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.

<table>
<thead>
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<th>Addis Ababa</th>
<th>Urban Amhara</th>
<th>Rural Amhara</th>
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</thead>
<tbody>
<tr>
<td>% aware of Yegna</td>
<td>90%</td>
<td>83%</td>
<td>37%</td>
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Base: General population (aged 10+)

“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

Media Product Consumption and Engagement

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).

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).

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 Film had 2,333,573 viewers

Yegna Drama had 1,633,522 listeners

Yegna Talk Show had 1,500,154 listeners

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

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)

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)

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)

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