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Press Inquiries: Hal Lipper, (66-8) 9204-8725

E-mail: hlipper@usaid.gov

BURMESE POP STAR PHYU PHYU HOSTS MTV EXIT DOCUMENTARY TO RAISE AWARENESS ABOUT HUMAN TRAFFICKING

RANGOON (Dec. 16) – *Traffic: An MTV EXIT Special*, a hard-hitting documentary to raise awareness about human trafficking in Asia and the Pacific, will be broadcast on MRTV, MWD and MRTV4. Airtimes and dates will soon be announced.

The film, made by the MTV EXIT (End Exploitation and Trafficking) campaign with support from the U.S. Agency for International Development (USAID), is hosted by Burmese pop star Phyu Phyu Kyaw Thein.

Phyu Phyu is joining an A-list of international and Asian celebrities – including Hollywood star Lucy Liu, Korean singer Rain, Thai pop star Tata Young, Chinese singer and film star Karen Mok, and Bollywood actress Lara Dutta – to raise awareness about this critical issue.

Traffic tells the stories of real people who unwittingly became part of the trafficking chain including Eka, an Indonesian woman forced into domestic servitude in Singapore; Anna, who was trafficked from the Philippines and forced into prostitution; and Min Aung from Burma, who was trafficked to Thailand and imprisoned for two years in a factory.

Their lives are interwoven with other people in the trafficking chain: a trafficker from the Philippines who has been forcing girls into prostitution for over 20 years; a young man from Taiwan who pays for sex; an anti-trafficking police officer from Thailand; and a woman who runs a shelter in Singapore for victims of trafficking and other abuses. The documentary gives insight into the realities of trafficking, emphasizes that everyone plays a role in the issue, and provides information on how individuals can protect themselves against trafficking, as well as what people can do to help end exploitation and trafficking.

“USAID funded this project with the MTV Europe Foundation and MTV Networks because of the unique opportunity that MTV Networks provide to reach hundreds of millions of people in a region that accounts for many of the world’s trafficking victims,” said Olivier Carduner, Director of USAID’s Regional Development Mission for Asia. “Raising awareness about human trafficking will encourage communities to promote the law enforcement and victim outreach efforts that are needed to stop this form of modern-day slavery.”

This USAID-MTV EXIT partnership draws on the brand appeal of MTV and the global reach of MTV Networks, the world’s largest broadcaster, to reach tens of millions of people. In 2009, more than 300,000 people attended MTV EXIT concerts in Asia, and millions more watched them on MTV networks and terrestrial broadcasters.

Phyu Phyu, who performed at an MTV EXIT concert in Bangkok last December, said she hopes the documentary will encourage young people to discuss human trafficking. “It’s an honor to be

involved with such an important project that will empower young men and women in Burma and throughout Asia to fight this terrible practice,” she said.

“We are proud to be launching the MTV EXIT campaign in Burma,” said MTV EXIT Campaign Executive Director Simon Goff. “We hope that this campaign provides key information for people to protect themselves as well as inspire our audience to join the fight against trafficking.”

The MTV EXIT Campaign in Burma is produced in partnership with local broadcaster MRTV. *Traffic* with Phyu Phyu is the first Burmese programming ever produced by MTV.

The MTV EXIT programming is produced rights-free and free of charge for all broadcasters and organizations.

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Background information

Human Trafficking

Human Trafficking is defined by the United Nations as “the recruitment, transportation, and receipt of a person for sexual or economic exploitation by force, fraud, coercion, or deception” in order to make a profit. The UN estimates that at any one time there are 2.5 million trafficked victims in the world, with the majority of these victims in Asia and the Pacific. It is the second-largest illegal trade after drugs, with criminal traffickers earning over US\$10 billion every year through the buying and selling of human beings. Often, victims are young men and women – the MTV demographic – who are guilty only of wanting a better life.

MTV EXIT (End Exploitation and Trafficking) campaign

Traffic is a unique documentary that is broadcasting across MTV’s channels in the Asia-Pacific. The following versions have been produced: English with Lucy Liu; Korean with Rain; Thai with Tata Young; Japanese with Verbal; Mandarin with Karen Mok; Tagalog & English with Christian Bautista; Bahasa Indonesian with Krisdayanti; Mongolian with D. Bold; Vietnamese with Ha Anh Tuan; and Burmese with Phyu Phyu. MTV is also working closely with broadcasters in other territories to produce more language versions with local celebrities. MTV EXIT has also produced a documentary looking at the issue in South Asia called **Sold**. This show is presented by Bollywood actress and former Miss Universe Lara Dutta with versions in both Hindi and English.

The MTV EXIT initiative across Asia and the Pacific is an expansion of the successful MTV EXIT European campaign, which has been raising awareness and increasing prevention of trafficking and exploitation in Europe since 2004. Many influential artists have supported MTV EXIT’s special programming and events in Europe, including Angelina Jolie, Helena Christensen, and R.E.M.

MTV Europe Foundation

Launched in 2003, the MTV Europe Foundation is a UK-based charity (Reg. No. 1103267) whose overarching aim is to utilize the power of MTV’s network to educate youth and adults on critical social and human rights issues. The Foundation produces multimedia programming and events aimed at raising awareness and influencing attitudes and behaviors on key issues, as well as inspiring young people to take action. In addition, the Foundation seeks to support nongovernmental organizations that are working on the ground to address these issues and effect positive change.

MTV Networks

About MTV Networks in Asia and the Pacific: MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world’s leading creators of programming and content across all media platforms. MTV Networks in Asia and the Pacific comprises three distinctly branded channels in the region reaching more than 400 million households: **MTV**, the world’s largest television network and the leading multimedia brand for youth; **Nickelodeon**, the leading entertainment brand dedicated exclusively to kids; and **VH1**, the music-video network that keeps adult viewers connected to the music they love. In Asia and the Pacific, MTV and Nickelodeon’s businesses also include branded consumer products, program sales and digital media comprising of 19 websites, three broadband services and various mobile platforms. MTV Networks in Asia and the Pacific has a total of 25 channels which are seen via 24-hour and programming blocks.

USAID

USAID, the United States Agency for International Development, is an independent U.S. government agency that receives foreign policy guidance from the U.S. Secretary of State. Since 1961, USAID has been the principal U.S. agency to extend assistance to countries world-wide recovering from disaster, trying to escape poverty, and engaging in democratic reforms. See www.usaid.gov for more information.