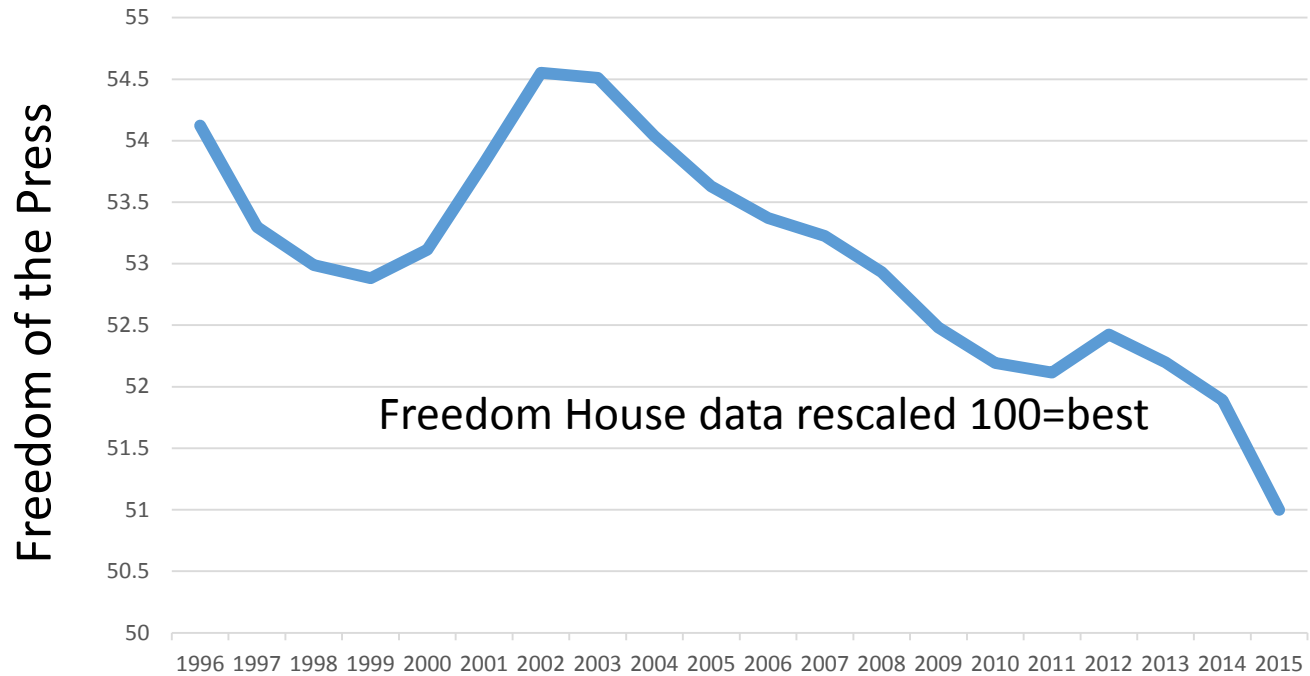Strengthening Political Will,
Improving Governance

