

The Global Media AIDS Initiative:

Harnessing the power
of communication to
save lives







This report was commissioned and produced by MTV Networks International on behalf of the Global Media AIDS Initiative.

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Phase One:
Mobilizing
Media Leaders



The Global Media AIDS Initiative (GMAI) is mobilizing media companies around the world to join the fight against AIDS. It grew out of the view from the frontlines of the AIDS pandemic that harnessing the power of mass communication, particularly in countries at high risk, was critical to reversing the tide of HIV infections. It is estimated that increased investments in prevention could reduce by half new infections over the next decade.¹



Although progress has been made in slowing HIV infection rates in some countries, the Joint United Nations Programme on HIV and AIDS (UNAIDS) estimates that five million new infections occurred in 2005 bringing the total number of people living with HIV to a record 40.3 million, nearly half of them women. There were also 3.1 million deaths attributed to AIDS in 2005, underlining the urgency of stepping up international efforts to slow the spread of HIV.

To underscore the importance of the media in responding to this global crisis, United Nations Secretary-General Kofi Annan convened a special meeting in New York in January 2004 to launch the GMAI, an initiative originally conceived by UNAIDS and the Kaiser Family Foundation (a US-based non-profit, private operating foundation focusing on health issues). At the inaugural meeting, the Secretary-General asked the executives of more than 20 media corporations from 13 countries to pledge their companies' commitment and resources to raising the level of public awareness and understanding about AIDS. The Secretary-General tasked UNAIDS and the Kaiser Family Foundation, with the UN Department of Public Information, to develop a strategy to carry it forward. By the end of 2005,² more than 130 companies from 69 countries had become involved with the GMAI, with numerous campaigns being launched or expanded as a result.





“If there is one thing we have learnt in the two decades of this epidemic, it is that in the world of AIDS, silence is death. As broadcasters, you bring the disease out of the shadows and get people talking about it in an open, informed way.”

Increasingly aware of their important role in reversing the pandemic, media companies have put their creative and technical resources to work producing hundreds of public service announcements (PSAs) and integrating HIV and AIDS themes into programming including entertainment, public affairs and news formats. They have contributed hundreds of millions of dollars of air time and advertising space for disseminating messages. Campaigns include not only radio and television PSAs, but a multitude of platforms ranging from consumer product labeling and billboard advertising to mobile phone messaging.

The Internet is another important aspect of the international effort and the GMAI recently launched its own website (www.thegmai.org) to provide information on the latest campaigns and news about training for producers and reporters. The site aims to serve as a reference point on accessing rights-free programming and low-cost content. The Internet is also an important platform for GMAI participating companies that have also launched special websites linking to the latest news and information about the epidemic.

Under the GMAI umbrella, 14 high-level meetings have been organized for media leaders, creative producers and partners. Summits of media leaders have been held in Africa, the Caribbean, Europe, North America, South Asia and Eurasia. These gatherings have resulted in new partnerships among media companies to campaign on HIV and AIDS at the national and regional level. Creative summits for programmers as well as workshops for journalists and content producers have also been held around the world. (visit: www.thegmai.org/initiatives.html)



Kofi Annan, UN Secretary-General



¹ Futures Group, *et al* “The Global Impact of Scaling Up HIV/AIDS Prevention Programs in Low- and Middle-Income Countries,” Science Express Report, 2 February 2006.

² UNAIDS/WHO: AIDS Epidemic Update December 2005



Phase two:
Deepening the
Commitment

By the Spring of 2005, the Initiative had generated significant momentum, leading UN Secretary-General Kofi Annan to decide the time was ripe to hand over the leadership of the GMAI to media leaders, as envisaged by its founders. The transfer of leadership was made official during a second GMAI Summit that was convened at the annual MIP TV festival in Cannes, France in April 2005. The Summit was convened and hosted by the UN's Under-Secretary-General for Communications and Public Information, Shashi Tharoor. The objective of this special event was to widen GMAI membership, increase the level of participation and put industry leaders in charge of setting priorities and articulating a common vision. The UN Secretary-General called upon Bill Roedy, Vice Chair of MTV Networks and President of MTV Networks International, to form and head a **Leadership Committee** of media executives to intensify the global campaign and coordinate communication with GMAI partners.



“If education is currently the only vaccine available to us, then the global media industry has in its hands the means to deliver that vaccine. If we harness our immense communications power, with all the creativity and innovation at our disposal, the impact will be felt far and wide.”

