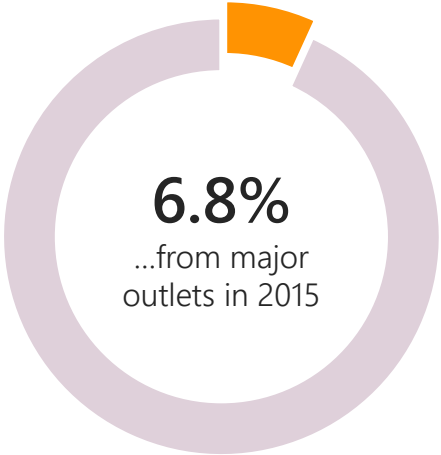
2015 298

2016 633

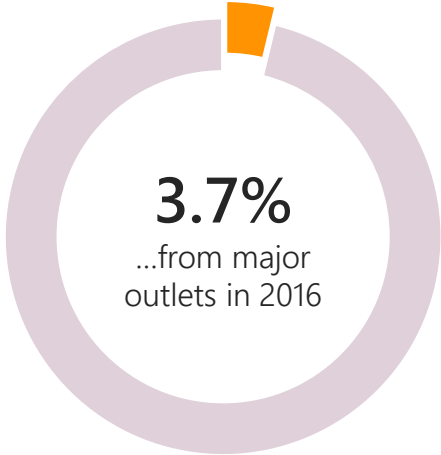
2017 811

- 1 The 21st November 2016 saw police chiefs disclosing figures as they stepped up activities to tackle modern slavery, illustrated by over 40 children being detected among 1,689 potential victims identified in a recent crackdown on modern slavery. The eminence of Domestic Slavery was further compounded by Theresa May describing it as a “scourge”, alongside modern slavery.
- 2 The 24th October 2017 led to further articles criticising police, who had let down Domestic Slavery victims. These findings came off the back of a report by the Inspector of Constabulary Wendy Williams.
 - The impact of Domestic Slavery was therefore largely focused on the UK and the police force, as they features in multiple stories relating to the issue.
 - This type of slavery was perceived as being the least successfully tackled, primarily as a result of policing and border failures.

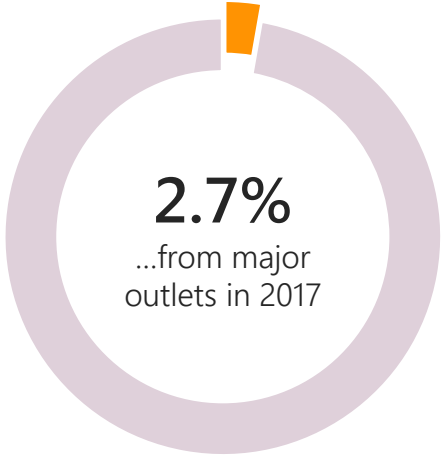




■ Key Publications ■ Overall



■ Key Publications ■ Overall



■ Key Publications ■ Overall

Outlet	Articles
Thomson Reuters Foundation	11
The Guardian	5
The Huffington Post	1
Business Insider	1
The Times of India	1
The Washington Post	0
The Independent	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

Outlet	Articles
Thomson Reuters Foundation	31
The Guardian	2
The Times of India	2
The Huffington Post	1
The Independent	1
Time Magazine	1
The Washington Post	0
Business Insider	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0

Outlet	Articles
Thomson Reuters Foundation	30
The Times of India	4
Business Insider	2
The Huffington Post	1
The Independent	1
Time Magazine	1
The Washington Post	0
The Guardian	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0

*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.