Rethinking Donor Support for Independent Media

A more connected world
ITU Data, 2016
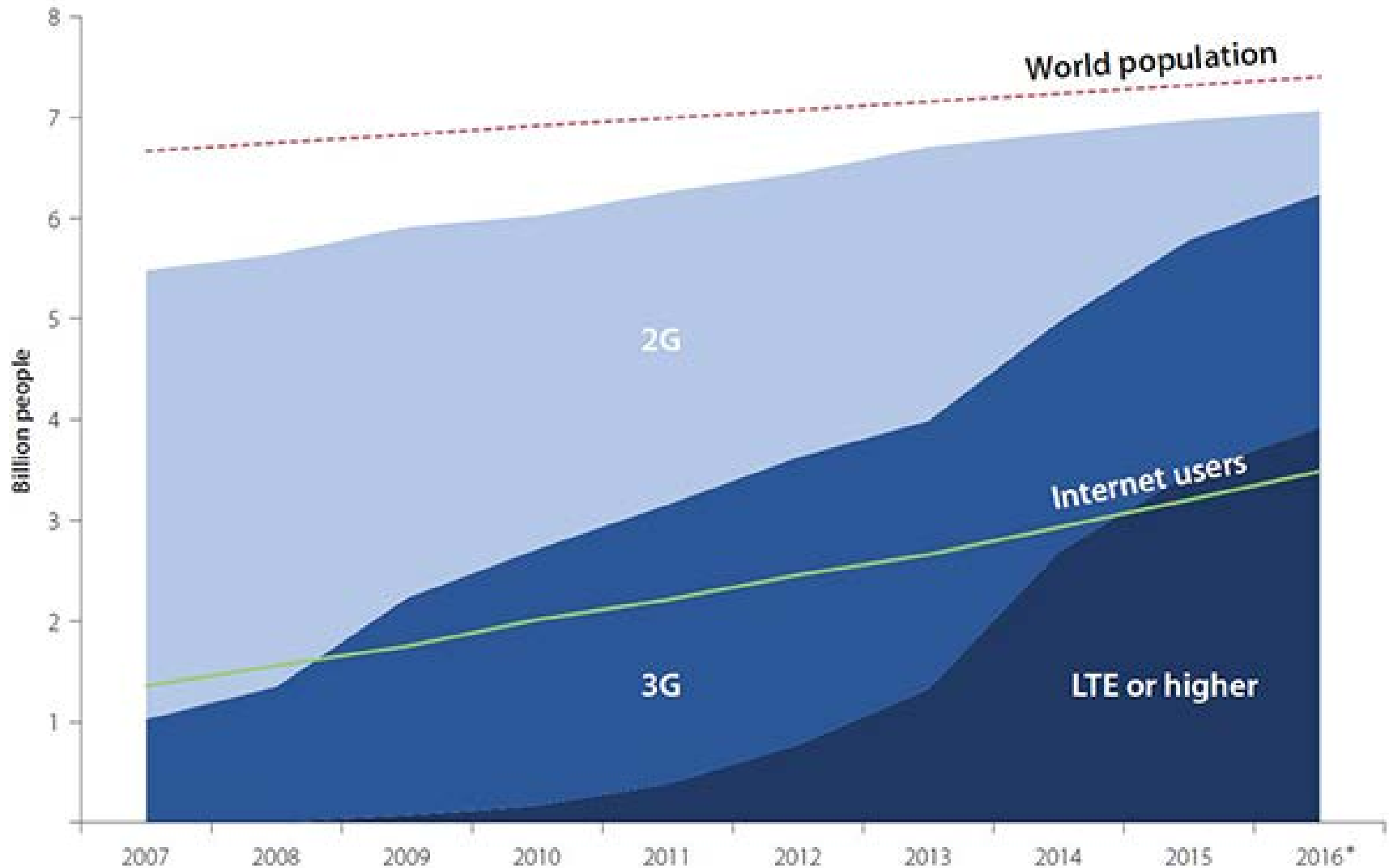
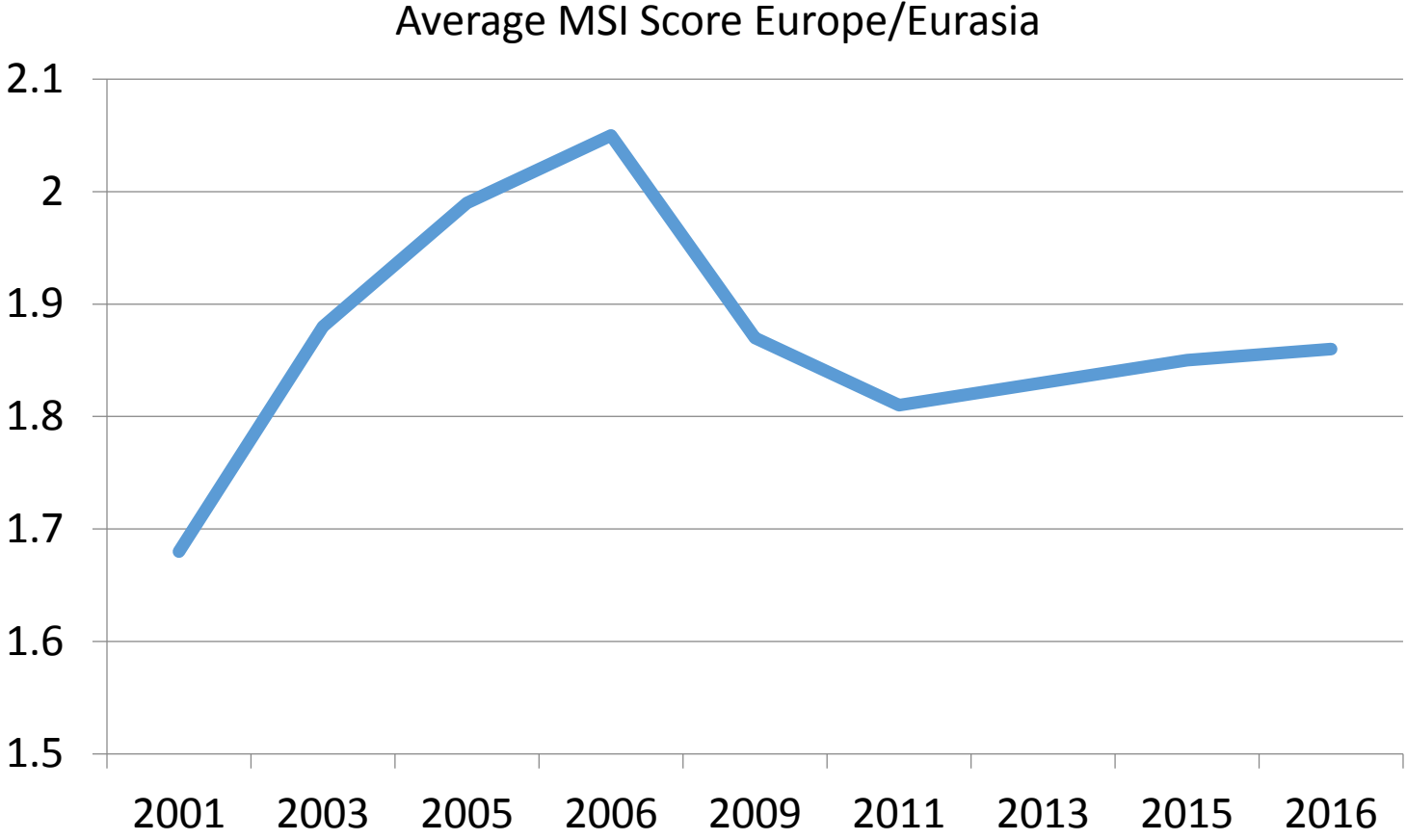