Bill Roedy, Vice Chair of MTV Networks and President of MTV Networks International





Under Bill Roedy's chairmanship, the Leadership Committee includes: Fred Cohen, Chair of the International Academy of Television Arts and Sciences, Alexander M. Dybal, CEO of Gazprom-Media in Russia, Dali Mpfu, Group CEO of the South African Broadcasting Corporation, Richard Sambrook, Director of the BBC World Service, K. S. Sarma, CEO of India's Bharati Broadcasting Corporation and Amauri Soares, CEO of Brazil's Globo International. All are contributing in their own regions to promoting the aims of the GMAI. The Committee is considering the creation of an International GMAI Declaration, the adoption of which would commit broadcasters to integrate HIV and AIDS messages into their programme development and planning as well as their workplace policies. If adopted, such a declaration could result in a significant widening of broadcast outreach and effort on the issue.

Chairman Bill Roedy continues his international advocacy as seen recently by his hosting of a dinner for Chinese media leaders in Beijing. The event also drew attendance by Chinese celebrities and new material was showcased as examples of what can be done to tackle the HIV epidemic in China. Bill Roedy will also moderate a panel discussion at the upcoming International AIDS Conference in Toronto in August. During the discussion media leaders will share their experiences about what has been accomplished so far and what needs to be done in the future to promote greater awareness about HIV and AIDS.





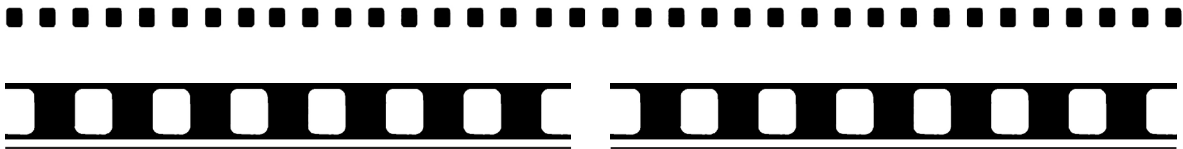
Connecting resources through partnership



The lifeblood of the GMAI is partnership. It motivates media companies to undertake new initiatives, exchange ideas with industry leaders and to connect with civil society, particularly in the areas of public health, youth and human rights. The partnerships also involve governments, broadcasting unions and the private sector. Such inter-sectoral collaboration favours the development of coordinated campaigns that resonate with target audiences, have an impact on behaviour and attitudes and reinforce key messages.

Over eight years of action, MTV Networks International, through its *Staying Alive* campaign, has worked with governmental and non-governmental organizations including the Kaiser Family Foundation, YouthNet (Family Health International), UNAIDS, UN Population Fund, the World Bank and donor government organizations (USAID, DFID-UK and SIDA-Sweden). Collaborations have also been initiated with other broadcasters, such as CNN and with the private sector, such as condom manufacturer Condomi UK Ltd. MTV Networks International's pioneering partnerships are inspiring other GMAI-associated companies to initiate their own joint efforts with media partners as well as with the public and private sectors. As a result of its involvement in the GMAI, MTV Networks International has committed to airing a minimum of one minute of HIV/AIDS-related information during prime time every day across its more than 40 channels worldwide. Several regional networks have exceeded this commitment, such as MTV Base Africa that airs 6 minutes per day. The total value of this air time is estimated at \$50 million a year.





After the inaugural GMAI Summit, Gazprom-Media began working with Transatlantic Partners Against AIDS (TPAA), a Moscow-based NGO, and the Kaiser Family Foundation to establish the **Russian Media Partnership to Combat HIV/AIDS (RMP)** – a coalition which has grown to include more than 50 leading media and consumer goods companies united in response to the country’s surging epidemic.

Public health communicators participating in the GMAI are developing new initiatives. Two key examples are the **Media Forum for Global Health** and the **Cable Positive** campaign. *The Media Forum for Global Health* is a recently formed non-profit organisation that aims to promote the use of television, cinema and new visual media to inform and educate the public about health issues. *Cable Positive*, an AIDS action organization of the cable and telecommunication industry, in 2004-2005, broadcast 7,500 PSAs worth \$7-10 million.