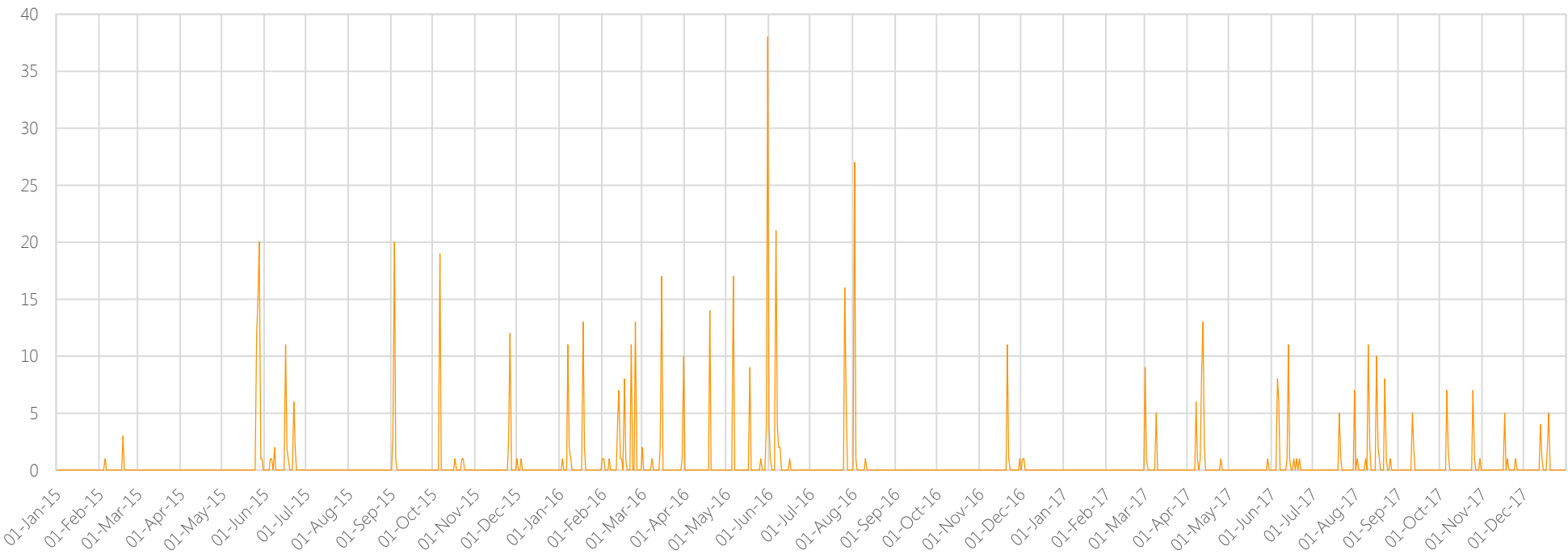
Articles by Year

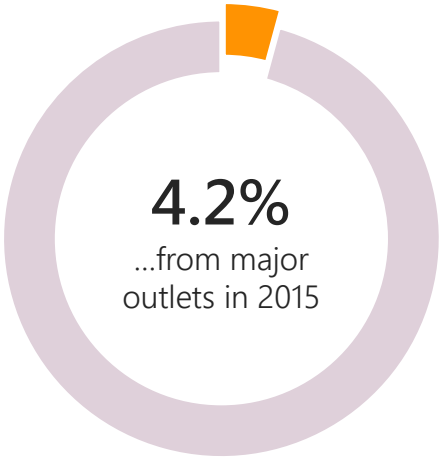
2015 142

2016 295

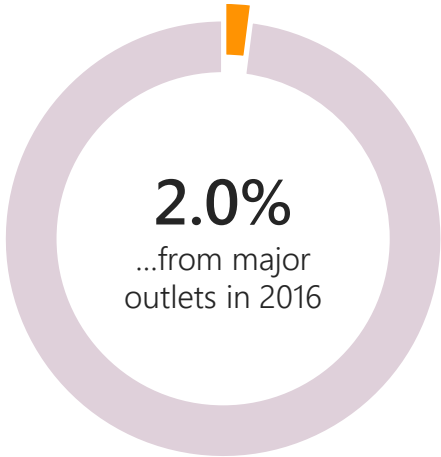
2017 173

- The 31st May 2016 spiked in coverage following the publication of a study covering statistics on India’s staggering figure of 18 million slaves – the largest volume of slaves anywhere in the world.
- The interest generated in 2017 was demonstrably different from that which was generated in 2015 and 2016, with fewer peaks in coverage, but at a more sustained level of coverage.
- The Thomson Reuters Foundation was again seen as the key contact to speak to, with Aidan McQuade being interviewed by them following Theresa May’s pledge to double its aid toward combatting Domestic Slavery.
- What can be seen from the above is that the Thomson Reuters Foundation increased its coverage in conjunction with Domestic Slavery in 2016 considerably.
- Of interest though is the proportional drop off in the contribution of the Foundation to the issue of domestic slavery in 2017, from 50.5% in 2016 to 21.8%.
- What this demonstrates is that the Thomson Reuters Foundation was instrumental in highlighting the issue of domestic slavery allowing it to become self-sustaining in terms of generating articles.

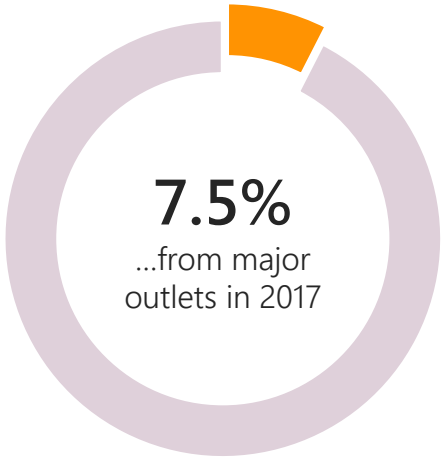




■ Key Publications ■ Overall



■ Key Publications ■ Overall



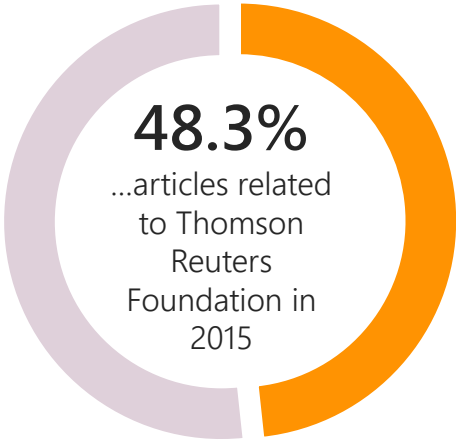
■ Key Publications ■ Overall

Outlet	Articles
Business Insider	2
The Huffington Post	0
The Washington Post	0
The Guardian	0
The Independent	0
Telegraph.co.uk	0
The Times of India	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

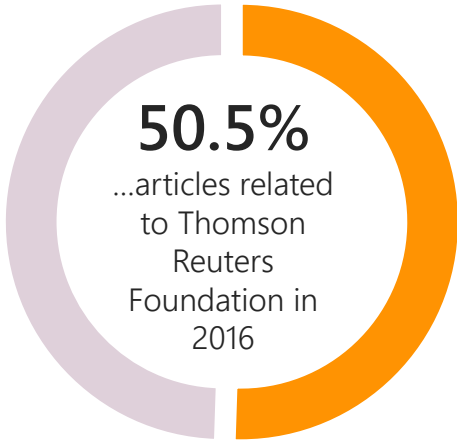
Outlet	Articles
The Guardian	2
The Huffington Post	1
The Times of India	1
The Washington Post	0
Business Insider	0
The Independent	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

Outlet	Articles
The Times of India	7
The Huffington Post	0
The Washington Post	0
The Guardian	0
Business Insider	0
The Independent	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

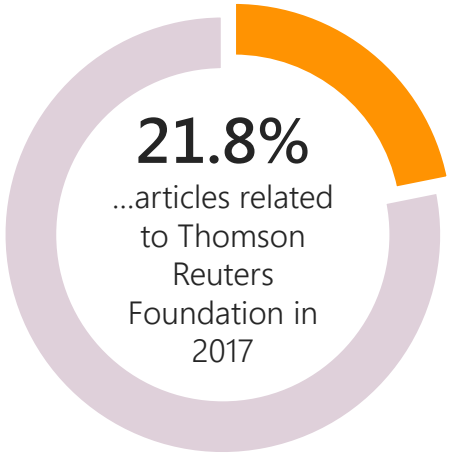
*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.