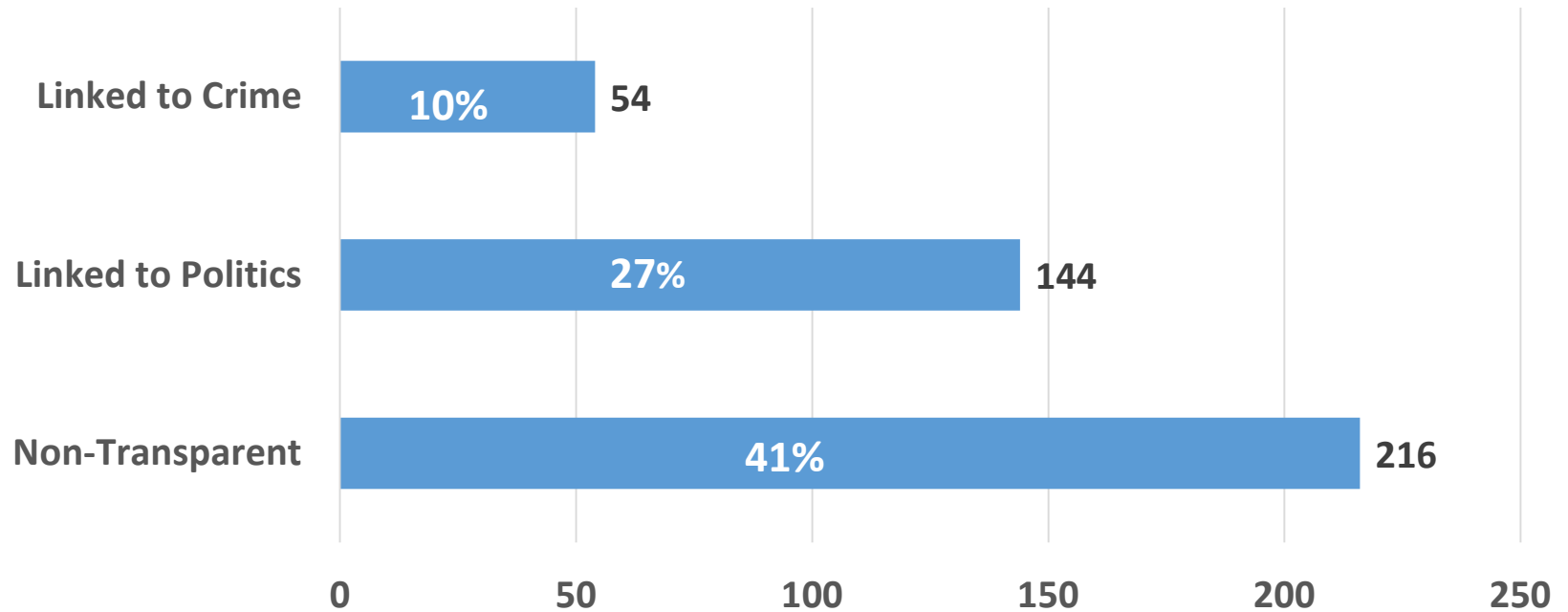# Press freedom in the world is declining