The **Kaiser Family Foundation** continues its decade-long work with several media organizations in the U.S, including with some of the key companies that participated in the launch of the GMAI, to develop multi-faceted public education campaigns on HIV and other sexually transmitted diseases, including: *KNOW HIV/AIDS*, a joint venture with CBS Corporation and Viacom, Inc. since 2003; *Think:HIV*, a partnership with MTV in the U.S. since 1997; *Rap it Up* with Black Entertainment Television (BET) since 1998; and *Enterate/Protegate* with Univision, North America’s leading Spanish-language network, since 2001.

In May 2005, the Independent Television Service, the Public Broadcasting Service (PBS) and the Kaiser Family Foundation organized a meeting of public broadcast executives during the INPUT conference to further support the goals of the GMAI. The Summit resulted in twenty-three public broadcasters pledging to promote AIDS awareness and reduce stigma against those living with HIV. Participants included leading **public broadcasters** from Brazil, Cambodia, China, India, Jamaica, Japan, Kenya, Lebanon, Russia, South Africa, the United Kingdom, and the United States, among others.





Expanding commitments across regions



The GMAI represents an unprecedented mobilization of the world's media around a single social cause. It is playing a catalytic role in spurring national and regional media to undertake AIDS awareness campaigns using a wide variety of platforms and messages. In an unprecedented spirit of cooperation, media companies have been able to set aside their competitive interests and build common strategies to spread awareness about HIV and AIDS in their home markets.

Such strategizing was at the heart of the **African Broadcast Media Leaders Summit on HIV/AIDS** that was held in Johannesburg, South Africa in October 2005. The meeting was organized by the South African Broadcasting Corporation (SABC), the Kaiser Family Foundation, and the Nelson Mandela Foundation in association with the South African Broadcasting Association and held under the auspices of the GMAI. Bill Roedy addressed the delegates on the importance of partnership across countries and regions. It brought together top African executives representing 27 national broadcasters from some of the continent's leading radio and television networks. Participants adopted the Old Fort Declaration on HIV and AIDS that called for integrating HIV and AIDS awareness into the core of company policies and into programming across genres and air times. It resulted in the formation of the **African Broadcast Media Partnership on HIV/AIDS (ABMP)**, the first continent-wide partnership among broadcasters, which recently committed its members to dedicating five per cent of all airtime to HIV and AIDS-related programming and messaging (see case study on the ABMP).

In another instance of regional mobilization, the Asia-Pacific Broadcasting Union (ABU), MTV Networks International, the

United Nations Development Programme and the Kaiser Family Foundation in November 2005 launched **Think Positive: the Asian Face of HIV/AIDS** at a meeting in Singapore of fourteen broadcasters from eleven countries. Participants created short-form programmes for sharing with ABU members rights-free. (See case studies).

The **Caribbean** region held its first media leaders summit on HIV/AIDS in Barbados in May 2006 bringing together more than 80 attendees from 20 countries including media executives as well as participants from government, civil society and the UN system. The Summit, jointly organized by the Caribbean Broadcasting Corporation, the Caribbean Broadcasting Union and the Kaiser Family Foundation, addressed the key challenges of the regional response to HIV and AIDS including pervasive stigma and homophobia, conservative values and traditional gender roles, low rates of condom use and diagnostic testing. The meeting established the **Caribbean Broadcast Media Partnership on HIV and AIDS** and included the signing of a Summit Declaration that encourages participants to make HIV and AIDS a company priority and to integrate HIV and AIDS-related themes into programming.

A **Latin America media leaders summit**, hosted by TV Globo in partnership with UNICEF and the GMAI will be held in Rio de Janeiro in August 2006. Participating media companies have the power to reach hundreds of millions of people with HIV and AIDS awareness campaigns.

These regional meetings are bolstering public information efforts across different platforms and encouraging productive collaboration among competing media companies. They are connecting low-resource content producers and broadcasters with information and resources that can be used to develop Public Service Announcements (PSA) and high-impact campaigns. By the end of 2006, GMAI media leaders summits will have taken place in five continents.

"Media campaigns on HIV and AIDS, of course, have existed since the early days of the pandemic. What is remarkable about the Global Media AIDS Initiative is the mobilization of media companies that is now occurring on a truly global scale." Drew E. Altman, Ph.D. President and CEO, Kaiser Family Foundation.



Maximizing impact and fostering innovation



The GMAI demonstrates the many possibilities that are available today for communicating directly with international audiences using creativity, partnership and a combination of old and new technology. From billboard campaigns to radio and television PSAs, from TV series story lines to text messages, the public receives news and information in an array of formats. New media, such as Internet pop ups and mobile phone messaging, as well as audio and visual content via broadband and wireless technology, are opening up avenues for future campaigns.