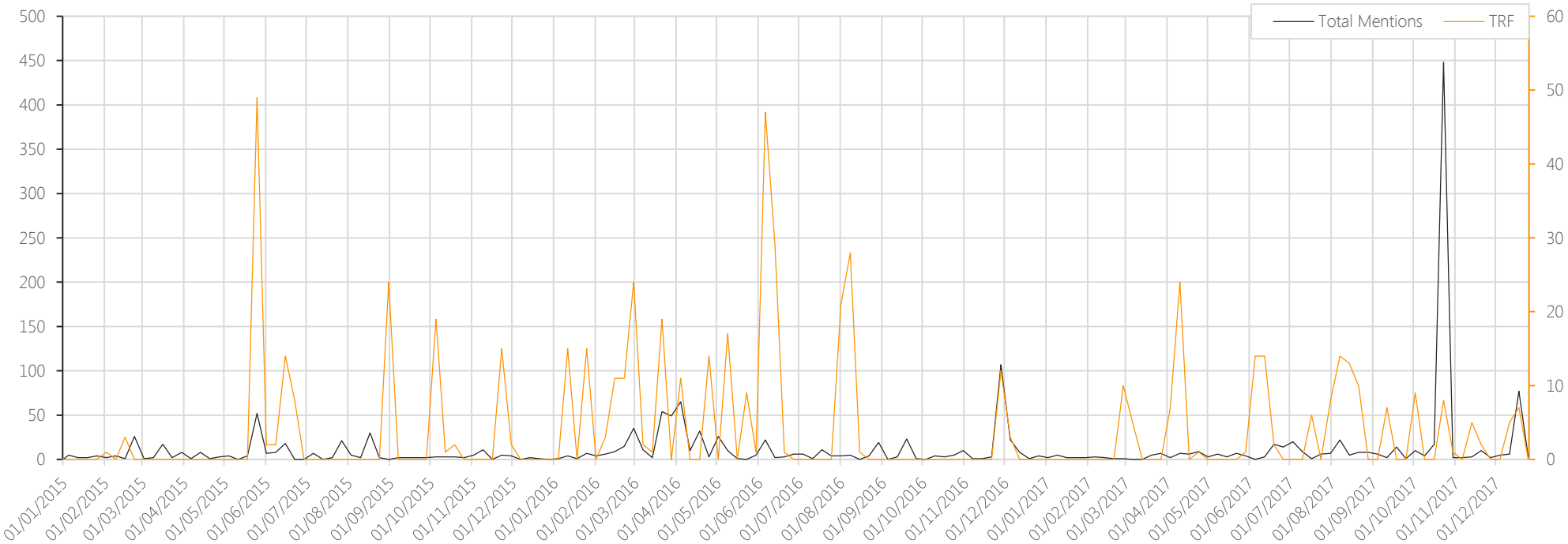
Thomson Reuters Total

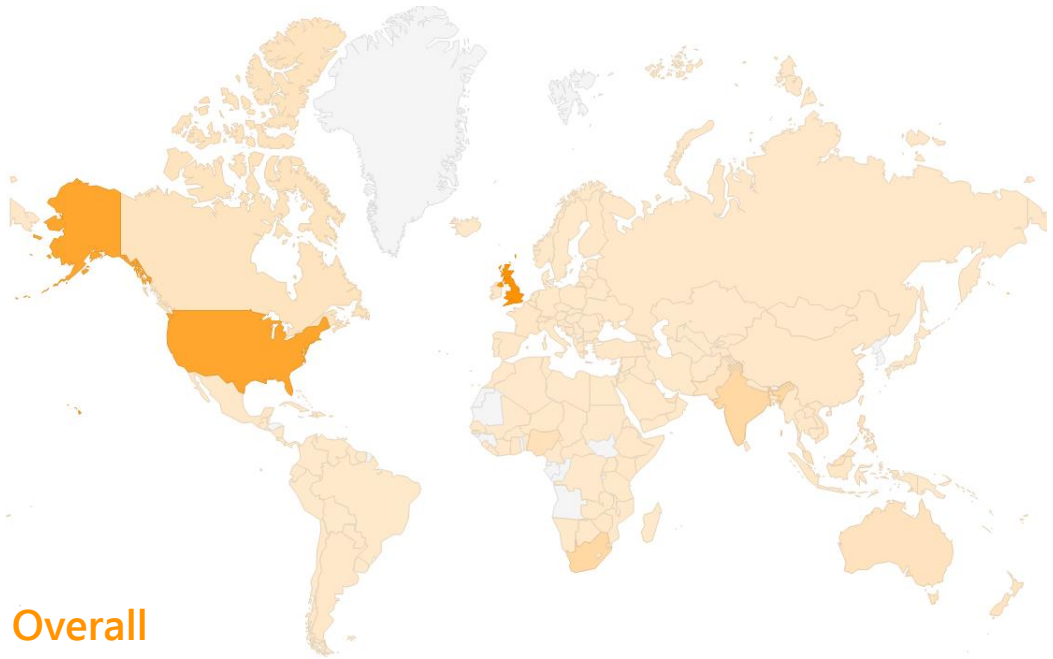


Thomson Reuters Total



Key Publications Overall

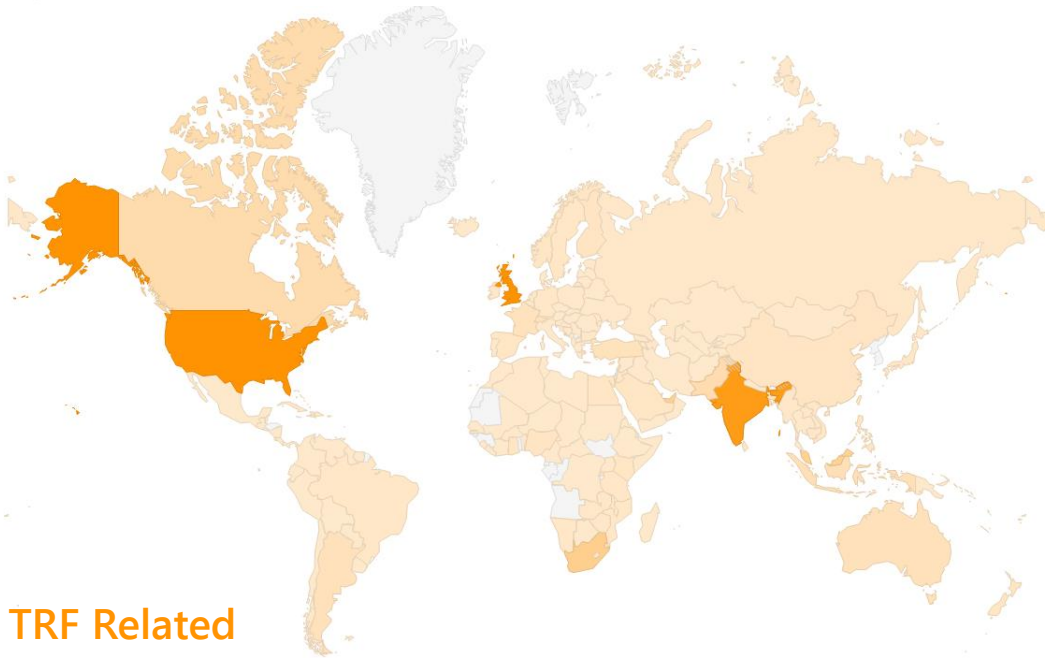




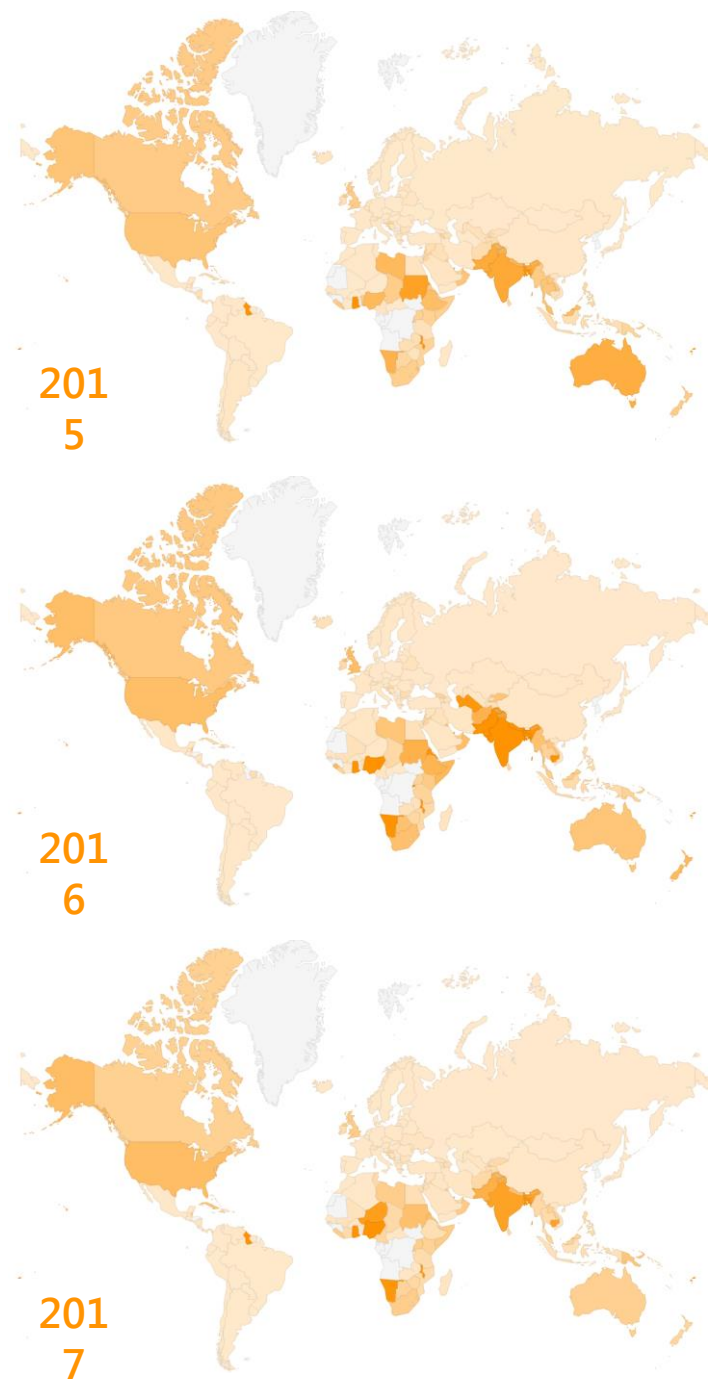
Overall

Country	Articles
United Kingdom	540
United States	68
South Africa	45
India	21
Nigeria	15
Malaysia	12
Hong Kong	12
Philippines	9
Singapore	8
Australia	7

