

Multimedia Showcase

1. **Organization:** The Securities and Exchange Commission of Sri Lanka (SEC SL)

Video Description:

The Securities and Exchange Commission of Sri Lanka (SEC SL) undertakes intensive investor education programmes to provide investors with requisite skills, knowledge and tools to make informed investment decisions. The SEC SL uses various means to deliver investor education programmes and they include, seminars, workshops, publications, and print and electronic media.

The SEC Sri Lanka also conducts TV and Radio programmes to educate the general public. The SEC publishes investor education content in newspapers and magazines on a regular basis in all three national languages.

The video clips will give an overview of the 3 television series the SEC Sri Lanka conducted on Sirasa TV Sri Lanka. The clip also includes some images of print media articles published by the SEC SL

<https://vimeo.com/169822110>

2. **Organization:** CFA Institute

Name: Bob Stammers

Video:

http://video.cfainstitute.org/services/player/bcpid3799959830001?bckey=AQ~~,AAABE5oc3_E~_Leu10fA0D1vWpwJB6-zOH8qTVXVMQdQm&bctid=4362671395001

Video Description: Principles for secure retirement program and this is a related video.

3. **Organization:** FINRA

Name: Gerri Walsh

Email: gerri.walsh@finra.org

Video Description 1:

FINRA is running an advertising campaign to encourage investors to check the background of an investment professional before doing business with that person. We go online to research everything from restaurants to movies to hotels. So before handing over your hard-earned money, why wouldn't you check out your investment professional or firm first? It's free and easy so check with BrokerCheck.

Video Category: Multimedia Showcase

<https://vimeo.com/170080077>

Video Description 2:

The FINRA Foundation filmed a series of on-the-street interviews with investors to explore their vision of retirement, how they manage their money, and how they think about money. Hear what investors have to say and the tools that FINRA provides to help investors. This video is often shown at the opening of in-person investor forums.

<https://vimeo.com/170099859>

Video Description 3:

The FINRA Foundation's Thinking Money documentary explores the world of behavioral finance and offers tips to help consumers make more informed financial decisions. This clip from the film discusses how our fear of losing things – also called, loss aversion – can make us particularly vulnerable to fraud.

<https://vimeo.com/170080078>

4. Organization: Commission for Financial Capability

Name: David Boyle

Description: Preparing for Retirement Years

<https://vimeo.com/170225322>

5. Organization: AMF Quebec

Name: Camille Beaudoin

Email: camille.beaudoin@lautorite.qc.ca

Video Description:

Short 30 seconds radio spot on the importance to read before signing any document

Video Category: Multimedia Showcase

<http://ifie.org/AMF-12-01-R30A.mp3>

6. Organization: Israel Securities Authority

Video Description:

Israel Securities Authority produced a series of animated videos – entitled "Yiddishe Mamas go to Market" – as part of its activities to promote the public financial education.

The animated videos featured the characters of two iconic characters from Israeli entertainment show aired for 20 years (1978-1998). The actors from the original show dubbed the characters in the videos.

"Yiddishe Mamas go to Market" produced to explain the meaning of basic concepts and terms in the financial capital market, in a friendly manner. The episodes are between 1.5 – 2.5 minutes long average.

The videos aired on TV (on the Israeli Educational Television channel) and are available online – on a Facebook page set up for the project, on Youtube different channels, and on the Israel Securities Authority website.

Also, we combine those videos in workshops of financial education we hold in the municipalities across the country. So far, each episode has thousands up to Tens of thousands views.

This video is about the risk of investing money within a fraud

<https://www.youtube.com/watch?v=n8cAjyUSJj4&feature=youtu.be>

7. **Organization:** Taiwan Stock Exchange

Name: Albert CHOU

Email: 0610@twse.com.tw

Video Description: Leveraged and Inverse ETF are currently boosting in Taiwan. All owing to successful product campaign, such as animation video, seminar, and contest. The submitted video was in Chinese, for IFIE demonstration we devoted quite some resources to change into English version.

Video Category: Multimedia Showcase

<https://vimeo.com/170080076>

8. **Organization:** Aflatoun

Link: <https://www.youtube.com/watch?v=W5CXAD6JzAY&authuser=0>

Description: *Awaiting description*

(This video from Aflatoun shows the Colombian youth from Medellin, 'youth financial network' winners of the Youth Entrepreneurial Competition on Aflateen Digital.)

9. **Organization:** TCMA

Name: Eda Cabbar

Email: ecabbar@tspb.org.tr

“Camera In Your Hand, Future In Your Pocket” Film Contest

In 2013, TCMA initiated a short-film contest, called “Camera in Your Hand, Future in Your Pocket”, which was themed on financial planning. Throughout its three successful years, “Camera In Your Hand, Future In Your Pocket” has received more than 350 films. All entrants are assessed by a jury composed of representatives from journalists, academicians, industry professionals and film critics. The winners are announced at a special award ceremony held every year.

2015 FILM AWARDS

Video 1: <https://vimeo.com/170080083>

Video Description: 1- My Company – Erdoğan Tosun

This short movie depicts a young woman’s journey to establish her own company with her savings.

Video 2: <https://vimeo.com/170080073>

Video Description: 2- Pıkselruf- Ali Özgür Güner

The short movie tells the story of a “winner” through a retro video game.

Video 3: <https://vimeo.com/170080075>

Video Description: 3- What If? – Enver Özüstün

Through interviews with individuals from different backgrounds, the film underlines the importance of savings and investment.