In Russia, the **StopSPID** campaign (see RMP case study) has promoted its logo and web address on telephone and Internet cards, as well as on cans of the popular Coca-Cola soft drink, **Burn**. It has also placed PSAs on outdoor kiosks and movie screens. In Ukraine, the **StopSNID** (StopAIDS) campaign has distributed free condoms and mouse pads featuring the campaign's web address. The Ukrainian effort promotes a national Help Hotline with a toll-free number supported by the country's Anti-AIDS Foundation. Another initiative involved the state railroad in a "Safe Vacation" project to alert summer travelers on how to prevent HIV infection.

In Africa, the South African Broadcasting Corporation, SABC, a national broadcaster with an established track record of HIV and AIDS-related initiatives, has introduced AIDS-related themes and messages throughout its programming from drama to children's programmes, variety and reality shows. Some of the programming has confronted taboos and sparked controversy, such as the recent series "Yizo Yizo" which dealt frankly with sexual transmission of HIV in prisons. At the Steering Committee meeting of the African Broadcast Media Partnership Against HIV/AIDS in Johannesburg (February 2006), SABC urged other broadcasters to take into account local sensibilities but to take risks and communicate in a forthright and open manner.



Making a Difference, Looking Ahead

Since the launch of the GMAI, media companies in every continent have joined in the effort (see list of GMAI participants). The Initiative's first phase of activities has focused on the need to recruit and mobilize media leaders and organizations. Three themes will dominate the next phase of the GMAI's development: strengthening the impact and reach of HIV awareness campaigns, deepening the commitment of the media industry and supporting low-resource companies in high-priority regions.

Strengthening the messaging, content and campaigns of the media industry is essential for maximizing their impact. The GMAI has the potential to play a crucial role in bringing together those who evaluate the **effectiveness of HIV and AIDS communication strategies** with those within the media industry who create the campaigns. An exchange of information and ideas on what has been learnt and what has resonated most with audiences will serve to inform and redirect future campaigns. Without such discourse and exchange there is a danger of failing to learn and benefit from the wealth of experience that is being developed on the ground. Through its workshops and events, the GMAI is fostering collaboration between content producers and public health communication experts to create campaigns that can have a real impact on attitudes and behaviour.

"I often say that the media has the power to save more lives than the doctors. I am happy to see that more media companies, through such efforts as the Global Media AIDS Initiative are reaching audiences with life saving information as well as helping to break the cycle of stigma and discrimination." Dr. Peter Piot, Executive Director, UNAIDS.

The greatest achievement of the GMAI, so far, has been its role as a catalyst in bringing together media leaders and encouraging them to launch **coordinated coalitions** across countries and regions. The GMAI does not prescribe how coalitions should work, instead their goals and functioning are determined by participating leaders and organizations. Consolidating partnerships and opening doors for new ones will remain a major thrust of GMAI activity. The Initiative will seek to **develop new collaborative opportunities** for both existing and new partners. In this way it will strive to sustain the energy and deepen the commitment of the media industry and help produce new creative initiatives and partnerships.

More effort needs to be made to make AIDS-related messages and content available to those who need them most, particularly women and youth, and in formats that are accessible to them, including radio and billboards. An immediate practical step the GMAI can take, is to connect low-resource companies with rights-free or low-cost content and to develop networks that facilitate the sharing of resources. Such a strategy, if undertaken with sufficient attention to the cultural context and perceptions of its end users, could prove an efficient way of delivering effective messages and content to target audiences. The recently-launched GMAI website aims to become a key tool for the purpose of **sharing resources**. The Initiative will work closely with media partners to develop ways to maximize opportunities for sharing resources between companies and across regions.

Later this year, Bill Roedy will consult with key partners on the appointment of a new Chair of the GMAI Leadership Committee. Although the new leader will set his or her own priorities for the 18-month tenure, the vision of the GMAI will remain the same, namely, that the world's media can play a greater role and have a deeper impact on HIV and AIDS awareness. As the GMAI evolves, it will continue to improve the capacity of the world's media to respond to the worst epidemic in human history. It has laid the foundations from which even greater achievements can be built.





