

## AFRICAN BROADCAST MEDIA PARTNERSHIP AGAINST HIV/AIDS (ABMP)

Summary of findings from annual ABMP member survey (conducted in June) regarding commitments for 12 months prior.  
(Note: as ABMP launched in September 2005, the 2006 results reflect 9 months prior, rather than 12 as is case for others)

	2006	2007	2008
<b># Broadcast Members in ABMP</b>	<b>37</b>	<b>50</b>	<b>57</b>
<b># Countries Represented in ABMP</b>	<b>30</b>	<b>32</b>	<b>35</b>
<b>% of members allocating at least 5% of airtime to HIV/AIDS, as per ABMP commitment</b>	<b>59%</b>	<b>71%</b>	<b>84%</b>
<b>Leadership</b>			
Adopted HIV/AIDS as core business strategy?	63%	76%	77%
IF YES, in response to ABMP?	25%	29%	41%
IF YES, has company's position on HIV/AIDS as core business strategy been...			
Documented?	38%	56%	57%
Communicated to all employees?	42%	67%	74%
Communicated publicly outside of company?	25%	51%	57%
Written workplace policy on HIV/AIDS?	54%	58%	57%
IF YES, has it been communicated to all employees?	29%	59%	80%
In past year, discussed coordination of ABMP efforts with...			
Government officials?	75%	60%	77%
NGOs?	83%	67%	75%
<b>Resource Allocation</b>			
Annual budget commitment for HIV/AIDS programming?	58%	49%	58%
IF YES, increase from prior years?	46%	40%	71%
Other than airtime, dedicated financial, technical, other expertise/resources?	67%	69%	77%
IF YES, increase from prior years?	58%	58%	85%
<b>Content</b>			
Written HIV/AIDS communication and programming strategy	33%	36%	43%
Included HIV/AIDS messaging in following formats:			
PSAs?	83%	93%	92%
News?	88%	91%	94%
Entertainment (music / game show / drama / sticom / reality)?	58%	45%	50%
Other (talk / magazine / documentary)?	85%	86%	82%
Increase in commitment of airtime to HIV/AIDS content from year prior?	67%	78%	89%
IF YES, is increase in response to ABMP?	67%	82%	85%
Anticipated increase in commitment of airtime to HIV/AIDS in coming year?	96%	98%	98%