

## **MTV ANNOUNCES BIGGEST EVER GLOBAL COMMITMENT TO HIV/AIDS ON WORLD AIDS DAY 2003**

- **46664 – The Concert in Association With MTV’s Staying Alive Offered Rights Free to All TV & Radio Broadcasters to Potential Audience of Two Billion**
- **MTV Announces Results of Staying Alive 2003 Global Sexual Behaviour Study Surveying Youth in 29 Countries**
- **Nelson Mandela, Beyoncé, 50 Cent, Bono, Anastacia, Good Charlotte, Sugababes, Dave Navarro, Ms Dynamite & Others to Appear on MTV on 1<sup>st</sup> December**

**London/New York/Cape Town, 25 November 2003** - In recognition of World AIDS Day on 1<sup>st</sup> December, MTV channels worldwide will premiere global and local programming featuring some of the world’s top artists in the network’s biggest ever commitment to HIV/AIDS awareness, including the premiere of the all-star event *46664 – The Concert in Association with MTV’s Staying Alive*. In addition, MTV announced today results of the Staying Alive 2003 Global Sexual Behaviour Study, which surveyed young people in 29 countries about HIV/AIDS and sexual activity.

*46664 – The Concert in Association with MTV’s Staying Alive* will be taped on 29<sup>th</sup> November in Cape Town, South Africa with 40,000 music fans and will feature performances by Beyoncé, Bono, Anastacia, Ms Dynamite, Paul Oakenfold, The Corrs, Eurythmics, Peter Gabriel, Yusuf Islam (Cat Stevens) and Queen, among others, alongside top South African acts such as Johnny Clegg and Ladysmith Black Mambazo. The 90-minute special is part of Nelson Mandela’s global 46664 HIV/AIDS awareness campaign and fundraising initiative for South Africa. The concert is being offered rights free, at no cost to all TV and radio broadcasters globally to be seen by a potential viewing audience of more than two billion people with commitments so far from more than 50 broadcasters, including SABC (South Africa), Channel 4 (UK), ZDF (Germany), Canal + (Spain), RTE (Ireland), Globosat (Brazil), ATV (Hong Kong), SBS (Australia) and others. The BBC World Service will air the concert as a special radio broadcast to 150 million people across the globe, along with Infinity Broadcasting radio stations in the US. The concert will also be Web cast live by Tiscali at 12.00 (NY)/17.00 (London)/19.00 (Cape Town) on [www.46664.com](http://www.46664.com).

“With more than 40 million people infected with HIV/AIDS globally and half of new infections among youth, this disease continues to be the biggest threat to humanity,” commented Bill Roedy, President of MTV Networks International and Ambassador, UNAIDS. “Through the Staying Alive campaign and local MTV initiatives around the world, we are committing more resources than ever before to fight the stigma and discrimination associated with HIV/AIDS, empower youth to protect themselves, raise awareness and engage others to get involved to help stop the spread of this epidemic. We challenge other businesses to use their resources, expertise and influence to fight HIV/AIDS, including all media organisations who can broadcast the 46664 concert and other Staying Alive programming at no cost in order to get the message out as widely and loudly as possible.”

Today, in conjunction with the AIDS epidemic update issued by UNAIDS and the World Health Organisation, MTV Networks International released findings from the Staying Alive 2003 Global Sexual Behavior Study. Posted on 20 MTV Web sites worldwide, in 14 different languages with more than 9,700 respondents in 29 countries including Africa, Asia Pacific, Europe, North America, Latin America and Russia, the survey indicates sexual behaviour trends among 14-34 year-olds around HIV/AIDS, including condom use, stigma and discrimination, trusted sources of information and sexual history. The study was conducted in collaboration with research partners Online Testing Exchange (OTX) and Ciao AG.

The most startling findings indicate that while young people know that condoms can help prevent HIV/AIDS, they are not using them the majority of the time they have sex. The survey found respondents fully understand (over 90%) that using a condom will decrease the risk of getting HIV/AIDS. They also agree (80%) that it is a big deal to have sex occasionally without a condom, especially if you have various sexual partners (80%). However, far less are actually following through: only half of the respondents used a condom the first time they had sex, and more than 70% of the respondents who had more than one sexual partner in the past six months did not always use a condom. Below are further highlights from the study.

#### On methods of protection:

- Condoms were found to be the most preferred method of protection against HIV/AIDS (56%), followed by being faithful to one partner (32%) and practicing abstinence (12%).
- The noticeable difference across markets was in the US, where the majority of non-sexually active respondents selected abstinence as their preferred method of protection (71%).
- **ABC** - **A**bstinence, **B**eing faithful, **C**ondom use - are the preferred methods of protection against HIV/AIDS as advocated by the United Nations and most world governments.

#### On trusted information sources:

- In terms of the media, 60% of those surveyed look to the media as a trustworthy source of information, as well as rely on the media (excluding radio and Internet) to educate them about HIV/AIDS.
- On average, 43% of the respondents considered their parents a trustworthy source of information regarding HIV/AIDS, but only 29% of respondents actually felt that they learned from their parents.
- Only 26% of respondents looked at their peers as a trustworthy source of information.