Case Study 1: Russian Media Partnership



The **Russian Media Partnership to Combat HIV/AIDS (RMP)** was launched during the inaugural meeting of the GMAI at UN headquarters in January 2004. It mobilizes media companies from across the Russian Federation to confront the country's rapidly growing epidemic. Coordinated by the Moscow-based, non-governmental organization Transatlantic Partners Against AIDS (TPAA), the Partnership benefits from ongoing guidance from the Kaiser Family Foundation. The Bill & Melinda Gates Foundation, the Global Fund to Fight AIDS, Tuberculosis and Malaria, the World Bank, USAID and UNAIDS have contributed more than \$2.1 million in financial support to the effort and continue to provide on-going technical assistance.

The RMP aims to raise awareness of HIV prevention and treatment, reduce stigma and build tolerance towards people living with HIV. Campaign materials, programme content and messages are developed in consultation with local civil society organizations, public health experts and with communities of people living with HIV as well as with Russian government agencies and Parliamentary groups.

On World AIDS Day 2004, the RMP launched **StopSPID** (*StopAIDS*), a coordinated, multi-platform media campaign utilizing television, radio, print, Internet, movie theater screens, outdoor advertising and consumer products. The campaign includes briefings for journalists, editors and content producers aimed at encouraging integration of HIV and AIDS themes into popular entertainment, news and analysis formats and to improve the quality of coverage.

In 2005, TPAA trained journalists and editors of over 80 national and regional media outlets. As a result, over 120 articles and other media coverage on HIV and AIDS was produced, touching on issues of access to treatment, human rights, legal responsibilities and harm reduction.

American actor Richard Gere and British actress Julia Ormond, have participated in StopSPID-related media events. The campaign has also expanded to include Russian celebrities such as Miss Universe 2005, Natalie Glebova, pop stars Vlad Topalov and Delfin, composer Leonid Desyatnikov, actress Renata Litvinova, actors and TV anchors Oskar Kuchera, Anfisa Chekhova, Ivan Urgandt and Evgeny Grishkovets and conductor Mikhail Rakhlevsky, among others.

To encourage the introduction of HIV-related themes into popular programming, regular briefings are under way with TNT, MTV and CTC (the country's main entertainment channels in comedy, youth and reality formats). In March 2006, the RMP launched the *Russian Designers Against AIDS*, an initiative which seeks to actively engage the fashion industry in raising awareness about HIV and AIDS. They are also planning the launch of a photography project, "*Affects me. Affects everyone*" to coincide with the G-8 Summit meeting in St. Petersburg (July 2006). Plans are also under way to develop an interactive SMS platform, a printed guidebook and support for the creation of a national hotline. Campaign materials, which are being produced in stages over the three years of the project's duration, are being made available rights-free.

Attesting to the effectiveness of the *StopSPID* campaign, in August 2005, the **Ukrainian Ministry of Health and National Coordination Council (NCC)** decided to adopt the Russian *StopSPID* campaign as its new national HIV and AIDS campaign (called *StopSNID* in Ukrainian). During 2005, TPAA and the Kaiser Family Foundation conducted HIV and AIDS trainings for more than 100 Ukrainian journalists from around the country. (For more information visit: www.tpaa.net, www.kff.org/entpartnerships/russia).





Case Study 2: African Broadcast Media Partnership



The **African Broadcast Media Partnership Against HIV/AIDS (ABMP)** was launched during a leaders summit in Johannesburg, South Africa in October 2005 organized by the South African Broadcasting Corporation, the Kaiser Family Foundation and the Nelson Mandela Foundation in association with the Southern African Broadcasting Association. At the meeting, participants recognized the need to reinvigorate the role of broadcast media in the fight against AIDS and the 27 companies attending signaled their commitment by signing a declaration of commitment (the *Old Fort Declaration*). This and other regional declarations are being developed to address specific local priorities and contexts. The ABMP has identified five key objectives and developed a scorecard with measurable indicators to track the performance of the declaration's signatories. The scorecard is to be published annually with a view to driving greater commitment and effort.

The ABMP's five key objectives commit participants to: develop policies, strategies and structures to make HIV and AIDS a core business priority of the company; dedicate resources, including financial, technical and other expertise from their own existing resources; identify and develop programme content across genres and schedules; engage with government and other partners to coordinate national HIV and AIDS campaigns and to harness additional resources; commit a minimum of 5 per cent of airtime per day in an 18-hour daily schedule (06h00-24h00), half in prime time and the balance across the schedule and across stations and programme formats.

