

MTV's *Hope for Haiti Now*



Overview

At the beginning of 2010, a devastating earthquake occurred in Haiti, prompting an outpour of charitable efforts from people all around the world. In this spirit, MTV Networks collaborated with George Clooney and other high-profile public figures to organize a two hour global telethon called "Hope For Haiti Now: A Global Benefit for Earthquake Relief," to raise money for the tragedy that struck the poorest country in the Americas.

Challenge

In addition to broadcasting the event to television sets worldwide, MTV wanted to deliver a live-stream of the event to mobile users in order to reach an even broader audience. There was an unprecedented sense of urgency to provide humanitarian aid so the global broadcast as was scheduled just 10 days after the quake, making speed of deployment critical. For this reason, and to reach an affluent mobile segment as well as take advantage of the broad distribution opportunity through Apple's App Store, MTV focused on the iPhone community.

HIGHLIGHTS

- 48H turnaround for iPhone App
- 100k+ apps downloaded in first 24H from iPhone App Store
- \$61M raised in donations in the first week

“We're doing a ton of iPhone apps, and Kyte gives us a low cost, quick-to-market solution for these projects.”

- Michael Scogin
Vice President of Wireless for MTV

Solution

Based on successful past collaborations, MTV approached Kyte again for its unique ability to support the rapid deployment of mobile video applications. Thanks to Kyte's iPhone App Framework, the "Hope For Haiti Now" app for iPhone and iPod Touch devices was delivered in under a day and certified for the iTunes App Store right in time for the televised event. iPhone users could download the app to view the entire two hour global telethon and easily donate money directly from their device in real-time.



Results

- Achieved 48-hour turnaround from inception to submission to the iPhone App Store, just in time for the televised event
- 100,000+ applications installed within the first 24 hours of the app being available for download
- The customized "Donate" module helped raise \$61 million in donations after the first week