Freedom House data rescaled 100=best

Country level media systems have stagnated

Average MSI Score Europe/Eurasia

Owners of 530 Media Houses
11 Countries in Eastern Europe

Linked to Crime	10% — 54
Linked to Politics	27% — 144
Non-Transparent	41% — 216

0   50   100   150   200   250

Source: https://reportingproject.net/media/ (accessed 1 Nov 2015)

Three big shifts in the media landscape

A failing business model

A dramatic shift in the way people get and distribute information

A rise in authoritarian and captured media that spreads propaganda as a means of political control
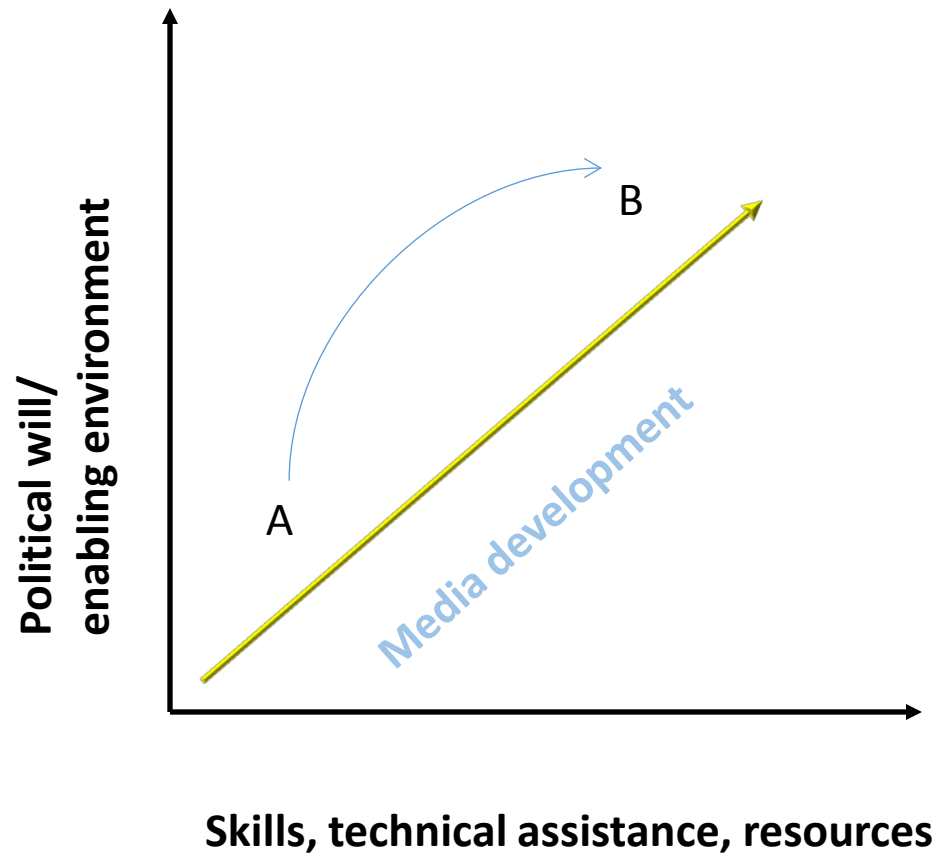
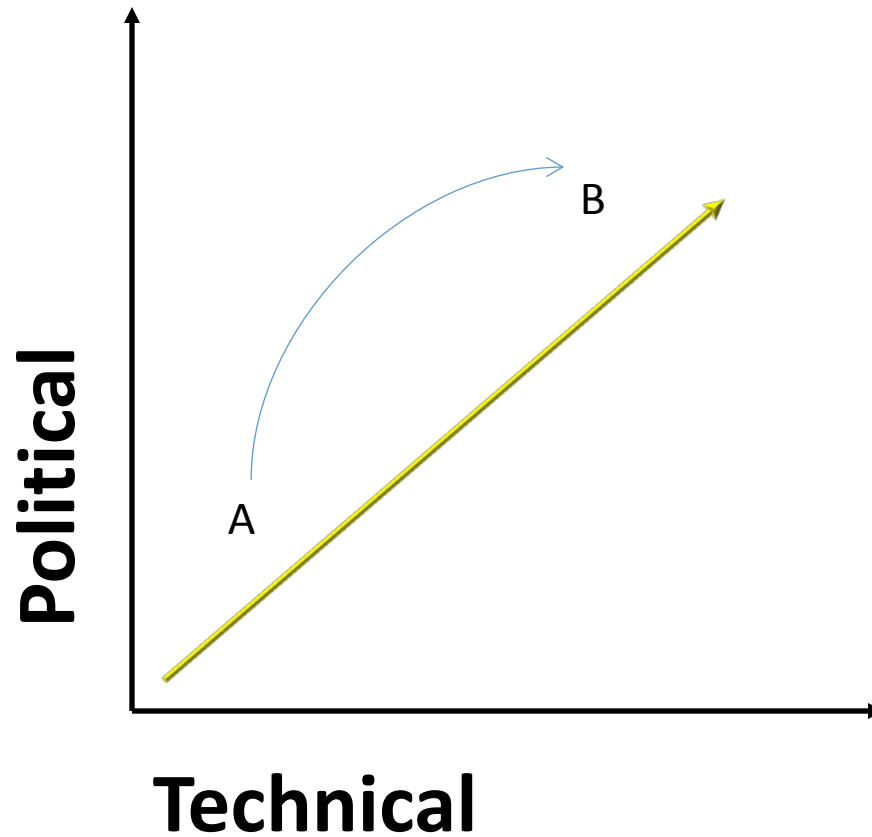# A sliver of development assistance