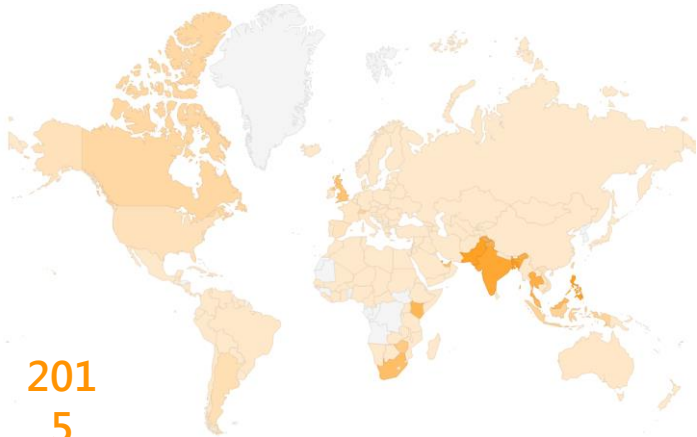
Country	Articles
United Kingdom	68
United States	44
India	34
South Africa	12
Malaysia	9
Indonesia	8
Philippines	5
Bangladesh	4
Qatar	4
China	3



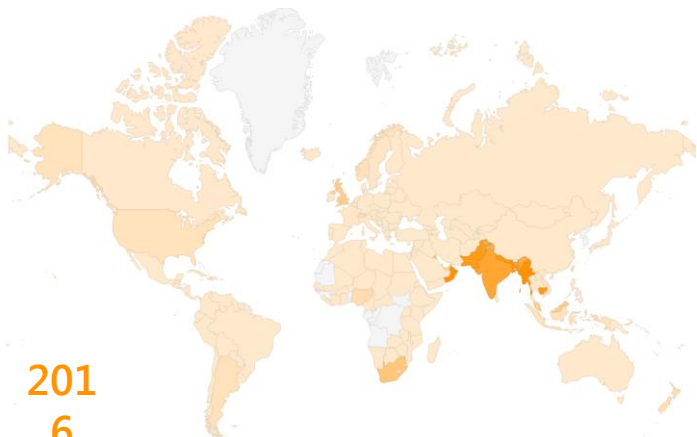
TRF Related



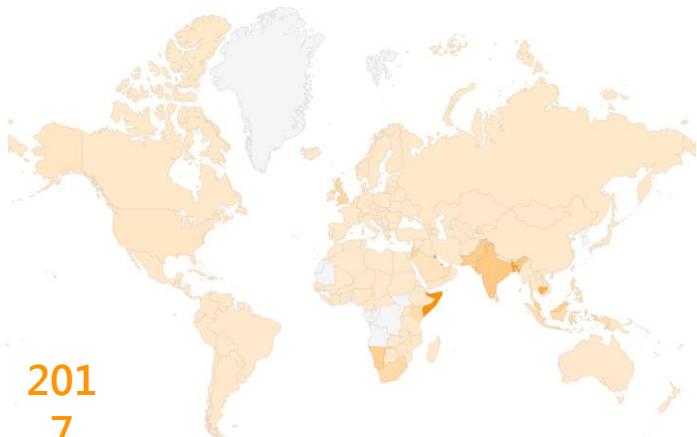
Country	Articles per Pub.
Fiji	0.22
Bangladesh	0.20
Ethiopia	0.20
Niger	0.20
Qatar	0.18
Swaziland	0.17
United Kingdom	0.15
Pakistan	0.15
Somalia	0.14
Botswana	0.13
Malta	0.12
Nigeria	0.11
Benin	0.11
Bahrain	0.11
Oman	0.10
Trinidad and Tobago	0.10
Cambodia	0.09
Barbados	0.08
South Africa	0.08
Kuwait	0.07



2015



2016



2017

Country	Articles per Pub.
Somalia	0.14
Bangladesh	0.13
Qatar	0.12
Malta	0.12
Myanmar	0.10
Cambodia	0.09
Pakistan	0.08
India	0.08
Kuwait	0.07
Singapore	0.07
Holy See (Vatican City State)	0.05
Oman	0.05
Nepal	0.05
Malaysia	0.04
South Africa	0.04
Bahrain	0.04
United Kingdom	0.03
United Arab Emirates	0.03
Philippines	0.02
Kenya	0.02

