



YEGNA

Data Source: Yegna Wave 3 audience survey, 2015

Overall Brand Awareness



8.5 million people (51%)

aged 10+ in Addis Ababa and Amhara regions were aware of Yegna in 2015, 8.3 million people (50%) were aware of Yegna in 2014

“The way they present is in a way that explains Ethiopians should not migrate, girls are equal with boys and to change the culture of Ethiopia in a good way, to explain the problems in the society.”

Girl, 14-16, Amhara

	Addis Ababa	Urban Amhara	Rural Amhara
% aware of Yegna	90%	83%	37%

Base: General population (aged 10+)

Media Product Consumption and Engagement

Number of people who have listened to Yegna radio programming or seen the Yegna film at least once. (General population 10+)

7%

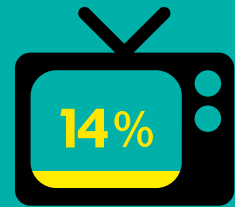
In 2014 1.1 million people

(7% of the population aged 10+ in Addis Ababa and Amhara regions) had listened to or watched a Yegna product in the past year (Yegna drama, Yegna Sa'at talk show)

20%

2015 3.3 million people

(20% of the population aged 10+ in Addis Ababa and Amhara regions) had listened to or watched a Yegna product in the past year (Yegna drama, Yegna Sa'at talk show or the Yegna film)



Yegna Film had **2,333,573 viewers**



45%

Of people have heard at least one Yegna song (any one of Migration, Manifesto, Taitu) in the past year (General population 10+)



Yegna Drama had **1,833,522 listeners**

1 million

1 million (6%) of the population aged 10+ in Addis Ababa and Amhara regions regularly listen to Yegna radio programmes (Yegna drama and/or Yegna Sa'at talk show)

Regular = listening to the radio programming at least once a fortnight



Yegna Talk Show had **1,500,154 listeners**

Brand Presence

“I listen to the drama on the radio with my mother. So when they talk about what to do with their life as adults, my mother appreciates them and this brings another topic between my mother and I and we discuss on other issues as well.”,
Girl, 17-19 Arada – Addis Ababa

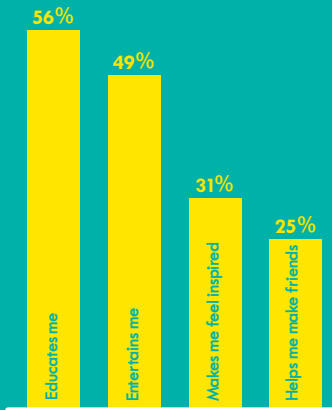
60%

of people who are aware of Yegna see it as educational



50%

see it as entertaining



Girls aged 10-19 who are aware of Yegna

Yegna	Girls	Boys	Women	Men	Overall
Educates me	56%	49%	53%	45%	51%
Entertains me	49%	43%	38%	37%	40%
Makes me feel inspired	31%	27%	24%	17%	24%
Helps me make friends	25%	21%	24%	25%	25%

Yegna... (of all people who are aware of Yegna)

“I have learned many things from the drama. For example, good friendship – we are five too. If I face a problem for example, I would tell my friends and get a solution and I would not harm myself.”
Girl, 14-16 Arada – Addis Ababa

Change in Knowledge, Attitudes & Behaviours

Friendship

86% of girls aged 10-19 who regularly listen to Yegna agreed with the statement ‘It is beneficial for girls to be able to talk about their problems with friends’, compared to **74%** of girls who are not aware of Yegna (statistically significant, even when controlling for other factors)

94% of girls aged 10-19 who regularly listen to Yegna reported talking to someone outside their family to get help, advice or support within the past 6 months, compared to **86%** of girls who are not aware of Yegna (statistically significant, even when controlling for other factors)

Early Marriage

95% of boys aged 10-19 who regularly listen to Yegna agreed with the statement ‘You would speak to someone if you saw a young girl being forced to get married’, compared to **53%** of boys who are not aware of Yegna (statistically significant, even when controlling for other factors)

93% of women who regularly listen to Yegna agreed with the statement ‘You would speak to someone if you saw a young girl being forced to get married’,

compared to **53%** of women who are not aware of Yegna (statistically significant, even when controlling for other factors)

Violence

42% of girls aged 10-19 who regularly listen to Yegna agreed with the statement ‘a young girl can take some action if she was beaten by her parents’, compared to **23%** of girls who are not aware of Yegna (statistically significant, even when controlling for other factors)

59% of girls aged 10-19 who regularly listen to Yegna agreed with the statement ‘Girls who were beaten by their parents should report it to the authorities’, compared to **31%** of girls who are not aware of Yegna (statistically significant, even when controlling for other factors)

76% of men who regularly listen to Yegna agreed with the statement ‘Girls who were beaten by their parents should report it to the authorities’, compared to **46%** of men who are not aware of Yegna (statistically significant, even when controlling for other factors)

96% of girls aged 10-19 who regularly listen to Yegna disagreed with the statement ‘It is ok for husbands to beat their wives if they argue with them’, compared to **80%** of girls who are not aware of Yegna (statistically significant, even when controlling for other factors)

98% of women who regularly listen to Yegna disagreed with the statement ‘It is ok for husbands to beat their wives if they argue with them’, compared to **73%** of women who are not aware of Yegna (statistically significant, even when controlling for other factors)

“I have also learnt what friendship means. They care for each other. I like them they could be an example for us.”

Girl, 10-13, Woreta – South Gondar