The ABMP established a **Steering Committee** that has met twice since the Johannesburg summit. Led by SABC's Chief Operating Officer, Solly Mokoetle, the Steering Committee includes ten other member broadcasters from Angola, Congo, Ghana, Malawi, Mauritius, Mozambique, Namibia, Nigeria, and Tanzania.

The ABMP has initiated planning for an *Outstanding Africans* campaign that would disseminate key HIV and AIDS-messaging relying on extraordinary Africans as spokespersons. The campaign concept will be presented to the full-membership of the ABMP when the executives of signatory companies next meet in Maputo in September 2006.

Another plan under consideration would create campaigns to coincide with popular sporting events that attract a mass young audience. Proposals are being developed to recruit soccer stars to undertake HIV and AIDS messaging during the upcoming Africa Cup of Nations (Ghana 2008) and the 2010 FIFA Soccer World Cup to be hosted by South Africa.

The ABMP has also initiated efforts to secure the endorsement of the African Union and from the home governments of participating companies. Over the next two years, the ABMP aims to include all African countries and increase the number of participating national and commercial broadcasters. Additional plans include expanding joint program development and production among African countries and across regions, as well as increased programme sharing and distribution of rights-free content.

The executives of signatory companies will meet annually to track progress and endorse plans for the further development of the Partnership's objectives. The Steering Committee is to meet at least four times per year. In addition, a series of regional creative workshops, to secure participation in the creative development of the *Outstanding Africans* campaign, is planned for the latter part of 2006.





Achievements in numbers



The first year of the *StopSPID* Campaign in Russia resulted in the airing of 4,135 PSAs via television and 3,027 via radio with 315,000 ads appearing on outdoor plasma screens, 50,000 on VHS cassettes and 980 movie theatre screens. *StopSPID* teamed up with Coca-Cola around the launch of the *Burn* energy drink, shrink-wrapping a condom with the campaign logo on 100,000 cans. Corbina Telecom distributed 10,000 telephone cards with the campaign's information.



From October 2004 to October 2005, RMP efforts produced 20 television programmes with HIV-related themes or characters. Ten radio talk shows examined HIV and AIDS topics and fifteen feature articles were placed in some of the countries' leading magazines (*Cosmo*, *Good Housekeeping*, *Top Sante*, *YES!*, and *Itogi*, among others).



More than 150 journalists from the Russian Federation have graduated from TPAAs Journalism Training Program.



The Ukrainian TV campaign (ICTV, STB, Noviy and M1) aired 6,056 PSAs in 2004 and 2,055 in 2005. It registered an average prime time ratio of 31% (19h00-24h00). The dollar value of the total air time is estimated at \$11.5 million.



160 HIV and AIDS themed posters were displayed on light-boxes in the Kiev subway and over 7,000 posters were distributed to social services departments in all regions of the Ukraine.



Since the launch of the *StopSNID* campaign, calls to the Ukraine national HIV and AIDS hotline increased by more than 50 per cent.





BET and the Kaiser Family Foundation's *Rap It Up* campaign aired more than 4,000 PSAs with an estimated media value of approximately \$18.5 million and debuted or reaired a dozen full-length specials about HIV and AIDS. About 150,000 viewers called the campaign's dedicated hotline.



Think Positive: The Asian Face of HIV/AIDS has facilitated the production of PSAs and short-form programmes from fourteen Asian countries. Content is being made available rights free to members of the Asia-Pacific Broadcasting Union in 55 countries with an estimated potential audience of three billion people.



KNOW HIV/AIDS, a public education partnership of the Kaiser Family Foundation and CBS Corporation and Viacom Inc., will receive \$133 million in media space across television, radio and outdoor properties in 2006.



Brazil's Globo TV Network aired three HIV and AIDS PSAs (during 2004-05) in 25,000 insertions valued at \$6.3 million in air time.



The African Broadcast Media Leaders Summit in Johannesburg (October 2005) drew 80 executives from 27 of Africa's top broadcasting companies who pledged to increase air time for HIV and AIDS-related programming across genres.



MTV Networks International has committed to airing a minimum of one minute of HIV and AIDS-related information during prime time every day with MTV Base Africa airing 6 minutes per day. The total value of this air time is estimated at \$50 million a year.



Who's involved

The following is a list of some of the media companies that have participated in GMAI events or are members of partnerships.