Refugees

NB: the same content was covered through the lens other topics



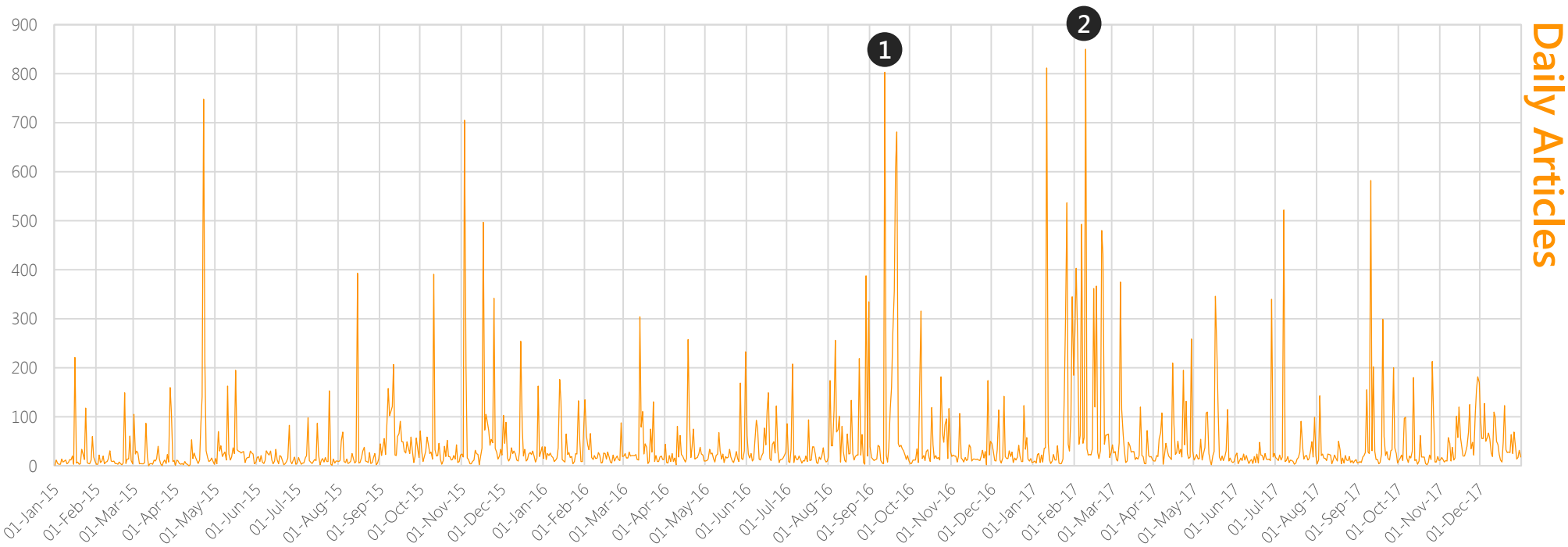
Articles by Year

2015 13,134

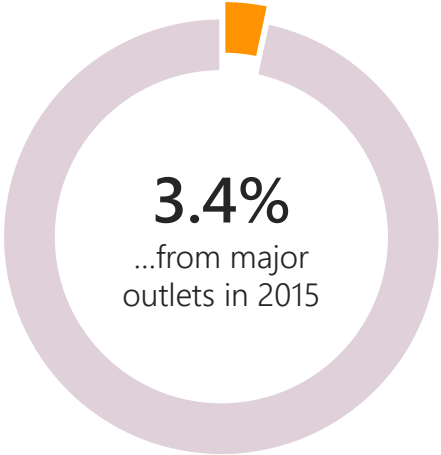
2016 16,468

2017 20,879

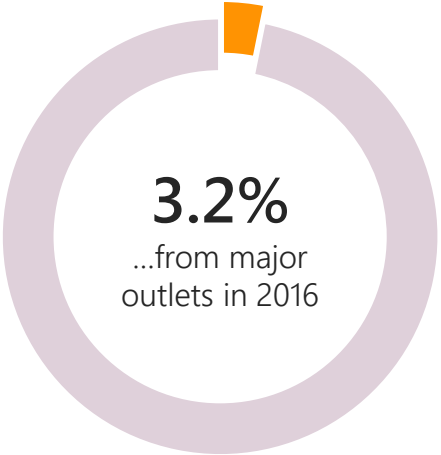
- 1 The 12th September 2016 saw coverage from an unlikely source, as Rashida Jonas highlighted the issue of refugees and their enslavement at the New York Fashion Week.
- 2 The 9th February 2017 saw the highest level of coverage as a result of the abandonment of the Dubs arrangement which pledged to help child refugees. The impact of this was significant as it was recognised as potentially pushing more people into slavery by closing transit routes.
- Overall the issue of the enslavement of refugees was significant and grew over the period.
- This was due to the increasing number of stories coming out of Libya about abuse of migrants there.
- Most notably CNN produced a video showing a slave auction and in doing so highlighted that it is a growing issue in the region as order continues to break down.



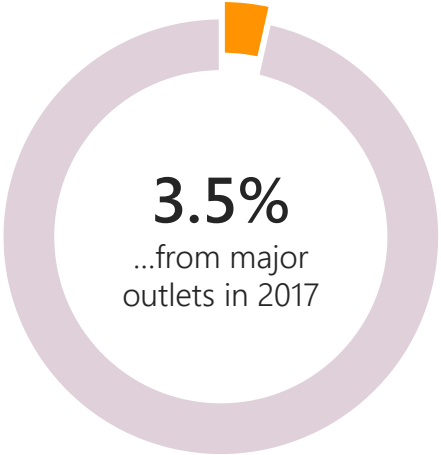
Daily Articles



■ Key Publications ■ Overall



■ Key Publications ■ Overall



■ Key Publications ■ Overall

Outlet	Articles
The Guardian	44
The Independent	29
The Huffington Post	22
The Washington Post	19
Thomson Reuters Foundation	12
Time Magazine	9
The Times of India	8
Financial Times	7
Telegraph.co.uk	6
Los Angeles Times	6
Business Insider	4

Outlet	Articles
The Guardian	82
Thomson Reuters Foundation	49
The Independent	33
The Huffington Post	22
The Washington Post	19
Time Magazine	15
Financial Times	9
The Times of India	8
Business Insider	5
Telegraph.co.uk	3
Los Angeles Times	3

Outlet	Articles
The Guardian	75
Thomson Reuters Foundation	54
The Independent	51
The Washington Post	36
The Huffington Post	31
Business Insider	21
The Times of India	13
Financial Times	12
Time Magazine	11
Telegraph.co.uk	10
Los Angeles Times	5

*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.