#### On stigma and discrimination:

- Many of the stereotypes have been discredited, and respondents do not believe that AIDS is a homosexual disease (97%), or that sex with a virgin can cure AIDS (95%), or that only drug addicts get AIDS (97%).
- More than half (59%) of the respondents feel they would lose some of their friends if they had HIV/AIDS, but only about 8% feel they would lose the love of their families.

"Our research shows that while condoms are the preferred method of protection, and young people know that condoms can help prevent HIV transmission, they are not using them enough. In fact, nearly three quarters of those who had multiple partners this year did not use protection all the time," continued Mr Roedy. "This alarming fact shows that there is a huge difference between knowledge and the reality of young people actually protecting themselves. It is crucial that we continue to take a comprehensive approach to spreading prevention messages to youth that includes promoting condom use, along with abstinence and being faithful. We also need to remind young people that HIV can be transmitted by failing to use a condom only once, and that protecting themselves against this disease needs to become a daily habit like eating, drinking and sleeping."

In addition to the concert special, MTV channels around the world will premiere *Roll Call* on 1<sup>st</sup> December, a new 30-minute special hosted by MTV UK & Ireland's Tim Kash that will salute young people whose lives have been affected by HIV/AIDS. Featuring hundreds of names in a special roll of honour, the show will profile 12 young people from across the globe discussing their involvement in HIV/AIDS issues. Newly produced messages from artists discussing HIV/AIDS will also premiere on-air throughout the day featuring 50 Cent, Dave Navarro of

Jane's Addiction, Sugababes, Sharleen Spiteri of Texas, Eagle Eye Cherry and Lamb. MTV channels will also re-broadcast *Meeting Mandela: A Staying Alive Special*, a 60-minute show hosted by Beyoncé where young people from diverse backgrounds discuss topics such as HIV/AIDS with Nelson Mandela.

In addition to airing global programming, many regions will support World AIDS Day through their own dedicated initiatives. Below are highlights of some local activities:

#### South Africa:

As part of 46664 – *The Concert in Association With MTV's Staying Alive*, MTV has assembled a grassroots team of artists and volunteers in Cape Town who will travel to shopping centres, nightclubs and schools to promote HIV/AIDS awareness and prevention messages. The team will hand out leaflets, condoms and red ribbons, as well as give people the opportunity to become actively involved by writing an inspirational message that will be posted on [www.staying-alive.org](http://www.staying-alive.org). In addition, local graffiti artists will create artwork with HIV/AIDS messaging on-site at the concert, which will be donated to a local school or charity.

#### Germany & Austria:

MTV and Condomi, Europe's largest condom manufacturer, will debut a new generation of 'virtual skinwear' with official Staying Alive condoms going on sale in stores in Germany and Austria on 1<sup>st</sup> December. The initiative will be supported by on-air promotions on MTV Germany, and the partnership will extend to other European countries in 2004.

#### India:

*The 3<sup>rd</sup> MTV Music Summit for AIDS* took place in Mumbai on 15<sup>th</sup> November for 35,000 fans, featuring appearances by MTV India's VJ's, Bollywood stars such as Dino Morea, Diya Mirza and Fardeen Khan, and Indian music acts like Abhijeet, Babul Supriyo, Baba Sehgal, DJ Aqeel and more. The special will premiere on both MTV India and Doordarshan on 30<sup>th</sup> November in 80 million Indian homes. *The MTV Music Summit for AIDS* was produced in partnership with UNDP and was presented by Sony Hi-Fi, with TATA Indicom as the communication partner.

#### Philippines:

The first ever *Music Summit for AIDS* took place on 21<sup>st</sup> November with an audience of more than 20,000 people. Premiering on MTV Philippines on 1<sup>st</sup> December, the show will feature performances by headliner Mandy Moore and more than 20 local acts, including Parokya ni Edgar and Paolo Santos, as well as local personalities Robin Padilla, Patricia Javier, Dawen Zulueta and more. In addition, the country's president, Gloria Macapagal Arroyo, attended the event to lend her support. *The Music Summit for AIDS* was presented by Frenzy the Party Condoms, Smart Music Link, Music Matters, and UNAIDS, in association with Chips Ahoy and Penshoppe, and supported by the Department of Health and Shell.

#### Thailand:

MTV Thailand will broadcast a live concert, *MTV Music Summit for AIDS 2003*, on 1<sup>st</sup> December. The two-hour special will feature performances by local artists, such as Blackhead, Clash, James, Joni Anwar, Palmy, P.O.P. and Subtention, as well as appearances by local government and health officials. Sponsors for the event are UNAIDS, UNICEF and UNDP.

