



# Media Viability Accelerator: Overview



The Media Viability Accelerator (“MVA”) is a new web-based platform that will help media compete more effectively for audiences and revenues by learning from the performance of peers globally and participating in a marketplace of those that can help.

This multi-lingual tool will visualize media performance data in user-friendly, rich graphics and benchmarks. It will also generate actionable daily and weekly alerts based on thousands of market and media sources.

Media outlets using the MVA will become better informed about themselves, better equipped to adapt to market changes, and better known to organizations which can assist with their work.

## MVA Partners

The MVA is being co-created by Internews and partner organizations that share a mission to preserve fact-based news and information media as the “fourth pillar” of democracy. To achieve this, MVA partners work to ensure that media outlets can survive, thrive, adapt, and grow as businesses.

These MVA Partners currently include [Free Press Unlimited](#), [Global Forum for Media Development \(GFMD\)](#), [Internews](#), [IREX](#), [News Consulting Group \(NewsCG\)](#), [SembraMedia](#), and [Thomson Reuters Foundation](#). Discussions are ongoing with several other organizations, and new partners are always welcome.

Internews coordinates this work through [INSPIRES](#), a USAID-funded seven-member consortium to implement the Enabling and Protecting Civic Space (EPCS) INSPIRES project.

## MVA Benefits

The MVA is being designed for *media outlets* (entities publishing fact-based news and information), and *solution providers* (organizations — including funders, media development organizations, software providers, consultants, and researchers — that can increase media outlets' viability).

The MVA will deliver its output through two components: MVA Insights and MVA Solutions.

MVA Insights	MVA Solutions
A context-driven platform to track, benchmark and optimize media outlets' business performance.	A diverse marketplace of solutions and services aimed at media viability, connecting to MVA Insights.
<b>Key benefits for media outlets</b>	
<ul style="list-style-type: none"> <li>□ Analyze, visualize, and track business performance by organization, brand, and distribution channel (e.g., website, social media, mobile app, print, broadcast)</li> <li>□ Benchmark performance against peers across the world, using segments based on markets and media outlet characteristics</li> <li>□ Get customized alerts to improve performance</li> </ul>	<ul style="list-style-type: none"> <li>□ Find — and be found by — solution providers</li> <li>□ Streamline stakeholder reporting</li> <li>□ Gain recognition for achievements</li> <li>□ Become a solution provider</li> </ul>
<i>Survive, thrive, adapt, grow</i>	
<b>Key benefits for solution providers</b>	
<ul style="list-style-type: none"> <li>□ Understand markets</li> <li>□ Inform the design of media development programs and concepts for MVA Solutions</li> <li>□ Continuity and simplicity in reporting from media outlets</li> </ul>	<ul style="list-style-type: none"> <li>□ Identify media outlets to include in media development programs</li> <li>□ Identify customers and partners</li> <li>□ Integrate with MVA Insights to demonstrate value and gain recognition</li> </ul>
<i>Discover, design, innovate, reward</i>	

## Why Create the Media Viability Accelerator?

Business models for independent media have changed profoundly in recent decades, and the rate of change is only increasing. Major digital and entertainment platforms — with their huge audiences, data pools, and AI-driven amplification — capture most of the global market's advertising and subscription spend, while fact-based, independent media are being outcompeted and threatened.

Only by preserving independent media can people hold power to account, make informed decisions that affect their lives, and preserve democracy.

The MVA will help media outlets compete for audiences and revenues more effectively.

### Better Decisions

Just as the facts are essential for audiences in making informed decisions, they are also essential for media outlets to survive and thrive. The MVA will support data-informed decision making with a focus on embedding data into daily and weekly routines.

### Focus on Context and Action

With so much data available, it is essential to identify what is relevant and actionable. The MVA will enable advanced segmentation and action-driven alerts, so that media outlets can be inspired frequently by how others, with similar market and organizational characteristics, behave.

### Collaborative Competition

Individually, independent media lack large data pools to learn from, so it can be hard to know how to adapt and grow. By pooling data from multiple media organizations, the MVA will enable them to discover what works for others globally. The MVA will never offer benchmarks on how media outlets in the same country perform, or reveal individual performance data without explicit permission from the media outlet. Comparisons are always offered by media outlet and market characteristics.

### Recognizing Excellence, Finding Solutions

There are many organizations offering investment, funding, training, tools, and services that can help independent media become more resilient but finding the right partners is difficult, and there are few standards for demonstrating the benefits of those solutions. The MVA will make this simple, by connecting those who need help, with those who can offer it. Funders and implementers of media development programs have already expressed an interest in joining the MVA. Any MVA User can become a Solution Provider.

## MVA Data Universe

Based on a minimized amount of media outlet input, MVA Insights will use proprietary automation and publicly available analytical tools to make informed inferences about Context (e.g., characteristics of the primary country/region and the type of media outlet), the Availability of their output, the Resonance of their content, their organizational Performance, and their Effectiveness in defining and upholding their vision, mission, and values.

**Figure 1.** CARPE — A hierarchy for the MVA's collection of media outlets' business performance data



The MVA is based on the “give to get” principle. The more information users provide, the more detailed data the platform gives them.

## Underlying Principles and Practices

The MVA will be based on a set of best-practice principles, which include:

- Enhanced data security and privacy
- Feedback loops and ongoing iteration driven by User engagement and feedback
- A solid ethical, DEIA and compliance footing
- A robust governance structure.

The MVA's ethical approach will be based on the following values:

- The MVA will do no harm
- Participants will retain control of their own data
- Participants will need to give data to get data
- Everyone can benefit
- Diversity of ideas to serve a diversity of participants

Diversity, Equity, Inclusion and Accessibility (DEIA) considerations — including gender — are integrated both in the development of the MVA and into the product as such. With these considerations in mind, the tool will be built and deployed such that it benefits all user constituencies, including, specifically, under-represented groups.

Built in this manner, the MVA will become an indispensable tool for both media outlets and solution providers. It will strengthen media outlets, contributing to the creation of societies which are better informed and more resilient to mis-/disinformation.