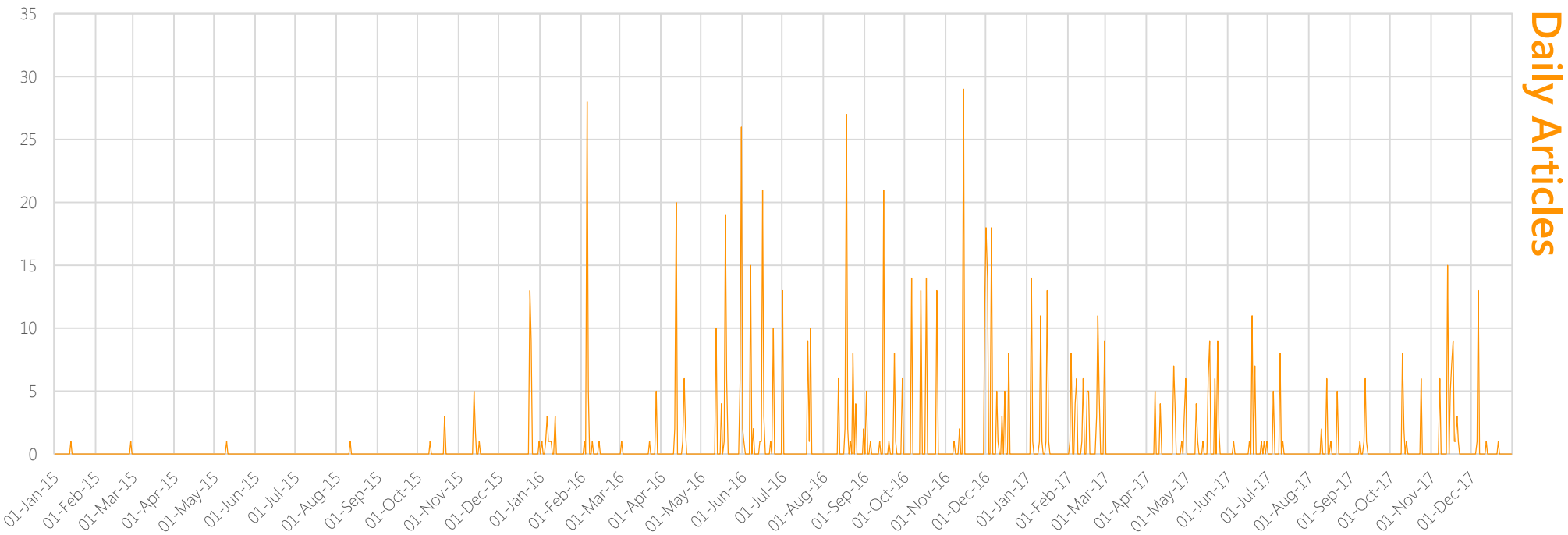
Articles by Year

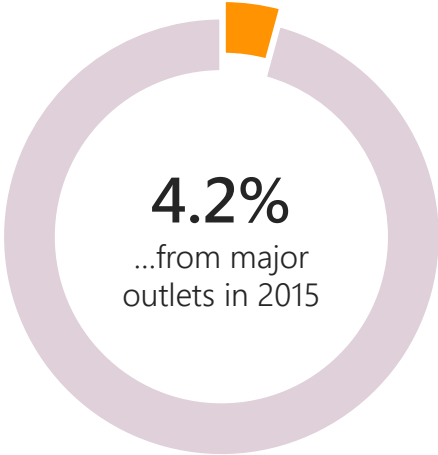
2015 39

2016 513

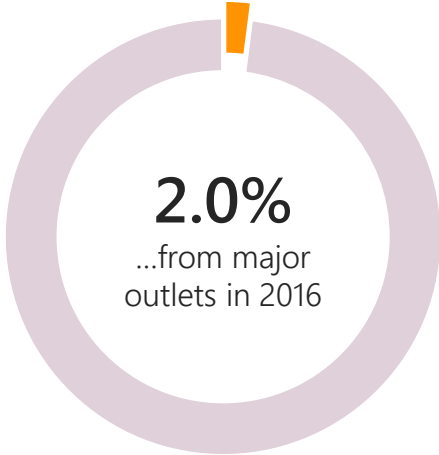
2017 316

- The spike on November 14th 2016 came as a result of a report by the Freedom Fund which highlighted the uneven response by the UN and international community.
- In an interview with the Thomson Reuters Foundation, Nick Grono, Freedom Fund’s CEO, called for the appointment of a UN special coordinator on modern slavery to address the issue of trafficking migrants and enslaving them.
- Overall however the impact of the Thomson Reuters Foundation on the discussion of migrants and refugees being enslaved was low and although it did see a marked jump from 2015 to 2016 in total coverage, it still accounted for a relatively small amount of the conversation, peaking at 3.1% in 2016.
- In this instance then it seems that the Foundation has been following rather than driving the coverage.

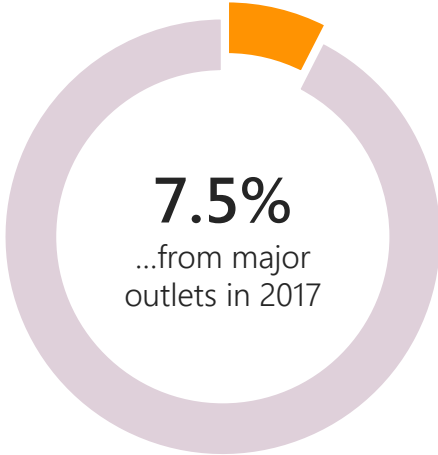




■ Key Publications ■ Overall



■ Key Publications ■ Overall



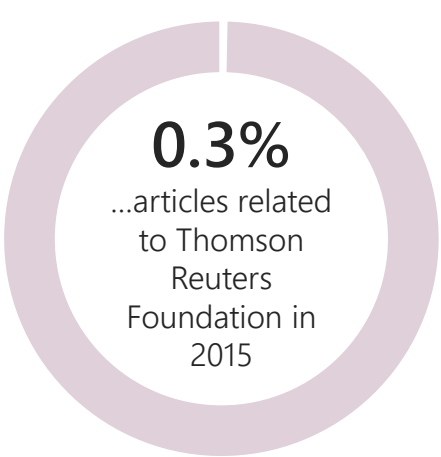
■ Key Publications ■ Overall

Outlet	Articles
The Huffington Post	1
Business Insider	1
The Washington Post	0
The Guardian	0
The Independent	0
Telegraph.co.uk	0
The Times of India	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

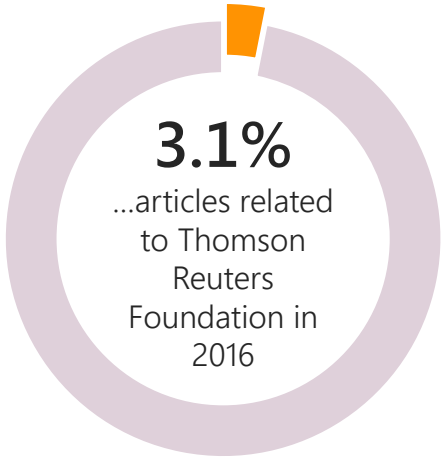
Outlet	Articles
The Huffington Post	4
The Guardian	1
The Washington Post	0
Business Insider	0
The Independent	0
Telegraph.co.uk	0
The Times of India	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

Outlet	Articles
The Times of India	5
The Huffington Post	0
The Washington Post	0
The Guardian	0
Business Insider	0
The Independent	0
Telegraph.co.uk	0
Los Angeles Times	0
Financial Times	0
Time Magazine	0

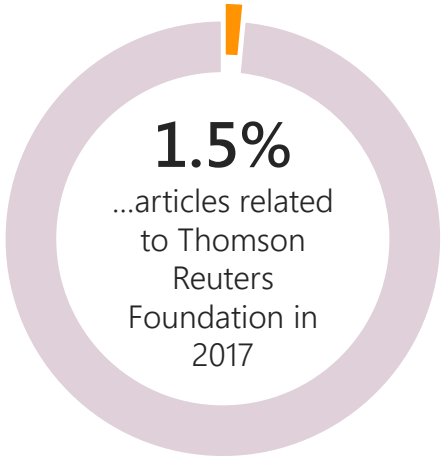
*The top ten publications have been identified based on their reach and the amount of content they produce in relation to modern slavery.



