

NAMIP: TRANSFORMING THE MEDIA SPACE IN NIGERIA



ABOUT NAMIP

The Nigeria Media Innovation Program (NAMIP) is an initiative working to increase capacity, generate sustainable and diverse revenue streams, and build audiences of independent media in Nigeria, particularly those reaching underserved communities. Launched in 2022 with support from the MacArthur Foundation, NAMIP addresses the challenges facing Nigeria's media

sector by helping media to increase revenues, test new business models and instil financial discipline through financial, strategic, and technical support provided. NAMIP is a program implemented by Media Development Investment Fund (MDIF). Established in 1996, MDIF is a non-profit organisation that supports independent media organisations in countries where access to free and

reliable news is under threat. MDIF provides financial and technical assistance through low-interest loans, equity investments, grants, and expert advisory services.



About the cohort:

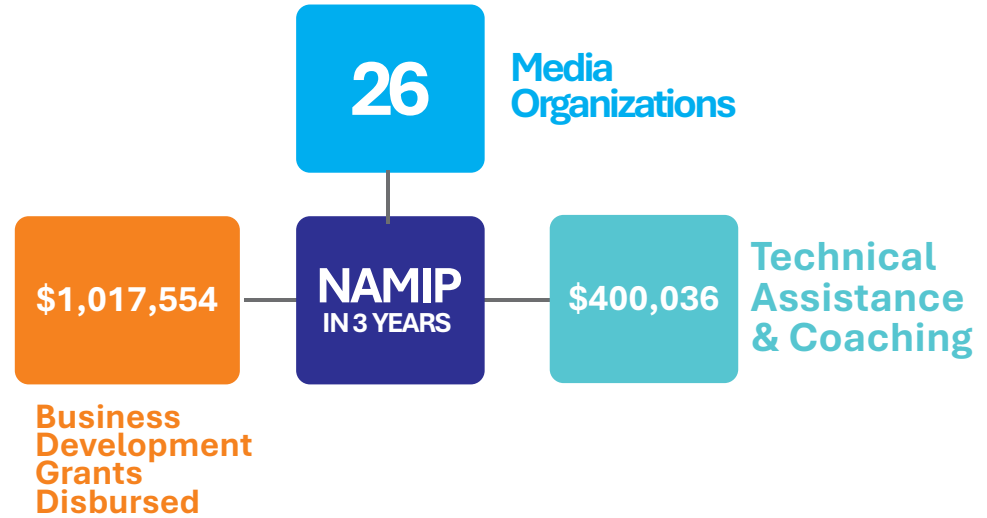
26 media organisations

joined the NAMIP cohort, ranging from established newsrooms seeking to scale further, to newer outlets working to navigate the rapidly changing media landscape.

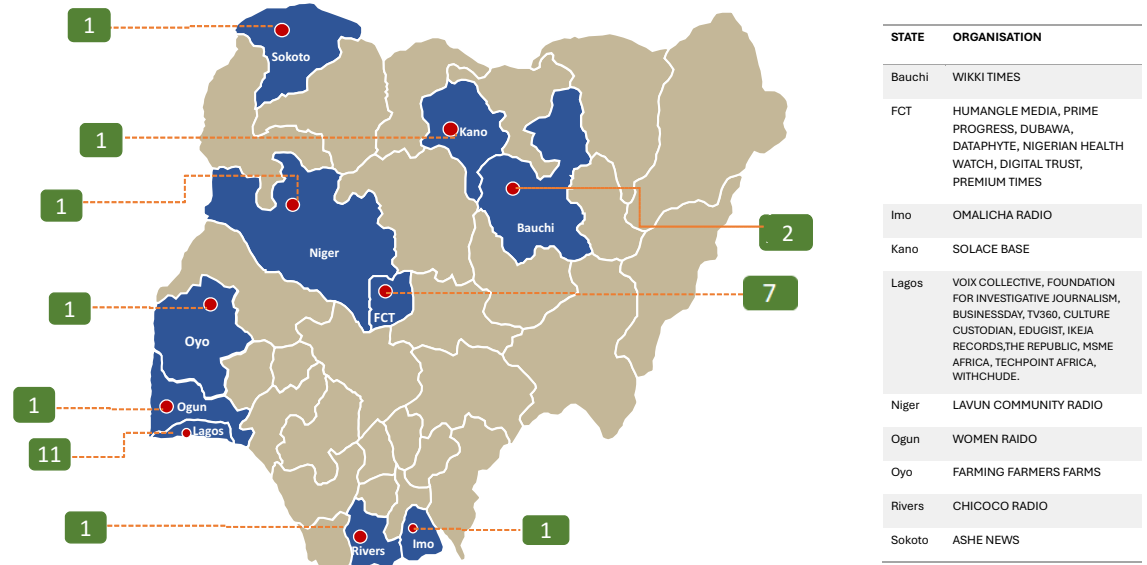
Through a range of opportunities—including physical workshops, virtual training sessions, community calls, knowledge-sharing sessions, and participations in conferences and study tours—NAMIP helps media organisations experiment with innovative solutions to remain relevant and financially resilient in today's fast-changing landscape.



