

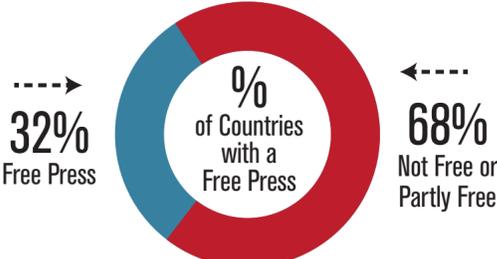
CREATING IMPACT

Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference, and impart information and ideas through any media regardless of frontiers.

— The Universal Declaration of Human Rights

OUR CHALLENGES

BBG networks operate in a competitive, diverse, fragmented **global media environment** undergoing revolutionary change. There is more information, more channels of distribution and **Limited Freedom of the Press.**



more

- CENSORSHIP
- PROPAGANDA
- DISINFORMATION
- THREATS TO JOURNALISTS
- RESTRICTIVE LAWS

6,233,903,487 people live in countries that have a press that is partly free or not free

6 out of every 7 people live in countries without a free press



Source: Freedom of the Press 2015, Freedom House

HOW DO WE MEASURE IMPACT?

We measure impact across networks, across media, in **61 languages & in more than 100 countries.**

Our shared mission provides the framework for a **common standard to define & measure impact.**

5 Networks.
1 Mission.

To **inform, engage and connect** people around the world **in support of freedom and democracy.**

IMPACT

The guiding principle we use to drive our **strategy, implementation and review cycle.**



IMPACT PILLARS & INDICATORS

Below are illustrative samples of core & optional indicators. The full impact model offers BBG networks 12 core and 28 optional indicators that they can use to fit with market conditions for each region. The indicators do not attempt to assess causality; they examine correlations.

Reach Audiences

Weekly Reach

Year	2010	2011	2012	2013	2014	2015
Reach	165	187	175	206	215	226

2010-2015 UNDUPLICATED AUDIENCE

Weekly Digital Visits

Weekly Reach of Target Segment*

Provide Value

Provide Exceptional or Unique Information

Audience Finds Information or Service Trustworthy/Credible

Inform

Engage Audiences

Digital Engagement

Shared something or talked with someone as a result of reporting*

Engage Media

Content Co-creation with affiliates*

Content downloaded by affiliates*

Create Loyalty

Audience is likely to continue to use

Appointment listening or viewing*

Engage/Connect

People

Increased audience understanding of current events

Media

Drive the news agenda/high profile news pickups*

Government

Attention from government officials*

Be Influential

in support of freedom and democracy

*Optional Indicator