

Impact Dashboard 2025



Since **1996**, MDIF has invested in **154** independent media across **49** 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.

+257%

average revenue growth with MDIF

+398%

average reach growth with MDIF

+25%

average staff growth with MDIF

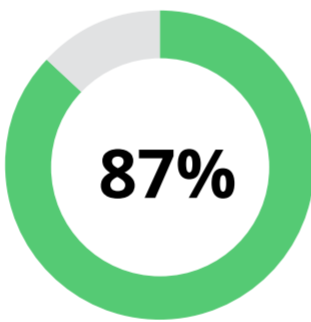
+32%

average risk rating growth with MDIF

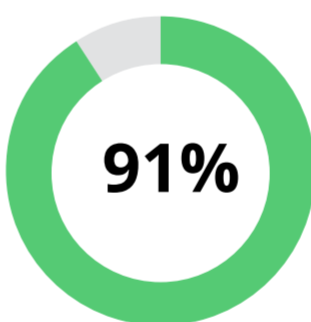
Clients see changes in their company because of their involvement with MDIF.



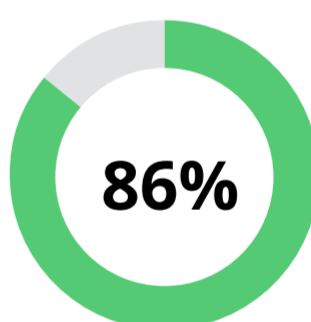
of clients saw MDIF financing and support as valuable



of clients feel better prepared for growth since receiving MDIF financing and support



of clients experienced positive changes with MDIF



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



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



126 awards and accolades were won last year, with **62%** of clients honoured



83% of media clients said that they created real-world change last year, generating impact across various SDGs