Meet the cohort here: <https://namip.mdif.org/#participants>



NAMIP PARTICIPANT LOCATION SPREAD





Successful Interventions: Growth Across the NAMIP Cohort

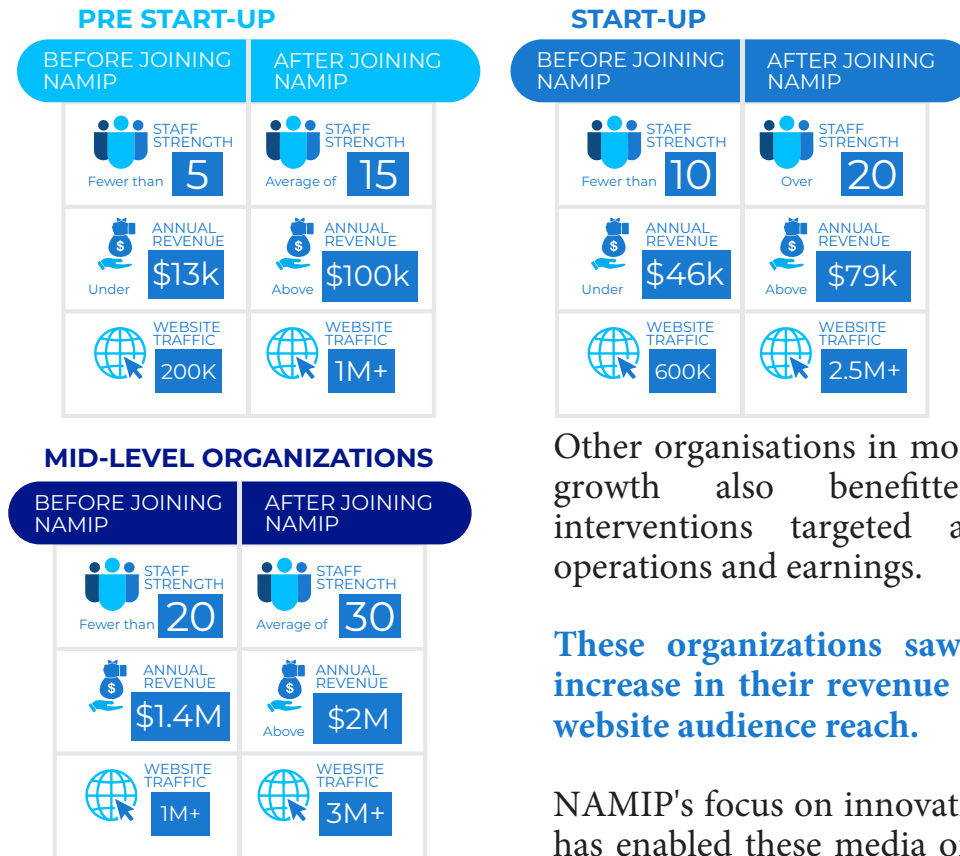
NAMIP operates with a theory of change that strengthening the financial capacity of independent media organisations—by supporting them to increase revenue, test new business models, and foster collaboration—will enhance their business profile and earning power, enabling them to hold the powerful to account and provide a platform for equitable debate.

Some key results operating with this theory of change include a significant boost in revenue and audience engagement across the varied organisations in the cohort. For example, pre-startups saw their combined revenue surge from under \$13k to over \$114k annually, while their website traffic skyrocketed from fewer than 200k to more than 1 million unique visitors. Startups, mid-level, and advanced organisations

Pre-startups saw their combined revenue surge from **under \$13k to over \$114k** annually!

similarly experienced substantial growth in revenue and online engagement with website visits rising from hundreds of thousands to millions

The NAMIP cohort includes participants at various stages of growth:



Other organisations in more advanced stages of growth also benefitted from bespoke interventions targeted at optimising their operations and earnings.

These organizations saw up to up to 91% increase in their revenue and 43% increase in website audience reach.

NAMIP's focus on innovation and sustainability has enabled these media organisations to thrive in a challenging media landscape.