Spending on media devt. $625 million (est.)

Total ODA $132 billion (2015)
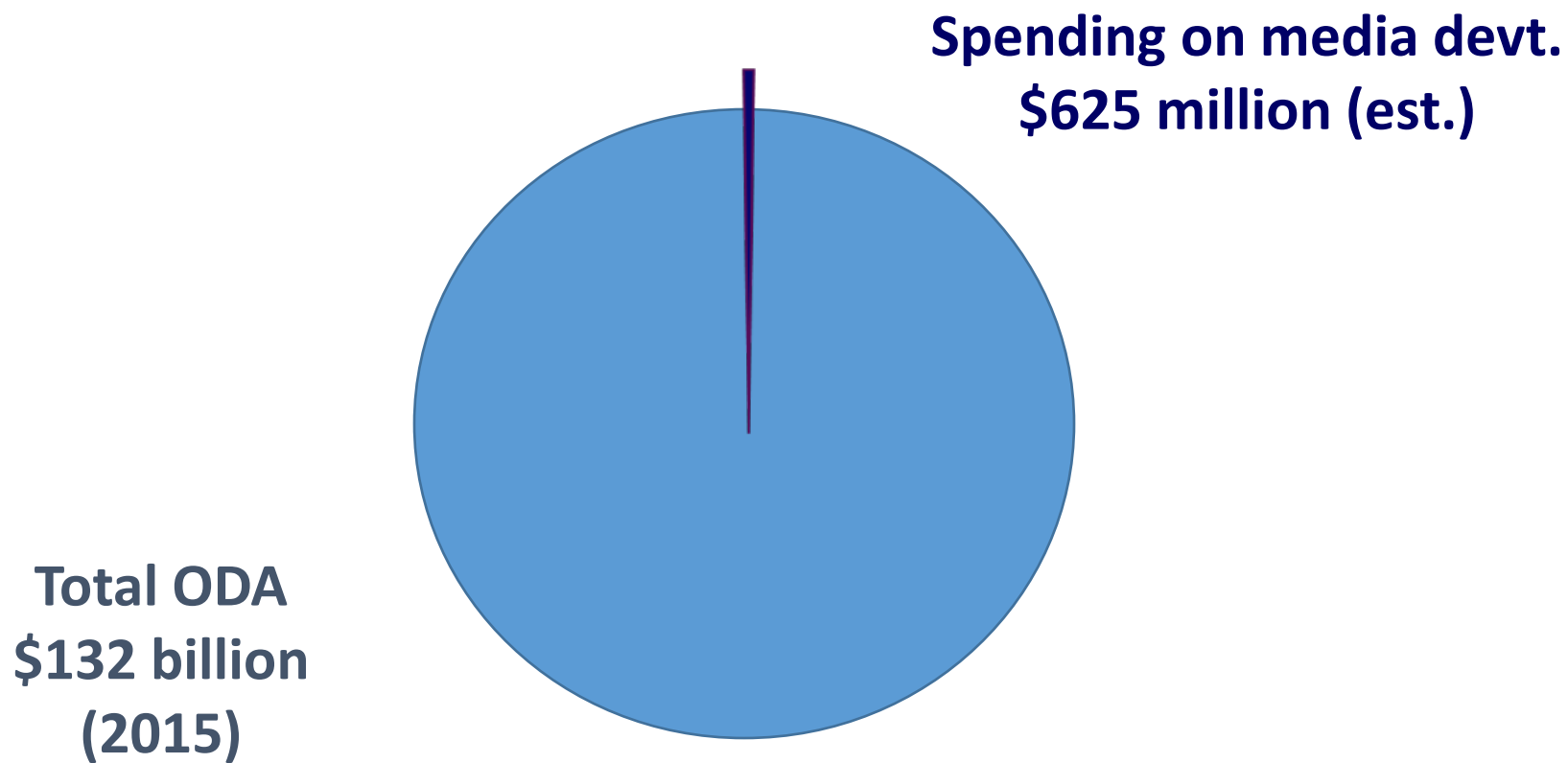
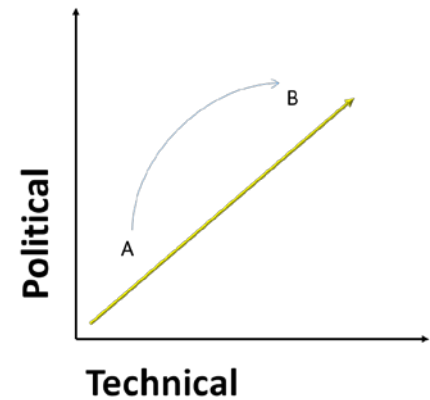# Media both contributes to and benefits from improved governance

Developing media capacity requires both technical & political approaches

Developing media capacity requires both technical & political approaches

Technical approaches (X axis): Short-term, skills & equipment

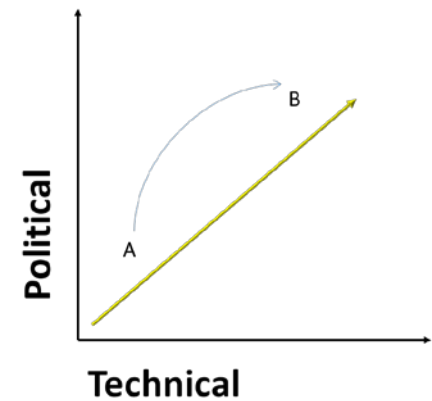|		
Training journalists, editors	Supporting investigative journalism	Training managers in business skills
Support to program production	Providing equipment	Direct support (funding) to media houses to finance operations

Political approaches (Y axis): The Enabling Environment

Public sector reforms increasing transparency, public access to information	Legal reforms on freedom of expression, rights to disseminate, protecting journalists	Business climate reforms reducing monopolies, licensing requirements, red tape
Multi-stakeholder consensus-building focused on role of information and media	Knowledge building for parliamentarians, government, business	South-South learning: helping countries learn from successful examples

CIMA

CENTER FOR INTERNATIONAL MEDIA ASSISTANCE

Profiles in Media Development Funding

International donors, both public and private, play an essential role in media development worldwide. In order to better understand the work donors are facilitating around the world the Center for International Media Assistance, with support from the Open Society Foundations (OSF), surveyed these organizations. In each profile you will learn about the organization's background, its current thematic priorities, details about funding, and in most cases a couple of examples that illustrate the types of media development projects they fund.