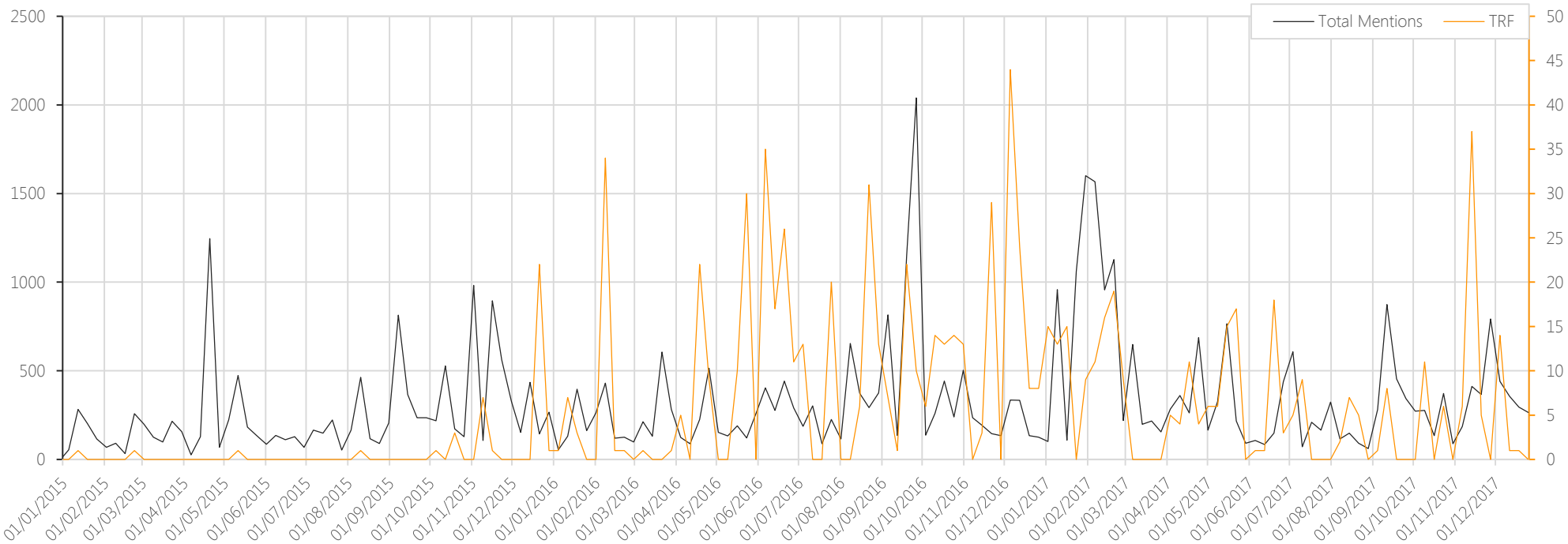
Thomson Reuters Total

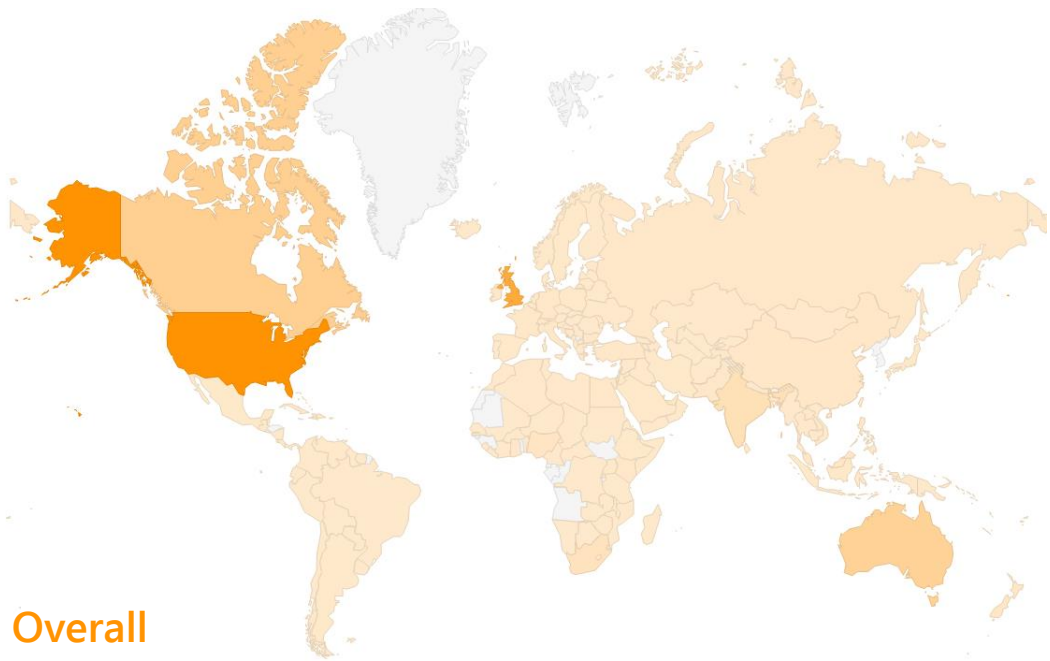


Thomson Reuters Total



Key Publications Overall



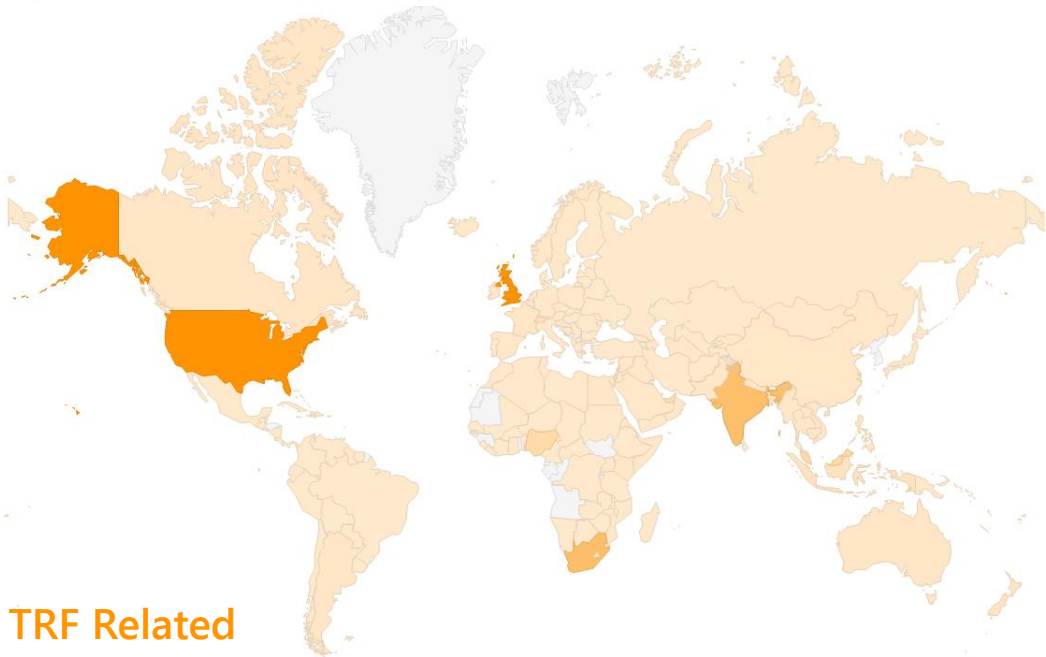


Overall

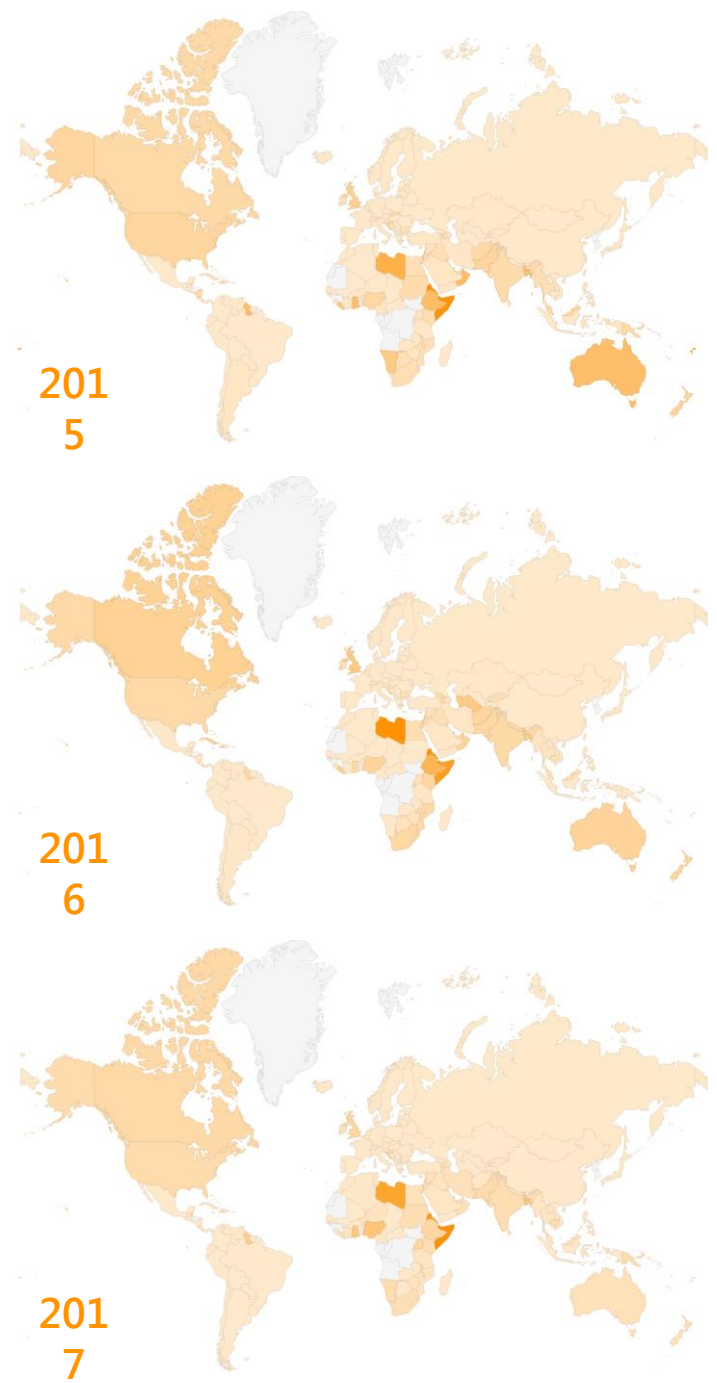


Country	Articles
United States	11,141
United Kingdom	3,582
Canada	1,615
Australia	662
India	543
Nigeria	376
South Africa	357
China	148
United Arab Emirates	145
Singapore	110

Country	Articles
United Kingdom	111
United States	107
South Africa	25
India	23
Singapore	6
United Arab Emirates	5
Malaysia	3
Canada	2
China	2
Pakistan	2



TRF Related



Country	Articles per Pub.
Eritrea	9.33
Somalia	9.29
Libyan Arab Jamahiriya	5.64
Guam	4.67
United States Virgin Islands	3.50
Bangladesh	2.91
Qatar	2.57
Ethiopia	2.40
Holy See (Vatican City State)	2.30
Ghana	2.15
Malta	2.04
Nigeria	2.01
Guyana	2.00
Gambia	2.00
Saint Lucia	2.00
United Kingdom	1.67
Fiji	1.67
Oman	1.40
Samoa	1.40
Australia	1.39

201
5

201
6

201
7

Country	Articles per Pub.
Somalia	0.14
Benin	0.11
Bahrain	0.11
Qatar	0.10
Oman	0.10
Kuwait	0.10
Nepal	0.09
Cambodia	0.09
Barbados	0.08
Malta	0.08
Bangladesh	0.08
Nigeria	0.08
Singapore	0.07
South Africa	0.06
Kyrgyzstan	0.06
Kenya	0.05
Malaysia	0.05
India	0.05
United Kingdom	0.05
Syrian Arab Republic	0.04

Appendix

Annex 1.
Major Outlets

Outlets			
ABC News	Estadão	Panapress	The Huffington Post
Africa Online	Express India	PBS NewsHour	The Independent
The Asahi Shimbun	FAZ.net	People's Daily	The Indian Express
