

Impact Dashboard 2023

Since **1996**, MDIF has supported **+146** independent media across **+47** countries.

To measure our impact, we ask ourselves:

Is our financing and advisory support making a difference?

Are our clients making a difference in the communities they serve?

MDIF has developed a custom approach to tracking impact that is tailored to our unique mission of supporting the financial independence of media companies. Below are the main highlights from our Impact Dashboard, an annual analysis of our impact results.

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[Download full Methodology](#)

Level 1: Impact on clients

Clients grow while working with MDIF

+196%

average revenue growth after 5 years with MDIF

+169%

average reach growth after 5 years with MDIF

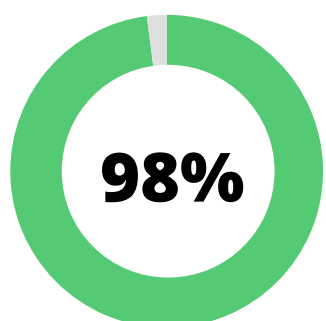
+29%

average staff growth after 5 years with MDIF

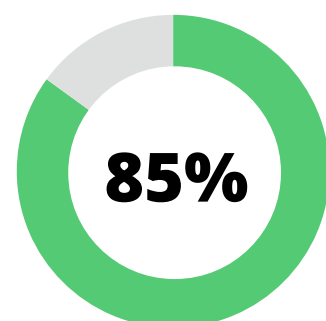
+16%

average risk rating growth after 5 years with MDIF

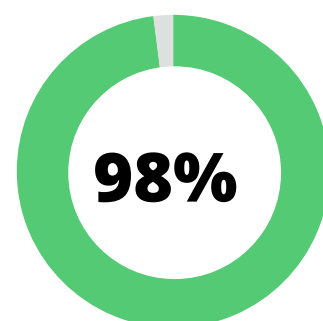
Clients see changes in their company because of their involvement with MDIF



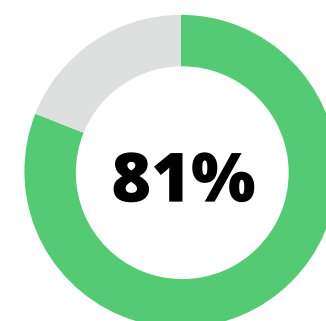
of clients saw MDIF financing and support as valuable



of clients experienced changes with MDIF



of clients who saw changes describe them as positive



of clients said changes unlikely without MDIF

Level 2: Impact on societies

Clients facilitate public access to information (Sustainable Development Goal 16.10), producing work of high quality that impacts on society



248 million people accessed news and information (SDG 16.10) through MDIF clients last year



109 awards and accolades were won last year, with **72%** of clients honoured



92% of media clients said that they created real-world change last year, generating impact across various SDGs