PUBLIC DONORS

PRIVATE DONORS

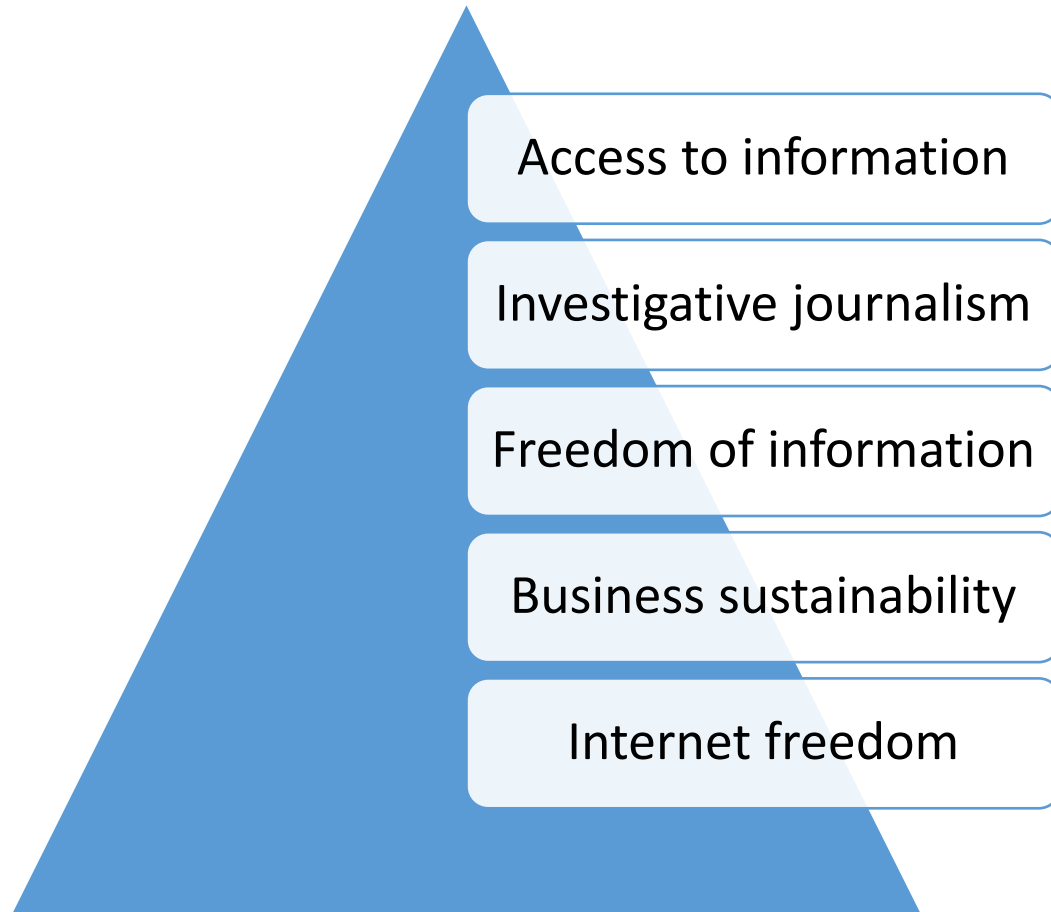# www.cima.ned.org

Donors Profiled

Public Donors (9): DANIDA, European Endowment for Democracy, French Foreign Ministry, BMZ, Global Affairs Canada, Government of Norway, JICA, SIDA, UNESCO, USA