#### Russia:

MTV Russia has produced nine short-form specials addressing HIV/AIDS for their anti-drug campaign, Live. As part of the campaign, MTV VJ's and local artists visited schools and orphanages to discuss drug use with young people, as well as perform mini-concerts. The episodes will be edited together for a 30-minute special premiering 1<sup>st</sup> December on MTV Russia. The Live campaign will be presented by MTV Russia to peer educators through a World AIDS Day video conference with links from Moscow to Washington, DC, New York, Bucharest, Belgrade and other cities. In addition, UNFPA has sponsored translation of the Staying Alive Web site ([www.staying-alive.org](http://www.staying-alive.org)) into Russian.

#### USA:

As part of the Fight For Your Rights: Protect Yourself campaign, MTV in the US will premiere *Social History of HIV/AIDS* (26 Nov.), a show that combines testimonial-style interviews of young people who have been directly affected by HIV/AIDS with historical information on the

epidemic and expert interviews; and *Crashing With Good Charlotte* (29 Nov.), a special that follows platinum-selling rockers Good Charlotte performing a free concert after MTV and SIECUS hosted a sexual health forum in Pennsylvania. The campaign, which was developed in collaboration with the Kaiser Family Foundation, will also premiere two new public service announcements and support local grassroots events across the country, including free, confidential HIV testing throughout December in New York at St. Vincent's Hospital (415 51<sup>st</sup> Street), a youth forum in Seattle (1 Dec.), and other events in Oregon and Idaho.

Launched in 1998, MTV's award winning Staying Alive campaign seeks to help prevent HIV/AIDS by empowering youth to protect themselves, fight stigma and discrimination, and engage businesses, media and organisations to form their own response to HIV/AIDS. The campaign includes long-form programming, such as documentaries, concert events and discussion programmes, public service announcements, sexual behaviour polls, a dedicated, multi-lingual Web site ([www.staying-alive.org](http://www.staying-alive.org)), and off-air marketing and grassroots promotions. All media produced for the campaign is offered rights free, at no cost to all TV and radio broadcasters to get HIV/AIDS prevention and awareness messages out to the widest possible audience. Staying Alive campaign partners are UNAIDS, the World Bank, the Kaiser Family Foundation, Family Health International's YouthNet, the National AIDS Trust (UK), and the Nelson Mandela Foundation. Other partners over the years have included the Bill & Melinda Gates Foundation, the Paul G. Allen Charitable Foundation, Population Services International's YouthAIDS, Levi's Jeans, and more. Artists, celebrities and political figures involved in the Staying Alive campaign have included Bill Clinton, Sean 'P Diddy' Combs, Jennifer Lopez, Justin Timberlake, Halle Berry, Alicia Keys, Missy Elliott, Ricky Martin, and Mary J Blige, among others.

In January, MTV's parent company, Viacom, and the Kaiser Family Foundation launched **KNOW HIV/AIDS**, an unprecedented, global media campaign that combats HIV/AIDS through public service messages, television and radio programming, and free print and online content. The multi-year effort combines the public health expertise of the Kaiser Family Foundation with the power of Viacom's media brands and unmatched audience relationships to foster awareness of the disease and its prevention. **KNOW HIV/AIDS** was built upon current activities within Viacom including MTV Networks International's Staying Alive and the MTV US campaign, Fight For Your Rights: Protect Yourself. In the UK, Viacom and the Kaiser Family Foundation launched **KNOW HIV/AIDS** under the banner of Staying Alive in October, in collaboration with the National AIDS Trust. Viacom companies will continue to collaborate to launch Staying Alive in other European countries in 2004, including the development of additional print, TV and radio spots. Since the beginning of the campaign, Viacom has committed in excess of \$120 million in advertising across its television, radio and outdoor properties. Funding is being provided by Viacom, the Kaiser Family Foundation, the Bill & Melinda Gates Foundation, the Mel Karmazin Foundation and Sumner Redstone.

For more information, visit [www.staying-alive.org](http://www.staying-alive.org), [www.fightforyourrights.mtv.com](http://www.fightforyourrights.mtv.com), [www.knowhiv aids.org](http://www.knowhiv aids.org) or [www.46664.com](http://www.46664.com).

MTV: Music Television is the world's leading multimedia brand for youth and can be seen in more than 388 million households in 166 countries via 42 localised channels in 18 languages and 27 Web sites. Globally, MTV Networks has 93 channels and 59 Web sites, including the premier niche entertainment brands VH1, Nickelodeon, TMF (The Music Factory), Game One, CMT (Country Music Television), CTN (College Television Network), Comedy Central, Spike TV, Nick at Nite, Noggin and TV Land, among others. The company's diverse holdings also include interests in television syndication, publishing, home video, radio, recorded music, licensing & merchandising and feature film divisions - MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom International Inc. (NYSE: VIA, VIA.B).

OTX, the Online Testing Exchange, is a California based consumer research and consulting firm and a leading provider of online based research. OTX is committed to providing its clients with consumer insights and to applying its technological expertise to developing the latest state-of-the-art products and services. [www.otxresearch.com](http://www.otxresearch.com)

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