Al Jazeera English	Financial Times	Philstar	The Irish Times
Al-Ahram Weekly	Folha de S.Paulo	Politico Europe	The Japan News
All Africa	Forbes	PravdaReport	The Jerusalem Post
Bangkok Post	France 24	Radio Netherlands Worldwide	The Korea Times
BBC News	Haaretz	Radio New Zealand	The Manila Times Online
Business Insider	Hürriyet Daily News	RT.com	The Nation
CBC News	United Nations (IRIN)	South China Morning Post	The New Yorker
CBS News	Irish Independent	Spiegel Online	The Spectator
Chosun	Japan Times Online	Standard Digital News Kenya	The St.Petersburg Times
Clar	La Tercera	Sveriges Radio	The Sydney Morning Herald
CNN	Le Monde	Taipei Times	The Times Of India
Corriere Della Sera	Le Parisien	Telegraph.co.uk	The Washington Post
CTV News	Los Angeles Times	The Atlantic	The Week UK
Daily Nation	Mail & Guardian	The China Post	The Zimbabwe Independent
Deutsche Welle	Neue Z	The Economist	Time Magazine
El Mercurio	New Statesman	The Globe and Mail	Tribune de Gen
El Mundo	New Straits Times	The Guardian	USA Today
El Pais	Newsweek	The Guardian Nigeria	Voice of America
El Universal	Pan-African News Wire	The Hindu	Zimbabwe Independent



■ Specific Form ■ Generic

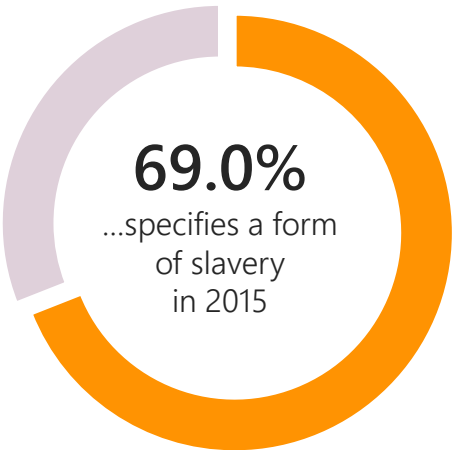


■ Specific Form ■ Generic

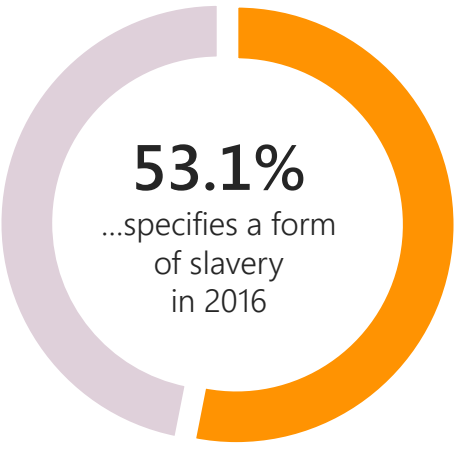


■ Specific Form ■ Generic

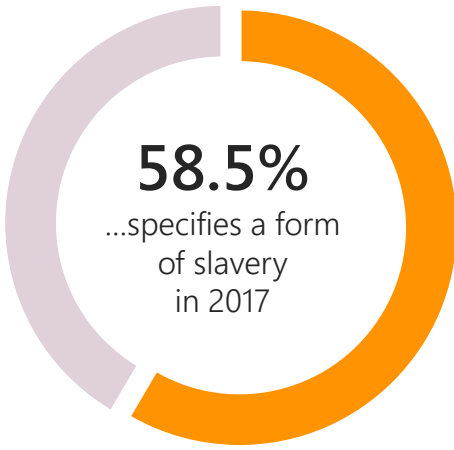
Overall



■ Specific Form ■ Generic



■ Specific Form ■ Generic



■ Specific Form ■ Generic

Foundation
Specific