Private Donors (8): Bill and Melinda Gates Foundation, Jigsaw, Knight Foundation, MDIF, Omidyar, OSF, Skoll Foundation, Ford Foundation, NED
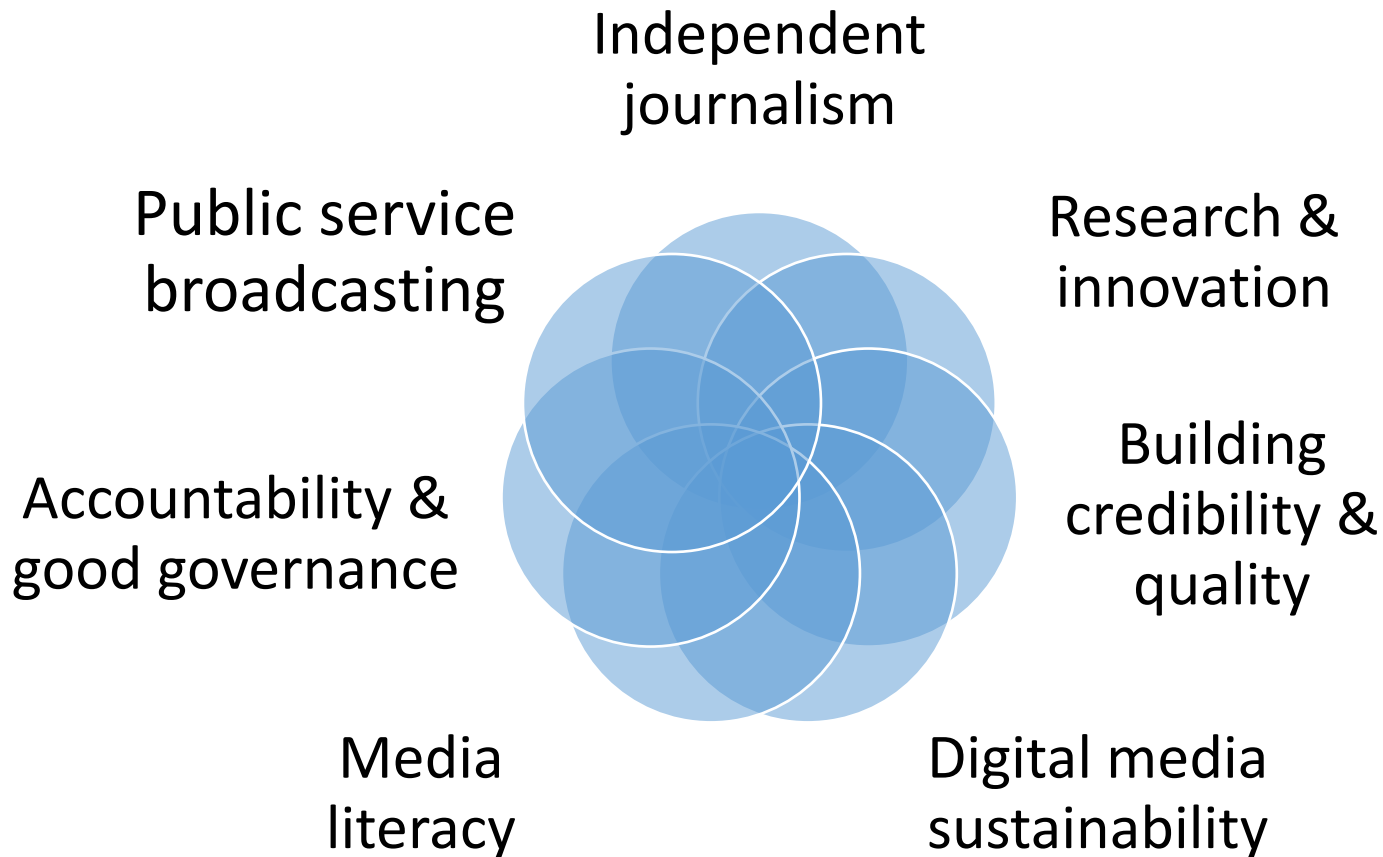
Coming: EU Commission, DFID

Top Priorities of Donors Profiled

Access to information

Investigative journalism

Freedom of information

Business sustainability

Internet freedom

Lowest priorities of donors profiled

Independent journalism

Research & innovation

Building credibility & quality

Digital media sustainability

Media literacy

Accountability & good governance

Public service broadcasting

A role for GovNet?

- Integrating media development within the broader development agenda, particularly governance work
- Building a stronger political approach
- Supporting the legal and regulatory environment for media
- Rethinking public service media

markn@ned.org