

Annual tracking of ABMP member company performance against the key objectives of the partnership indicate a growing year-on-year commitment and increasing institutionalization of the effort over the past five years.

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 subsequent years)

	2006	2007	2008	2009	2010	2011
# Broadcast Members in ABMP*	37	50	57	61	63	65
# Countries Represented in ABMP	30	32	35	38	38	38
% of members allocating at least 5% of airtime to HIV/AIDS, as per ABMP commitment	59%	71%	84%	81%	83%	90%
LEADERSHIP						
Adopted HIV/AIDS as core business strategy?	63%	76%	77%	79%	78%	85%
IF YES, has company's position on HIV/AIDS as core business strategy been documented	38%	56%	57%	65%	56%	61%
In past year, has company discussed coordination of ABMP efforts with...	75%	60%	77%	71%	63%	58%
- Government officials?	83%	67%	75%	71%	69%	67%
- NGOs?						
In past 12 months has company taken steps to make HIV/AIDS part of core business?	N/A	N/A	N/A	72%	80%	67%
Has company's partnership with ABMP added value to business as a broadcaster?	N/A	N/A	N/A	98%	98%	90%
RESOURCE ALLOCATION						
Does company have an annual budget commitment for HIV/AIDS programming	58%	49%	58%	66%	55%	61%
Has govt in past year increased national budget for HIV/AIDS-related communication?	42%	49%	72%	72%	52%	40%
If YES is that funding available to support company's HIV/AIDS-related programming?	29%	38%	71%	72%	47%	28%
Other than airtime, has company committed other resources (money, personnel, etc)	67%	69%	77%	66%	69%	61%
IF YES, increase from prior years?	58%	58%	85%	75%	76%	52%
Expect company's current commitment of airtime to grow further over the next year?	96%	98%	98%	95%	89%	88%
CONTENT						
Does company have a written HIV/AIDS communication and programming strategy?	33%	36%	43%	48%	45%	52%
Does ABMP content add value to business as a broadcaster?						
- YOU Campaign ads	N/A	N/A	88%	88%	84%	88%
- <i>Imagine Afrika</i> (TV reality show)	N/A	N/A	84%	65%	80%	77%
- <i>Can Tru Love Withstand the Test?</i> (Radio edu-drama)	N/A	N/A	73%	67%	71%	70%
Increase in commitment of airtime to HIV/AIDS content from year prior?	67%	78%	89%	80%	83%	76%
IF YES, is increase in response to ABMP?	67%	82%	85%	91%	96%	70%
Anticipated increase in commitment of airtime to HIV/AIDS in coming year?	96%	98%	98%	95%	89%	88%