



Successful Interventions: Growth Across the NAMIP Cohort

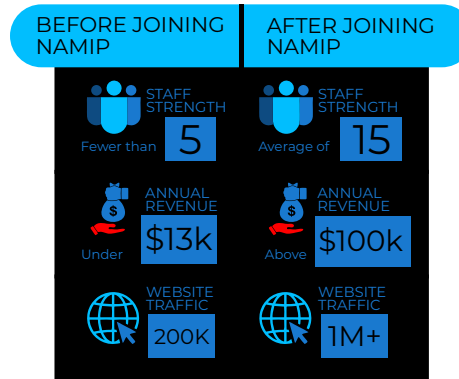
NAMIP operates with a theory of change that if the financial capacity independent media organisations are strengthened by helping them to increase revenue, test new business models and foster collaboration; then it will help strengthen the business profile and earning power of media independent organisations who are holding the powerful to account and providing 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 similarly experienced substantial growth in revenue and online engagement, with website visits rising from hundreds of thousands to millions.

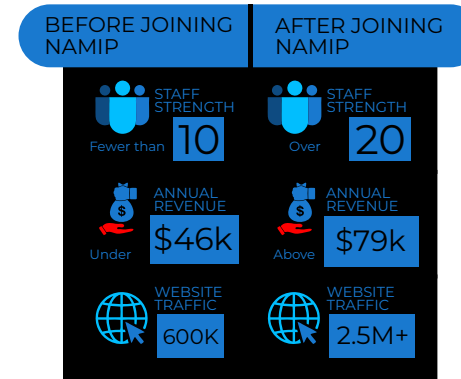
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The NAMIP cohort includes participants at various stages of growth:

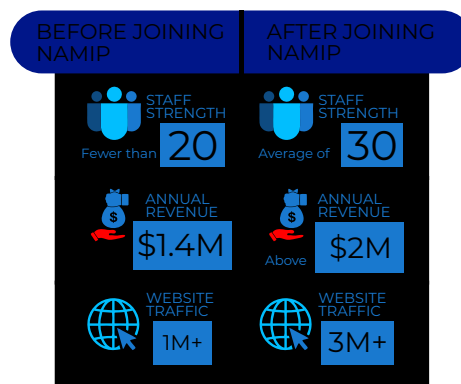
PRE START-UP



START-UP



MID-LEVEL ORGANIZATIONS



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.