- Afghanistan – RTA
- Angola – RNA
- Anguilla – Radio Anguilla
- Antigua – ABS Television
- Asia – Asia Pacific Broadcasting Union
- Australia – ABC
- Bahamas – Broadcasting Corporation of the Bahamas
- Bangladesh – BTV
- Barbados – Cross-Caribbean Productions
- Belize – Great Belize Productions
- Botswana – BTV
- Brazil – Globo International
- Canada – CBC
- Caribbean – Caribbean Broadcasting Corporation
- Caribbean – Caribbean Media Corporation
- Caribbean – Tempo
- Chile – TVN
- China – CCTV
- China – Phoenix TV
- China – Guangzhou TV
- Commonwealth – Commonwealth Journalists Association
- Congo – RTCN
- Egypt – Channel 2 TV
- Europe – European Broadcasting Union
- France – TV5
- Germany – Deutsche Welle
- Germany – ZDF
- Ghana – Ghana BC
- Grenada – Grenada Broadcasting Network
- Grenada – Grenada Cablevision
- Guyana – National Communications Network, Inc
- Haiti – Television Nationale de Haiti
- International – Al-Arabiya
- International – Al-Jazeera
- International – MTV Networks International
- International – Time Warner
- International – Viacom
- Jamaica – CVM Communications Group
- Hungary – HUMTV
- India – PBBC (Doodarshan)
- India – Dainik Bhashar
- India – Hindustan Times
- India – Zee Telefilms
- India – NaiDuma
- India – India xpress
- India – Magna
- India – Siasat
- India – Eenadu TV
- India – Nava Bharat
- India – Sun
- India – STAR
- India – Malayala Masorama
- India – Hindu
- India – Andhra
- India – Sahara TV
- India – India Today group
- India – NDTV
- India – Lokmal
- India – Mathrubhomi
- Indonesia – Metro TV
- Indonesia – PTI
- Indonesia – PTS
- Ireland – RTE
- Italy – RAI
- Japan – NHK
- Kenya – KBC
- Lebanon – LBC
- Lesotho – LTBS
- Madagascar – RTM
- Malawi – TVM
- Malawi – Tele M
- Malawi – MBC
- Malaysia – TV3
- Mauritius – MBC
- Mexico – Canal 22 Internacional
- Mozambique – RM
- Mozambique – TM
- Namibia – NBS
- Nepal – Nepal TV
- New Zealand – TVNZ
- Nigeria – Nigeria Broadcasting Authority
- Nigeria – NRC
- Pakistan – Geo TV
- Papua New Guinea – EMTV
- Peru – Tel
- Philippines – ABS-CBN Broadcasting Corporation
- Portugal – RTP
- Puerto Rico – Univision
- Russia – ROC
- Russia – CTC
- Russia – Poytaht Media Holding
- Russia – PTRBC
- Russia – Gazprom-media
- Russia – Radio Supernova
- Russia – Radio Grand
- Russia – Soyuz Holding
- Russia – DTV Viasat
- Rwanda – RR
- Seychelles – SBC
- Singapore – MediaCorp News
- South Africa – SABA
- South Africa – SABC
- South Korea – KBS
- Spain – RTVE
- Sri Lanka – EAP Network
- St Kitts – ZIZ Broadcasting Corporation
- St Maarten – Radio Soualiga
- St Vincent – National Broadcasting Corporation of St. Vincent & the Grenadines
- Suriname – ATV Suriname
- Suriname – Surinaamse Televisie
- Taiwan – PTS
- Tanzania – TBS
- Tanzania – ITV
- Thailand – Channel 11
- Thailand – BKK
- Tobago – Tobago Channel 5
- Trinidad – Caribbean New Media Group Ltd.
- Trinidad – Gayelle: The Channel
- Trinidad – Citadel Ltd.
- Trinidad – Trinidad Publishing Co. Ltd., Radio Division
- Turks & Caicos – Turks & Caicos Broadcasting Commission
- Uganda – UTV
- UK – BBC
- UK – Channel 4
- Ukraine – ICTV
- Ukraine – M1
- Ukraine – Novig
- Ukraine – STB
- USA – BET
- USA – CPB
- USA – Discovery Communications Inc
- USA – Motion Picture Association of America
- USA – PBS
- USA – Univision
- Vietnam – VTV
- Zambia – ZNBC
- Zimbabwe – ZBC





