UNESCO’s Media Development Indicators (MDIs) Tool for assessing national media landscape

Bangkok, 25 January 2016
Why look at media development?

• Potential of media to foster good governance: transparency, accountability, dialogue...

• Media development increasingly recognized as integral component of any national development strategy

⇒ **Aim of MDIs**: Define framework within which media can best contribute to development and good governance
How were the MDIs developed?

- Comprehensive study of international systems for evaluation of the media.
- Reviewed and finalized through an international consultation process involving media development experts from all regions.
- Endorsed in 2008 by UNESCO’s Member States through the International Programme for the Development of Communication (IPDC).
- Have since gained widespread recognition among media development partners.
- Available versions: English, French, Spanish, Russian, Arabic, Portuguese, Nepali, Chinese, and Thai.
How are the MDIs structured?

Media Development Indicators (MDIs)

- Legal and regulatory framework
- Plurality and diversity of media
- Media as a platform for democratic discourse
- Professional capacity building
- Infrastructural capacity
The MDI system

MDI

5 x categories

21 x sub-categories

50 x indicators

190 x sub-indicators
MDI strengths in a snapshot

- Comprehensiveness
- Firmly grounded in international legal standards and good practices
- Legitimacy
<table>
<thead>
<tr>
<th>Completed MDI-based assessments</th>
<th>On-going MDI-based assessments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benin*</td>
<td>Bolivia</td>
</tr>
<tr>
<td>Bhutan</td>
<td>Brazil</td>
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<td>Croatia</td>
<td>Colombia</td>
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<td>Curaçao</td>
<td>Dominican Republic</td>
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<td>East Timor</td>
<td>Madagascar</td>
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<td>Mongolia</td>
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<td>Morocco</td>
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<tr>
<td>Gabon</td>
<td>Myanmar</td>
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<tr>
<td>Jordan</td>
<td>Regional project: Croatia, Serbia, FYR Macedonia*</td>
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<tr>
<td>Libya <em>(partial assessment)</em></td>
<td>Swaziland</td>
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<td>Maldives</td>
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<td>Palestine</td>
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<td>Somalia <em>(partial assessment)</em></td>
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<td>South Sudan</td>
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<td>Tunisia</td>
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*The assessments marked in blue are/were not carried out by UNESCO.*
Assessing national media landscapes - methodology

- Partnership with local research institution
- Literature review, data collection, consultations
- Multi-stakeholder involvement
- National validation conference
- Peer review
- Follow-up activities
Assessing national media landscapes - Objectives

- Identify gaps and propose recommendations
- Assist both State and non-State actors
- Improve targeting of media development efforts
- Guide the formulation of media-related policies
- Roadmap to support the development of free, independent and pluralistic media
Impacts of MDI assessments

- Contributing to government policy
- Guiding media interventions by other stakeholders
- Supporting UNESCO programme
- Empowering stakeholders
- Enhancing dialogue

MDIs
Thank you

www.unesco.org/webworld/en/media-development-indicators